Journal Publishing Profits

How to Cash In on the “Zero-Content” Book Trend That Is Exploding on Amazon Right Now

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# Table of Contents

- Introduction .................................................................................................................. 4
- What the Heck Are “Zero Content Books”? ................................................................. 6
  - Picture Books ............................................................................................................. 7
  - Planners ................................................................................................................... 8
  - Activity Books .......................................................................................................... 9
  - Journals ................................................................................................................... 10
  - Mash-Up Books ...................................................................................................... 12
- Live Demo Time!! ......................................................................................................... 14
- Ready to Publish & Profit with Your Own Journals? ................................................. 29
- How to Access Jay’s Exclusive $395.00 Bonus Package ........................................ 38
- What People Are Saying About the “Journal Design Mastery” ......................... 42
- Questions & Answers ............................................................................................... 51
Kristen Joy has been labeled “The Book Ninja,” and for good reason. She has started over 50 publishing companies. Most of them were for other people, but a few were for her own. She also was able to accomplish her goal to write and publish 18 Kindle books in 18 straight weeks. This project increased her passive book royalty income by 878% in 12 weeks. It has remained steady and has even been growing ever since. She says that it’s pretty awesome to see this royalty check come in every month.

Kristen is a multi-bestselling author, and she has a blog that has won multiple awards as well. She’s also a real-life ninja. Yes, those are real nun chucks in the screenshot above. She says that this is her favorite weapon. Kristen does study martial arts, and right now she is studying Krav Maga and Muay Thai. She says that this is a lot of fun, “There’s nothing like flipping a guy twice my size to feel empowered.”

Now, that you’ve learned a bit about Kristen, let’s talk a little about what you can expect from today’s training. You are about to learn how you can create low-content books in the span of an afternoon. Specifically, this training is going to cover:

- Are these the perfect products for you?
• Types of low and zero-content books
• The fastest, easiest way to create your own journal
• How to take this training to the next level
• And much, much more!
What the Heck Are “Zero Content Books”?

What is a low-content book anyway? A children’s book, a planner, and a journal are all examples of what Kristen would consider low-content books. Are they really the perfect product? That’s for you to decide. Kristen believes that they are, and throughout this portion you will come to understand why.

The Perfect Product?

- Two EASY ways to replace words in books: Images & repetitive content.
- Pretty freaking easy to produce.
- Create variations on the SAME theme… and sell the same thing over & over &…
- Easy to repurpose into other niches.
- Sell for the same or MORE as word-filled books.
- Super easy to create a series.

One of the greatest things about creating low-content books is that you don’t have to include so many words in them and can still provide a product that carries value for people. There are basically only two ways that you can replace words in books, and that is by using images and/or repetitive content. What may make this the perfect product for you is that these types of books are very easy to produce. In many cases, you’ll be able to simply create variations on the same thing and sell the thing over and over.

You can literally create a series of these types of books very, very quickly. Kristen has one student in her “Journal Design Basics” class that has created 35 journals now. She has also created several different book series, and Kristen says she has bought most of them because she thought their covers were really cool, for the most part. Anyway, another great thing about low-content books is that it’s easy to repurpose them into other niches. Probably the best part
about creating low-content books is that you can sell these books for the same amount, or even more, than what you can sell a word-filled book for.

The reason why these books can sell for as much as, or more than, a book that’s filled with words is because there’s a huge perceived value for these types of books. It can also be very profitable to sell these types of books because it’s easy to create a series of them, and why wouldn’t you create a series when it’s so simple to go from one to the next, just by changing up the content, or even just the cover, a bit.

What about you? Do you own more than one journal? A journal, by the way, can just be a blank book of lines or a book that you keep track of things in. So, a planner would be a kind of journal, for example. Most people have at least a few. Some people have varying types of journal. For instance, a person might have a dream journal, another they keep to write out their thoughts and feelings, and another filled with life goals. Let’s face it. Journals are kind of like Lays potato chips, in that you can’t have just one. Kristen admits that she owns tons of different journals, and she doesn’t use all of them, but she still likes them.

Journals are just one type of low-content books that you can create. A great place to go for ideas on what you could potentially create is Amazon. This is the largest online retailer in the world, and thus, it’s a great place to research markets and get ideas for different types of books, covers, and interiors. Kristen says that as you come across books that you like, or are thinking about modeling after, you should read the reviews because that’s how you begin to pick up on what people do like and don’t like about the types of books you are looking into. With this knowledge, you can better craft your own low-content book to fill the needs people have or the wants that they are missing out on.

As you stroll through Amazon, you should also pay attention to the listings of the books that you come across. This will help you come up with ideas for your own book descriptions, prices, categories, and more. By the way, these tips will work well for you, no matter what type of books you want to write. For now, let’s concentrate on creating books that you can put together fast. Here are some types of books you might want to create:

_Picture Books_

These are all types of books that you can create using mostly images and a little bit of text. The books shown in the screenshot on the next page is a travel journal which contains pictures of different people traveling. This idea would also work for historical book or
Planners

One of Kristen’s students made a very nice business planner which filled a gap that wasn’t being filled by any other planners out there. The way that she came up with this idea is that she needed a planner that fulfilled a specific need of her own, and she couldn’t find any other planners that served that particular function. So, this planner worked for her, but that doesn’t necessarily mean it will work for everyone else. However, it will work for the types of people that have the same needs as she does.

The fact of the matter is that people need different journals for different things. A business planner can help people schedule meetings or keep track of what they need to do each day. There are a lot of other functions that you could add into a business planner as well, such as a place to keep track of business contacts, right? Then, a person may also have a totally separate planner for keeping track of family events. They might also have a planner to help them log their travels and keep track and/or where they need to be on a specific date.

Writers often keep planners to practice writing or keep track of ideas, and a lot of people use health and diet journals to keep track of what meals they eat or even to plan future meals out. You may also just have a journal for planning out your family’s meals, in general. Another idea is to create a medical planner, which might be a good idea for the Boomers market. A person might keep a medical planner to help keep track of their

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prescriptions and their doctor visits. People also sometimes keep planners which help them to track their goals.

Here are some more ideas for planner-type books you can publish and profit from:

- Business
- Family Events
- Health/Diet
- Goal Setting
- Travel
- Writing
- Medical
- Wedding
- Meals

Activity Books

Have a look at the type of “Activity Books” available for you to start publishing:

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• Coloring Books
• Action Guides
• Kids/Adult Activity Books
• Workbooks based off your book

You are probably very familiar with each one of these types of books. You can find tons of these at Walmart. Kristen doesn’t really recommend that you create kids activity books because you might be forced into creating very cheap, low-quality books in order to keep the price point down. Adult activity books can sell pretty well though, and at a much higher price. Kristen says that she bought one for about $15 at Barnes & Noble one day, and it was only the size of a kid’s coloring book. According to her, she paid that much money for it because she thought the ideas in that book were so clever and funny.

If you have a book published already, have you ever thought about creating workbooks off of your own book. This idea would especially work well for non-fiction writers. You might also think about ideas like creating coloring books based on children’s books you have written, or even meal planners based off of cookbooks that you have published.

**Journals**

Journals are Kristen’s favorite type of low-content book when it comes to creating a product, and that’s because this type of book is the most consumable. In other words, people buy them, they use them, and they buy more. Even if they don’t use them, they buy more. Planners work kind of the same way, but typically, people only buy one or two planners a year. When it comes to journals, people are more likely to buy one a month, and some people buy 20 all at one time. This is especially true for Kristen, and self-confessed journal junky. Sometimes she buys journals just because she likes the way they look, but often, it’s because she has a lot of projects she wants to start and would like a different journal devoted to each one of them.

You could create journals that just have a nice cover and pages full of blank lines, such as the one on the next page. That would definitely be the easiest to create. However, you could be a lot more creative with it too. For example, a lot of popular journals have quotes and writing prompts in them. Others can help you track things, like how much you exercise, what plants you have planted, and so on. Kristen comments on this by saying:

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“I kept an exercise journal and a health journal when I started eating a lot healthier a few years ago...about four or five years ago...and I went back a year later and read through it, and it was amazing because when I felt, like, down on myself for gaining a few pounds or something, I would go back and read about my own journey, and where I came from, and the feelings that I dealt with, and the emotions, and all the stuff that I worked through with just changing my health and my diet...and I started to exercise, and I started to keep track of how much I was able to do.”

A recipe journal is another good idea. Kristen thinks that someone should create a recipe journal for brides. This could be divided up into categories so that all of the bridal shower guests can just tape their favorite recipes into the book. She says that this is similar to something her mom did when she got married, which really impressed her. Another idea is to create a baby journal, which is pretty typical, but what if you made one for little kids or toddlers? This would help parents build memories and keep track of all the little things kids did growing up. Here’s a list of possible journal-style books that you can publish to Amazon (as soon as next week)

- Prayer
- Gardening
- Gratitude
Mash-Ups are when you take two or more ideas and put them together. A coloring journal is a good example of this. Two of Kristen’s journals are shown in the screenshot above. The first one, Process, is a coloring journal for writers, and Tranquility is a beach-themed coloring journal. Each section contains an inspirational quote and a related writing prompt as well as a coloring page. There are 20 sections like this in each of these books.
You might also decide to make a collection tracking book. You now know that Kristen collects journals, but she also collects other things such as Star Wars, Captain America, and Avengers toys. So, she’s thinking about making a tracking book for collectors like her, in which she lists out every single toy that was created within a certain time period. That way, people can just check off what they have. There are already apps for this, why not a journal? Kristen says she has two of these apps, and she’s found flaws with them. She thinks that it would be more satisfying to have something on paper that she can just mark on. She feels like this would be more nostalgic. Anyway, you could make a collection tracking book for pretty much anything.
In this portion of the lesson, you are going to learn how you can use a program called Canva to create a low-content book. In this particular scenario, you are going to find out how you can use this program to create a journal. Kristen just thinks that journals are the cream of the crop when it comes to creating low-content books. They are the ones that are the most sustainable, the most renewable, and the most purchased. These will increase your bottom line the most and also allow you to publish more often.

During her live presentation, she let the audience pick the niche. She began her live demo by visiting Canva.com. When you visit this page, you’ll notice there’s a “Create a Design” option at the top of the homepage. When you do, a bunch of different options will appear, and you’ll see that there are tons of things that you can do on Canva. Kristen chose the “custom dimensions” option next. This can be found on the right-hand side of the screen, and when you click on it, a couple of fields will appear, allowing you to set the dimensions for your canvas.

You’ll be able to choose either inches or millimeters from the dropdown menu located beside these fields. Kristen chose inches, not because she has something against the metric system, but because the printers that she uses are located in the U.S. and they use inches. The journals that she typically makes are 8 in x 10 in. That’s a standard size for a journal.
6x9 journal would also work, but you really shouldn’t go much smaller than that, unless you were making a pocket guide or something like that.

After Kristen entered the numbers 8 and 10 into the two available fields, as shown above, she clicked on the “Design” button, and the website redirected to a page with a blank 8x10 canvas. Over on the left of the screen were a number of different layouts she could choose from, and to the left of that were a number of different options. You could click on “Uploads” to upload your own images. You are going to want to use your own images, by the way. If you use one of Canva’s stock images, you can actually get into trouble. The terms of service of the site state that you are not allowed to use stock images from Canva on anything that you sell. Therefore, you have to use your own images.

By clicking on “Search”, you can bring up all kind of built-in images. You can’t use these images either, not even on your own website or anything like that. Kristen already has all kinds of images uploaded in her account, as you might imagine. However, she didn’t start there. First, she clicked on the “Text” option. You can see in the screenshot below that there are three different size options and then a lot of different styles of text underneath. You don’t want to use any of those pre-made styles either. Just choose from the heading, subheading, and body text options beneath the search bar.

Kristen started to edit her cover by clicking on the “Add heading” option, and a text box appeared on the canvas. Then, she began to type out he words, “Brides Recipe Gift Book”.
When she did that, a tool bar appeared that would allow her to change the font style and the font size. She changed her mind, however, and decided to be a little more creative. So, she created a new text box with only the word “The” in it. Take note that in Canva, you can only use one style of font in a text box. So, if you want to use multiple styles for your text, you are going to have to single out the text for each style in different text boxes. In her presentation, she also made a separate text box with the word “Bride” in it.

All of the different fonts in Canva are Google fonts, so they are free to use. You can select the font you want from the toolbar shown in the screenshot above. As you can see, Kristen is using a different font for the word “Bride” than she used for the other words on the page. She also made the letters in that word a lot bigger. When she clicked to reposition the words on the page, you could see lines appear on the canvas, which are meant to help you to position the elements on your canvas. This is demonstrated above as well.

The next thing that Kristen decided to do was to add her name as the author. To do this, she simply right-clicked on one of the text boxes and selected “copy” from the window that appeared. A new text box was now added to the canvas. She centered it and then quickly typed her name in. She repeated this process to add the name of her publishing company this time as well as its location. After doing this, she reduced the size of the font to “12” and then centered it, lowering it down to the bottom of the canvas as well.
You can see the result of this process above. As you can see, the title page looks pretty professional so far. The next thing she needed to do was create a copyright page. To do this, you can either click on the button below the canvas to add a new blank page, or you can click on the “copy” button to the right of the canvas in order to copy the existing page. Kristen copied the page because she wanted to make sure and stay consistent with the font that she used on the title page. Once this was done, she deleted all of the text boxes, except for the one at the bottom. She dragged this text box up, centered it, and then highlighted the existing text.

Once the text was highlighted, Kristen began typing to replace the text she had in the text box with the copyright text. Specifically, she wrote:

“Copyright 2019 Kristen Joy
TheBookNinja.com
All Rights Reserved
Published by Greine Publications
Gettysburg, PA
ISBN:2222222222
”
There’s actually some formal text that Kristen would usually use. She was just using the text above as an example. Obviously, the ISBN number above isn’t real either; it’s just a placeholder. Anyway, it only took Kristen about 5 minutes to make her title page and her copyright page during her presentation. The third page she made was a dedication page. To do this, all she did was copy the title page once more. When she did, the new copy was positioned as the second page. To move it to the third page, she simply had to click a little down arrow, located to the right of the can vase, and the final copy moved down to the third place.

After she got her third page set up, she deleted the extra text boxes, scooted the text box with her name in it to the top of the page, and replaced the text with the word “Dedication”. She still had the text box with the “12” point font in it too. She scooted that up to the middle of the page and made that text a bit larger. Next, she typed in, “This book is dedicated to all of the awesome people watching me type this dedication right now. Yay you! Go team.” Obviously, Kristen has a tendency to get carried away, but that’s what makes her presentations fun to watch. Hopefully, you get the idea.

Kristen’s dedication page is shown above. She moved on to create a fourth page after this, but when she did, she clicked the “Add a new page” button. That’s because she needed a blank page this time. The reason is that she needed the next section to start on the right-hand side. That’s just a rule that the publishing industry follows. Occasionally, you can have sections start on the left for a complete spread, but that really only happens in children’s
storybooks or kid’s activity books.

After adding a blank page, Kristen copied the title page again in order to create her fifth page and moved this copy down until it was the last page listed in the interface. This page would serve as the first page of the actual journal. This time, she deleted all of the text boxes except for the one with the word “Bride” in it. She then replaced the word “Bride” with the words “Breakfast Recipes”. She centered this text and then removed some of the extra space between the two words by clicking on the dropdown menu in the tool bar, choosing “text spacing”, and then adjusting the slider that appeared until the text was balanced out the way that she wanted it to be.

Kristen decided that she wanted to add a picture to the page above, so she went to OpenClipArt.org. This is a free stock image site. It contains public domain images, which means that you can use any of the images on this site in your books. Kristen searched using the word “breakfast” and all sorts of breakfast images appeared. She decided that she didn’t want to pay the extra cost to have full color images in her book, so during her presentation, she only looked at images that were black and white.

One of the first images Kristen found would have worked pretty well. It is shown below. However, before choosing, she looked to see if there was a similar one for the lunch page because she wanted all the images she chose to kind of match. She kept looking and found a breakfast picture that she liked even more. So, Kristen went ahead and downloaded the file by clicking on the image and clicking on the option to download the “Big Image (PNG)”.

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If you are using Google chrome, then it’s easy to open the file because all you have to do is click on the little button that appears at the bottom of your browser. However, if you are not using this, you may want to pay close attention to what the file name is and where you are saving it so that it will be easy to locate when you are ready to upload it to Canva.com. When you return to Canva, you can simply click “Uploads” and then click the button to “Upload an Image”. After that, you’ll be able to browse your files and choose the picture you have just downloaded.

When you click to open the file, you’ll find that it has been added to the “Uploads” section on the left-hand side of the screen. Once it finishes uploading, you’ll be able to simply select it by clicking on it and then drag it over to your canvas. After that, you can resize it to make it fit right by clicking on one of the anchor points surrounding your selection. These anchor points are shown in the screenshot below. When you are done resizing it, you’ll want to reposition it on the page to balance everything out. In most cases, you’re going to want to center it.
The next thing that Kristen did, during her presentation, was click the “Add a new page” button to make another blank page. Again, she did this because she wanted the back of the section’s title page to be blank. After that, she went back up to her title page and made another copy of it to serve as the seventh page in her newly created journal. This time, she titled the page “My Favorite Breakfast Recipe”. She resized the font so that this title was smaller than it originally was, she chose a heavier font, and she aligned the text to the left. You’ll find the alignment options under the dropdown menu in the toolbar for the text box.

Kristen decided that she wanted lines underneath this heading. The easiest way to do that is to hit “Enter” so that you are on a new line, hold down the “Shift” key and the hyphen key. When Kristen did this, it created a dotted line. For some books, this would have worked just fine, but in this case, she really didn’t like the look of it. So, she deleted the line, created a new text box with a different font, and then followed the same process to create another line. In other words, whether a line is broken or not depends on the font you choose. So, when Kristen created a new text box with a different font, she was able to create the type of line she wanted.

She continued on by making a second line and then reducing the spacing between the two lines until it looked right to her. These two lines would be a place where people could write the title of their favorite recipe. Kristen then made a new text box and entered the word “Ingredients”, and then she simply copied the text box containing the two lines to make two more lines underneath this subtitle. After that, she copied the top line and clicked...
“paste” to make even more lines, until she had six.

At this point, a new idea came to Kristen. She decided to break her own rule and have the first recipe page placed on the back of the title page for the “breakfast” section. So, she deleted the blank page preceding it. Next, she changed the font in the “Bride” text box to the word “Breakfast”, keeping with the same font, and then made the word a bit smaller and adjusting its transparency. You can adjust the transparency of a word by clicking on the dropdown menu for the text box you’re working with and choosing “Transparency” from the menu. You can see how cool this ended up looking in the screenshot below.

Kristen added an “Instructions” section to the page and then added more lines. Then she moved the text boxes around to balance everything out. Then, she copied this page to make a new one and began editing her next page. This time, she changed the first line to say, “I love this recipe because:”, and then she deleted everything besides the “Breakfast” box and the lines, which she copied and pasted to make more lines. One thing that Kristen would normally do is get a little more creative by adding a few lines where people could write about the history of the recipe or something like that. However, for presentation purposes, she didn’t waste time doing that in this case.

To make this page balance with the other one, since it would be a right-hand page, she moved the word “Breakfast” over to the right side. You can see this in the screenshot below.

Obviously, Kristen would need to continue this process to make more pages for her journal,
but at this point, you probably understand the process. Kristen worked a little more on this project, by making little tweaks like adding the word “Journal” to the title page.

You could add other pages in if you wanted to, such as an acknowledgement page or the like. If Kristen were really doing this, she would copy the “Breakfast Recipes” title page and make similar pages for the “Lunch Recipes” section and the “Dinner Recipes” section. Also, once you have all of the pages within a section set up to look exactly the way you want them to, you can simply copy and paste the majority of your pages to make them repeat. That’s one of the things that Kristen likes about using Canva for this: You don’t have to remake every page from scratch.

You should take note that Canva does have a limit. You can only create 30 pages per section, but there are free PDF “compilers” that you can use. You’ll have to use Google to search for one that you like because Kristen doesn’t recommend any particular one. However, she does advise that you just create one section at a time. With Canva, you can copy and paste between documents, so you can just set your dimensions for a new document and paste in the designs from the last to the next in order to make everything match up perfectly throughout.

By copying and pasting in this manner, you can just tweak the pages of the next section to make a whole new section. For example, you can copy the title page for the “Breakfast Recipes” section, paste it into the other document, and simply change the text to say “Lunch Recipes”. Then, change the picture and you have the page for a whole new section. After that, you could do the same for the “Dinner Recipes” section, and you’ll end up with three different documents in Canva that you can compile into one PDF when you are done.
completing all of the pages.

Before you can compile each of the various sections for your journal into one PDF, you’ll have to save each as a separate PDF. To do this, just click on the “Download” button and choose the “PDF for Print” option. Kristen didn’t complete her journal during the presentation, but she did almost complete the first section, and she went through the whole process in a matter of about 20 minutes. After becoming practiced at this, you could probably create one of these types of journals in a matter of a few hours.

When Kristen was finished demonstrating how to do the inside of a journal, she proceeded to show how to go about creating the cover. This is a bit trickier. In this case, your width wouldn’t be set to “8” because your book cover is going to have a back, a spine, and a front. So, when you set up your page dimensions, this time they will be different. Typically, the spine of a journal is going to be around .375 inches thick. That would be the width for about 160 pages.

So, supposing that is the thickness of your book, you’ll want to add together eight inches for the front, eight inches for the back, and .375 for the spine, but that’s not all. You’ll also have to account for the bleed, which is where the cover gets cut off.

You see, a cover will be printed with an additional amount of space, and when the printers trim the book, they actually trim this part off. A bleed will usually be a quarter of an inch on the top, the sides, and the bottom. So, it’s an eighth of an inch all of the way around. Therefore, the front, back, and spine would be 16.375, plus the bleed, which would be .25. So, this can vary, but in most cases your width would be 16.625. That’s what Kristen ended up entering into the “width” field for her journal.

Again, this is the eight inches for the back cover, plus the eight inches for the front cover, and .375 for the spine. Now, you don’t really know how thick the spine needs to be until you are done creating your book. So, that last figure was just a guess on Kristen’s part, for presentation purposes. Normally, she would actually wait to do this until she knew how many pages her book contained for sure. If you don’t do it this way, you’ll have to redo everything, which would be a real pain.
Next, you’ll add in the height of your book, which is easy. You just add together the height of the book, which is 10 inches in this case, plus the bleed, which is .25. So, Kristen entered 10.25 inches into the height field during her presentation. This is shown above. When she clicked “Design”, a new canvas appeared, but this time it was wider than the last. Now, to design her cover, Kristen needed a photo. So the next thing that she did was go to one of her favorite sites, which is Pixabay.com. This is another free, public domain website.

When she reached the site, she started searching, using the word “recipes”. A number of results appeared, and be aware that the first results you’ll see during your searches will be Shutterstock images, which are the ones you have to pay for. However, if you will scroll down just a bit, you’ll find images without a Shutterstock watermark. These are the ones that you can use without paying for them. You may have to refine your search a few times to find free images that are of high enough quality for a catchy book cover, but that’s something that’s worth the extra time it takes to do so.

After refining her search terms a few times, Kristen found a picture that she liked. She downloaded it from Pixabay and then uploaded it into Canva next, and then when she transferred it onto her canvas, she scaled it up just a bit so that it took up the full width of her cover. Then, she chose black for her background canvas color, and then she turned the transparency down a bit so that the black would show through some. This made the cover look more muted. When she was done doing that, she returned to her original document and copied the title page info. Well, everything except the publishing info, anyway.
Kristen selected almost all of the text from her title page, and then she simply pasted it to the front of her cover. This is shown above. When she pasted this in, the program automatically converted the text to that white color. Kristen didn’t have to do that, but she did move on to reposition the text a bit, namely moving her name to the bottom. She also resized the text so that the title was bigger. By the way, when you are building onto a canvas, it all works in layers. So, you can move the different elements on a page frontwards and backwards to balance things out. For example, Kristen moved the word “Bride’s” back behind the words below so that she could move the text box around easier. The final result of this process is shown below.

Next, Kristen needed to figure out where the exact middle of this document was. To do this, she grabbed a random picture, dragged it onto the canvas, and shrunk it down. Then, she moved it around until the middle line showed up. This told her where the spine would be located. After she figured this out, she was able to start working on her back cover. She began by copying the text box containing her name, which caused a new text box to appear. She moved this over to the section which would be the back cover, and then she typed in the words, “The Best Gift a Bride Can Receive!”
Kristen did have to resize the text to keep it from overlapping with the edge of her spine and so that all of the words fit on one line. She also repositioned the text box until the purple line came up for centering the words on that portion of the canvas. After everything was lined up, she started a new line and began typing in her book description, except that she didn’t really complete this during her presentation, as you can see in the screenshot above. She says that underneath her book description, she would typically add her ISBN number and her publisher information. If she wanted to, she could also add her photo and an “About the Author” bio.

The only thing that was left to add was her spine text. Some printers allow this, and some don’t. It mostly depends on how many pages your book is. Anyway, Kristen wanted to show how to do this, so she moved on to copy one of the text boxes, type in her title, and used the bottom anchor point to tilt the text box so that it was sideways. Then, she repositioned this text box so that it was placed right over the center line. Finally, she deleted the picture that she was using as a placeholder. Her finished book cover is now shown below.
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Ready to Publish & Profit with Your Own Journals?

It really can be this easy to create one of these books. All in all, it took Kristen about 30 minutes to present this process. Hopefully, you can tell that this is something simple that anyone can do. Now you have a couple of options to consider. You can go on your merry way, at this point, and start utilizing what you’ve learned today. Kristen encourages you to do this, if that’s what you feel is right for you. She’s known people who have successfully gone on to publish journals after viewing this demo. However, she also wants you to know that she has another option to offer.

The thing is that you may go on your merry way, thinking you’re going to do this, and it might not happen. She wants you to take action and actually start publishing these low-content books, and the fact of the matter is that the longer you wait and the less support you have, the less likely it is that you’re going to start taking real action. Plus, there’s a better way to take action, if you’re interested. She knows that if you liked what you saw today, you’re totally going to adore what she’s offering in her training package.

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That one perfect journal is still missing, and that’s because YOU haven’t created it yet. The reason you’re even reviewing this right now is because you are an idea person. You saw how easy it is to do this, and you don’t have to worry about this market becoming saturated because these products are consumables. Now is your chance to look over Kristen’s shoulder as she creates a beautiful, simple, and marketable journal. Plus, you’re going to get over a dozen more journal styles for ideas! In fact, according to Kristen, there’s a lot more included than that. So, if you’re not sure what kind of journals you want to do, there are a lot of ideas in store for you in this training. You’re also going to learn:

- How to identify the perfect niche to create your journal for
- How to create a high-quality cover, step-by-step
- How to layout your interior (including lines), step-by-step
- How to use multiple design platforms, not just Canva
- How to write your back-cover copy/book description
- Which printer to use, and when, and why
- Out-of-the-Box Marketing Strategies
- And sooo much MORE! (like ISBNs, pricing, and way more)

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The coolest part of the whole thing is that you will actually get to watch as Kristen personally designs and publishes two complete journals in just two days! If you are ready to take action and actually do something with what you’ve been taught today, you can get started right now by visiting

Here’s what some of Kristen’s students are saying about this program:

“I have taken tons of similar courses over the years and you surpassed them all in content, delivery and took motivation to a whole new level. I cannot thank you enough for that. You, my friend, are an angel.”

   - Rhonda Hale-Tournay

“Thank you for these training sessions jam packed with usable information. You delivered above and beyond my expectations. This class delivered quality material plus a mindset change. Thanks again!”

   - Lana H. Jackson

“Whew! I’m exhausted and jazzed!! What a terrific course! Kristen, you are awesome, and I’m stoked about getting my project designed and out there. Thank you for the info and kick-in-the-seat to get my project off the ground.”

   - Katy Pye

This program was so successful that Kristen had to expand upon it. So, if you sign up today, you can get both Journal Design Basics and Advanced Journal Design bundled together. After going through this training, you’ll never lack for ideas again. Kristen is going to provide you with 5 dozen more journal styles than she originally provided within these programs, plus she’s going to show you how you can mash them up with other niches.

You’re also going to know what book to do first because you’re going to be shown, step-by-step how to identify the perfect niche. This is probably the question people ask Kristen the most, and of course it’s important to have a vantage point that helps you know where to start. On top of that, you’re going to find out exactly how to design your own professional cover.

Furthermore, this over-the-shoulder training reveals how you can do this in multiple

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programs. This, by itself, can save you hundreds, if not thousands, of dollars over the course of your product creation career. Kristen has been designing covers for over 12 years now, professionally, so you’re learning from one of the best.

This bundle will also help you keep from being confused about your book’s layout. Kristen is going to show you how to do this in multiple programs as well. Also, she covers how to create the perfect “capture that buyer” book description. You’ll need to be able to grab those people who are surfing Amazon so that they see your book and click on it. You don’t have very long to convince people to buy your book if they do click on it, so this really is essential training that you need to have.

On top of everything else, Kristen is going to help you decide which printer you should use by offering training on that as well.

She also shows you how to upload files and set your books up on Amazon. What you’ll learn here, you won’t find anywhere else. Kristen is the only person she knows in the industry that has the level of experience she has with both these companies.

Throughout this training, you’re also going to learn how you can make money before you even publish your book. Kristen says that she would love to see you sell 100 books prior to hitting that publish button. It is possible, and she will show you what it takes in this portion of the training. She shows you step-by-step how to set up your page, your buy button, etc. Then, you’ll learn how to market that book to people before you put any amount of work into it.

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Kristen wants you to know how to get your journals noticed and sold, so she is providing you with 15 out-of-the-box marketing strategies that you’ve probably never heard of before. Prior to this, Kristen was only sharing 10 of these strategies, so you’re getting 5 bonus ones when you take advantage of this offer today. Finally, you’re going to learn how to add the coolness factor by using one of a dozen specialty elements that you can include inside of your journal in order to set it apart from your competitors.

This offer also includes “don’t-stop-making-money-strategies”. This part of the training is going to show you how you can make your journal more profitable, fill you in on the latest of this industry, and much more. Also, there’s no one better suited to help you to compete with traditional publishers than Kristen. She is going to show you some next-level advance cover design secrets and tricks that the pros use to get noticed. Plus, you’re going to find out how to implement the “Wow!” factor. This includes training on step-by-step, full-color interior layouts, enhanced with advanced effects, and interior book branding.

Finally, Bundle Option #1 is going to help you build your skills when it comes to money-making. You’ll learn advanced-level marketing strategies, including TV, bookstore sales, virtual book tours, and rinse-and-repeat formulas. Then, you’re also going to learn some advanced strategies pertaining to your platform development. You’re going to learn how you can use your blog, social media, and copy optimization to produce the maximum amount of results with a minimal amount of effort.

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This bundle does come with some bonuses as well. In fact, you’re going to get a whole bonus course that carries a $197 value unto itself. It’s called Authorpreneur Mastery: R.E.A.C.H. Your Perfect Customer. You’ll also get the complete PS Instant Expert training, which sells for $97. This has been offered through Jay Boyer before, but if you do have it, you won’t have to open up another member’s area to find it. So, Kristen threw that in there for you.

On top of everything else, you’re going to receive enhanced summary transcripts in this training. Kristen has spent nearly $1,000 developing these to help you cut through the training faster and to make everything clearer for you. These are provided in the form of printable PDFs, and they actually have screenshots in them to help you follow along and understand what you are reading. These will save you tons of time because they keep you from having to go through the video to find the info you’re looking for. Plus, you can print the information off, if you’d like, and have it there at your fingertips anytime.

Of course, you’re also going to gain access to Kristen’s Member’s Only Private Accountability Group. This is a priceless resource for any author. She has students from both courses in there, supporting each other. There are lots of incredible features of this group, but possibly the most important one is if you post your book in this group, people will go buy it and help you launch it. You can’t get better free marketing then that.

You’ve just learned about Bundle Option #1, but Kristen has something else to offer you today, and that’s Bundle Option #2. If you take advantage of this offer, not only are you going to receive the two courses provided in Bundle Option #1 and all of its bonuses, you’re going to receive access to two more programs of Kristen’s: Book Publishing Ninja and Advanced Publishing Ninja. Kristen is one of the only people who are willing to teach the business of publishing. Some people find this too boring, but Kristen doesn’t think so. Students say that her training isn’t boring, anyway.

The problem with the self-publishing world is that it can be confusing to navigate through on your own. It’s not something that most internet marketers want to teach. A lot of them just want to show you how to get your book up on Kindle and CreateSpace and that’s the extent of it. However, there’s a lot more to being a publisher than just that. If you’re interested in being a real publisher who stands out, this training is for you. After all, you’re going to want to look official to book buyers. These courses demystify this process for you. Even more importantly, these courses will help keep you from hitting any legal pitfalls. This includes everything from how to get real ISBNs and use them to handling your licenses and copyrights, plus everything else you need to know. You’ll also learn how to find, manage,
and communicate with a team of editors, designers, illustrators, and more. If you are serious about publishing, and you really want to make some serious cash doing this, then you are probably going to want to publish other people. In order to do that, and in order to really scale yourself, you may need to start outsourcing some of the work.

In addition, you’re going to receive Kristen’s six-figure publishing empire formula. A lot of Kristen’s friends griped at her for giving her business formula away, but the fact of the matter is that she doesn’t publish for other people anymore, so she’s okay with this. You’re going to learn exactly how Kristen went about publishing other people’s books, all about customer contracts, and all of the publishing models that she used. This training also covers profitable niches, which means you’re going to learn which niches are best to focus on and how you can combine your passion with what works. You’re also going to find out about:

- Packaging and bundle secrets! (How to create lucrative publishing packages)
- $10k per client strategy! (My personal method to get clients to hand over $10k for publishing package)
- De-stress your publishing life! (When and step-by-step how to fire a client, confront a slacking team member, and more)

The bonuses for this bundle include:

- 10 Client Communication templates ($97 value)
- My personal team member Rolodex (Priceless!!)
- Customizable MS Excel Royalty Report files ($97 value)
- My personal 300+ step team checklist ($200 value)
- Bonus CPA Q&A session ($97)
In Summary...

Bonus Option #1: Journal Design Basics AND Advanced Journal Design

Everything in both courses + bonuses: $197

***This is an insane amount of value, since Kristen sells each of the courses above for $247. You can take advantage of both of these courses for just $197.


- Get everything in all four courses + bonuses: $497

***Now we know Kristen is insane. There’s tons of material, strategies, tools, tips, tricks, and secrets here for the one-time price of just $497.

But, wait there’s still more. If you are one of the first to sign up for Bundle Option #2, you’ll receive:

ALL Kristen’s PERSONAL Contracts and Documents! This is everything that she’s used to run every publishing company she’s ever had.

- 21 additional contracts and documents I use in my own publishing companies...Contracts reviewed by attorneys! (800+ Value)

[Click Here to Access “Journal Publishing Mastery” (and Jay’s $395 Bonus Package)]

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Are you ready to get started publishing to this fun and lucrative new book publishing trend? Great, Kristen’s Journal Design Mastery is the best training available to help you start creating multiple streams of passive royalties with these low-content and no-content books. But please note: you must act now in order to access these specially priced training packages of Kristen’s, because they will not be available after midnight tonight.

Don’t wait...click on this link to get started right now (and lock in this extremely time-sensitive special offer):  https://thebookninja.com/jay
How to Access Jay’s Exclusive $395.00 Bonus Package

Jay Boyer also threw in an exclusive bonus for everyone who joins up today. This is going to be available to anyone who jumps in today, at any level. He has valued this to be worth $395 by itself. It begins with Jay’s 48-Hour Book Formula. Kristen and Jay both agree that it’s all about speed to market. They want you to be able to get your books out there as easily, as quickly, and as efficiently as you can. That’s why Jay is giving you this training, which includes 19 over-the-shoulder videos.

In 48-Hour Book formula, Jay talks about 19 of the easiest types of books in the world to publish. He calls them list-style book and says that this is the fastest way to get your books out there and into the marketplace. On top of this, you’re also going to receive his Author’s Advantage Software. A screenshot of this program is shown below, and it truly is an amazing piece of software because it helps you to squeeze an extra 60-90 minutes out of your day.

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When Jay first got his start online, he was kind of a weekend warrior. He had to squeeze in an hour here and an hour there because he had other responsibilities to tend to and didn’t have the time to concentrate on building his business online for very long at a time. Jay knows that a lot you are in the same boat. You want to be published and you want to get creative, but it’s hard to find the time. This software can help you. Once you click on the start button, the clock on the screen starts ticking down. Naturally, when you have a timer attached to a task, it’s incredibly motivating.

Let’s say that you want to spend 30 minutes on your book marketing. You can easily add that task to the list over on the left-hand side, and assign a time frame to it. When you start your task, you have to try to finish it in the allotted time. You wouldn’t believe how much time this can save you and how much this can help you focus. What Kristen is teaching you is going to allow you to get your books up as fast as possible, but this Author’s Advantage Software is going to give you the edge you need to really get things done in no time at all.

You’re also going to be getting the DIY Bestseller Video Training. This training was created by a friend of Jay’s, and he just thinks it is brilliant. This friend of Jay’s is a #1 bestseller himself, and he nearly made it on the New York Times Bestseller List. This particular training contains 12 incredibly valuable video trainings. These cover some basic elements of

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marketing, such as how to title your book to make it more successful, and some more advanced marketing tactics that you need to know, like how to dial in on who the members of your audience are and what they want. This is all super-important stuff that you need to start thinking about long before you publish and launch your book.

If you learn and implement what you find in the DIY Bestseller training, thousands of dollars will be added to your bottom line. Other things you’re going to learn about in this training are:

- Positioning
- Designing your cover
- Generating a buzz before your launch
- Getting publicity
- Preventing self-sabotage

Jay wanted to make this offer completely irresistible. If he has to bribe you with even more to get you to take advantage of Kristen’s amazing offer, he absolutely will. Jay knows that this is going to make a difference for you. He’d really like to see you take advantage of the Mega-Bundle package that Kristen has to offer today. So, he threw in not only everything he thought would help you succeed, but also everything he could think of that might make you take the important step of joining in and getting started today.

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The first thing that Jay added, for the people who take advantage of the full package today, is Book Cover Design 101. This is a $200 course. That’s what he sold it for last time he offered it. It’s not available anymore. This was created with the help and expertise of a friend of both Kristen and Jay’s, Mr. Tony Laidig. It includes five modules of video training, and some exclusive book cover templates that Tony created himself. In case you don’t know about Tony, he is a professional designer who has created over 1,500 book covers during his career and this is something he charges very high dollars for.

Imagine if your next book cover looked like any of the book covers shown above. Well, it can. These are completely customizable. You can simply change out the image, change out the title, and make these your own. This is going to help you immensely when it comes to get you books up and selling inside of Amazon. On top of that, you’re going to get a live bonus training called “Kindle Recycling”. This is an interesting training that Jay created himself. In it, he shows you how you can take a single product and turn it into four or five different products. In some cases, you can even multiply the value of your books a dozen times or more. This is another product that Jay charged $200 for, but you are going to get it for free when you become a new member of Kristen’s Journal Design Mastery program.

Get started now at https://thebookninja.com/jay
What People Are Saying About the “Journal Design Mastery”

Needless to say, folks were thrilled about this never-before explained journal creation system, and the incredible offer that Kristen presented on this training. It’s basically a college-level course, and includes all of the information you’ll ever need to write, publish, and profit from these fun low-content books...that journal buyers will love, and be happy to purchase for them over and over again!

Here’s what a few brand new Journal Design Mastery members had to say:

Lynn Jordan
19 mins

The Zero Content webinar was great. Yes, you can make journals with just this information. However, I have never seen such comprehensive bundles as the offerings. I've been publishing for years, and I can’t think of anything that is missing from these courses.

Michelle B. Williams
21 mins

I'm on the Zero Content webinar and purchased Option 2, because I am interested in publishing, marketing and looking like a professional!

Andrew Dickson shared a link.
5 mins

Just invested in The Book Ninja webinar #2 offer. Why? A: Because I see how I could fairly quickly make a journal that would 1) support my coaching clients, 2) act as a lead generation tool on Amazon for gaining future clients. B: learn how to self-publish books as 1) my wife has just finished a first draft of her first book, 2) help me finish my first book and get it out there. Cheers Jay & Kristen!
Diane Whitbeck shared her first post.

GREETINGS! I signed up for the Bundle #1 of Zero Content Book creation tonight on the webinar because I am struggling in my freelance writing business and wanted to find a way to jumpstart my success and create a passive revenue stream. These zero/low content books seem like the perfect fit for me. Very excited to get started on my first one, and wrote down MANY ideas for these during the webinar. Thanks Jay & Kristen!

Becky Mansfield Wedberg

Hi Jay. I have lots of ideas for journal but need help to put them together. The Book Ninja training will help me to create and them.

Barbara Allisen

So many different ideas for low-content books!! These practical strategies are what I need. (Altho, I like to call them high-low books–high inspiration/low word count because the content is really unlimited when readers are writers too. Or, perhaps, co-authored books.)

Like · Reply · 1m

Katherine Webster

Thanks for the opportunity to join your webinar. I love journaling, so creating no-content books would be a no-Brainer for me.

Lina Razgaitis shared her first post.

That Webinar with Kristen was really fun. I’ve been noodling creating a journal to support my Health and Wellness practice. So now I have all the tools I need.
Heather Barker: I got bundle #1, I have like a lot of journals started but did not how to format them - yay now I can get them finished and get them selling 😊

MaryAnn Cheyne
10 mins
Hi Jay, I joined because I remember a webinar you had about creating simple book last year and wished I had joined and purchased the course then. I have always wanted to write books and this should help. I’m looking for ways to make extra money to supplement my retirement.

Lilian Gowers: shared her first post.
New Member 1 hr
Hey I just joined with Bundle 1 with Kristen and Jay because I’ve decided it’s time for me to create and put it out there. I work with youth and often wished I had journals specific to their needs. I am so excited now to be able to design, create and publish for them. Also I’ve wanted to be an author and been frustrated with myself! So many ideas with no confidence to get it out. I’ve bought several programs to help me write. Maybe I can start with low content books. I LOVE journals because they are transformative and there is so much science that supports it as therapeutic. I’ve a stack of them that go way way back. Now I get to make beautiful gifts for people and make a ton of money with them as well!! Thank you Jay and Kristen for the opportunity to live my dream.

Janet Packman Kraft
3 mins
Excited to jump in with journal design bundle because it really seems like something I could do and the training will make it profitable. I already have so many exciting ideas for niche journals which I had never imagined at 2 pm before I joined the webinar.

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Merv Russell shared his first post.

On the Zero Content webinar and purchased, because the info I needed I couldn't find anywhere else! Jay, Tony and Kristen give you what you need to know for success!

Becky Lundin is feeling excited.

I'm on the "Zero Content" webinar and just joined the program! Super excited about getting started with this for some extra income. I have lots of ideas already after just watching the webby.

Karen Kolberg shared her first post.

Why did I jump in? Kristen's publishing experience. Also, she's a ninja.

Ed Walker shared his first post.

Hi, Jay, I jumped in on the webinar deal today. I have had an interest in writing books for amazon for a while and thought this was what I needed.

Debra Ayers Brown

9 mins

Wow, I have been wanting to create planners and journals for awhile to meet my personal needs and to sell. I even consulted with a professional printer. I can't believe I decided to jump into training on low content books only to find it was EXACTLY what I was wanting to do! Thank you, Jay, for offering this Kristen Joy webinar — along with the 2 bundle options with reasonable prices. Can’t wait to get your bonus, too. Thank you. Thank you.

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Willena Flewelling
10 mins

Awesome webinar by Jay and Kristen Joy today!! I jumped in on Kristen’s course and got a terrific bonus from Jay as well! I’ve taken a number of Kristen’s courses before, and highly recommend her. She is the best in her field, offering far and beyond what you might expect.

Kay Links
18 mins

I am an author and publisher and this training, bundles, and bonuses were fantastic for publishing through amazon.com and Createspace!

Chuck Garrett
21 mins

Hello and thanks to you and Kristen Joy with the BookNinja program. I would like to hire a couple people on writing these books and I publish them.

Carol Stover
30 mins

Wonderful idea! Very excited to begin.

Gary Wittmann
1 hr

I just purchase the Journal Bunclle. I had already been making some. This makes it so easy. I especially like the fact of doing a createspace book cover. I plan to incorporate with my children's books and recipes books.
Sue Howlett
3 mins

Jumped in today - a bit late to the session (Saturday morning here in NZ!) - but so glad I did! Wow, this training and all the great bonuses from both Kristen and you, Jay, sounds EXACTLY what I’ve been looking for to help take my publishing business to a whole new level. Can’t wait to get started 😊

Julius Torelli
9 mins

I’ve been looking for a complete program to describe a simple to use process to get into the publishing business and the Kristen Joy’s program looks like a perfect fit. Thanks Jay!

Amy Klein Wittner
1 hr

Hi Jay-
Thanks for connecting us with Kristen’s Zero-Content Books webinar. It was quite educational! I’m looking forward to working with her, too! The possibilities seem amazing 😊

Bonnie StPierre
4 hrs

Hi Jay - enjoyed Kristen’s presentation and am looking forward to learning from her materials that I’ve purchased and from your bonuses as well. As a photographer with oodles of images I’ve been collecting for YEARS, I’m looking forward to using my own work to create my designs for the Journals and other Zero-Content Books. 😊

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Doug Barry
4 hrs

Jay,
I just picked up Kristen Joy’s Zero Content Book course (the mega bundle). I’m looking forward to creating a number of these kinds of books. I have had some ideas in this area for a while, but did not know how to create them. Now I can start pumping them out!

Gillian Pinnell
3 hrs

Hi Jay, I bought the mega bundle today, and was very inspired by Kristen’s presentation… and would definitely appreciate the extra income on the side.

Nellie Thomson Williams
4 hrs - Phoenix, AZ

Wow, I cannot believe how FULL the offer from Kristen Joy AND from Jay Boyer are. I cannot wait to learn more and put the Book Ninja to work for me 😛 Thanks, Jay.

Lorna Wilson
25 mins

I’m in for the bonus Jay, I got in because I love using Canva but have never used it for marketing/books.

Ainoaon Davies
32 mins

Great webinar from Kristen & Jay. Hopefully I can start going with the zero content book.
Julia Wesson
3 hrs

I loved the training webinar on publishing journals. I got in; looking forward to passive income opportunities, for an easy new income stream. Kristen really delivered a convincing demonstration.

Gordon Richardson
3 hrs

I just ordered Kristen's publishing program. It's awesome and an unbelievable value. I especially like the legal aspects she reveals for running a publishing business.

Eddie Ramsey
3 hrs

Hi Jay - I picked up Kristen Joy's Zero Content Book course also (the mega bundle). I wrote and illustrated some content at home several years ago but I never published anything. With the training content Kristen has in this bundle I now believe this is something that I can do on the side to help supplement my income. Hopefully I can walk away from my day job eventually and do this full time.

Vicki Tuong Vi Eaton
Hi Jay, love this Ninja, got the mega bundle. I was looking around to get my feet wet in publishing, trying to publish my book. Great timing. Hope to make quick money with this now 😊
Like · Reply · 3 hrs

Sraddha S. Prativadi
4 hrs · Rochester, NY

This offer from Kristin Joy and Jay was exactly what I was looking for to take my ideas from doodles to done and published and monetized. Kristin - you are a fabulous teacher - clear, concise, organized - a master, and I look forward to learning from you.
Elaine Pang
3 hrs
I am ready to be a publisher. Just bought the mega package. Have some ideas I want to share. Now I can get it published, with the right advice and right direction.

Beth Brady Miller
3 hrs
Hi, Jay. I bought Joy’s training today because I’m recently retired from the military but as you may know, it’s not enough to live on without getting another job. So, I’m finally following my passion in writing and publishing. Excited to get started!

Jeri Yoder
Super excited about this training! Can’t wait to get started!
Like · Reply · 48 mins

Trish Pulley
I admit, I joined out of pure curiosity! Now I am filled with lots of different ideas of what I can do! Some of the appendices to the course I am writing are actually going to end up being workbooks!
Like · Reply · 28 mins

Chris Pillsbury
3 mins
I’m in—this will help me publish a journal for subscribers to my Inbox Magazine.

אבירית 본ש
16 mins
I’m in for Kristen’s professional skills as an artist and as a publisher. Thank You, I’ve been looking for such guidance for some time now :-)

Click Here to Access “Journal Publishing Mastery” (and Jay’s $395 Bonus Package)
NOTICE: This Special Offer Disappears on Sunday, September 1st @ midnight PST
Lucia Au
32 mins
I just jumped in the book ninja - the mega bundle. Can't wait to cash in on the "zero content" book trend and Jay's awesome bonuses.

JimaLee Painter
37 mins
The presentation -- The Ninja Book Zero Content Webinar -- was really well done. I love using Journals. And I have several ideas for proceeding forward. I love that there is so little content. The course looks awesome. I'm in!

Brenda Mays
42 mins
Kristen's webinar training has sparked so many ideas and I can't wait to get started! This is exciting!

Remy Agee
50 mins
Ok...just purchased the journal training. Can't wait to get started!

Roxanne Parris
54 mins
Been wanting this training. Can't wait to bite into it!

Roxanne Parris
Yes, I already have her Book Publishing Ninja also.
Like · Reply · 53 mins
Donna Byerly
4 hrs
I'm very excited to get started publishing books! I want to quit my corporate job and spend more time with family, work from home and be financially secure. Kristen's training webinar was awesome!

Nancy Scanlan
45 mins
I bought the big bundle because I am interested in the publishing aspect as well as the author side of things.

Sky Hawk
46 mins
I'm in on the journal course. I got it because it sounds like fun and something that I can do.

Lloyd Gomberg
48 mins
Hello Jay, I am on Kristen's training live demo on real time and thoroughly enjoyed the info. I am a big fan of yours as well, as I ordered your courses as well with Anik Singal. Also will talk to you about bonuses with regards to 100k factory. Thank you. Love the transparency and authenticity that you and Kristen exhibit.
Connie Wooten
I picked up the book ninja $497 bundle. This is just what I have been looking for. I have some books but this takes it to the next level.

Cindy Telisak
Loved the training with Kristen Joy today - I’ve published on Amazon/Kindle already, but the no content books like like a blast. Looking forward to moving forward FAST.

Adriana Copaceanu
Just got Kristin’s Journal Bundle Option #1. I can't wait to get started!

Robert Devereaux
Just bought Kristen Joy’s Zero-Content material. I have her Book Publishing Ninja and know the quality I’m getting!

Nan Becklean
Kristen Joy was amazing! Although I know a thing or two about publishing books I discovered I didn’t know nearly enough. Therefore I purchased the big bundle and am looking forward to learning entirely new ways to write and publish. Thanks, Jay and Kristin!

Trina McDaniel
Signed up for Journal Bundle Options 1! I love journals, why not make money making them!

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Ready to get started!? Great! But please note...you must take action before midnight on Sunday to access this “weekend only” special pricing.

Click here to lock in your spot:  https://thebookninja.com/jay
Questions & Answers

Does Canva end up owning your pictures at some point?

No. They cannot do that legally. That’s called stealing.

Are you using the free Canva account or the paid business account?

Since Kristen already has Canva for business, that’s what she used during her presentation. However, you can do everything that she demoed using the free version.

Do I have to go through a publishing company, or can I self-publish these?

You can self-publish these, and Kristen teaches you exactly how to do this step-by-step in Journal Design Basics. You know, there’s quite a bit more to self-publishing than just throwing a book up on Amazon.

If you have an ISBN, do you go through the Library of Congress?

Journals, coloring books, and activity books aren’t good for libraries. They are consumables, not books that people borrow, read, and send back. So, Kristen doesn’t bother with the Library of Congress or any other type of libraries for these types of books.

Can we use those images without having to pay a licensing fee?

You don’t have to pay a licensing fee when you use the free images on Pixabay.com or OpenClipArt.org. They provide public domain images.

How do you copyright these books?

This is covered within Journal Design Basics. You go to Copyright.gov and file for a copyright, basically. There’s another course that Kristen offers which you might want to take after Journal Design Basics.
Design Basics if you are interested in learning more about copyrights. You can learn more about this when you join the course or by contacting Kristen’s support team.

**Will Canva work on both a Mac and a PC?**

Canva.com is a web-based tool. So, it works on any device you can connect to the Internet on.

**Can I use Adobe Acrobat Professional program to compile my PDFs?**

Absolutely. Kristen didn’t recommend this because a lot of people don’t have this program, but if you are familiar with this program and you have it, then you definitely can use it for this.

**How do you get an ISBN?**

This is something that is cover in-depth in Journal Design Basics.

**Can you upload your own photos into Canva?**

Yes. You can upload any photos on your computer, you just can’t use any that you don’t own the copyrights to, or that aren’t royalty-free, in any products that you create and sell.

**How much does it cost to do this?**

That depends on how much you do yourself. In Journal Design Basics, Kristen teaches you how to do everything yourself. From start to finish, you’ve got everything you need explained in this course, including how to go about making them, how to get them printed, and how to get them published and out there to sell.

**How can I turn these types of books into Kindle books?**

This question is answered in the training. The truth is that they can’t be turned into Kindle books.

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books because you can’t write, color, or mark on Kindle books. Furthermore, Kindle’s terms of service actually says that you can’t publish coloring books on Kindle, and you can actually get your account shut down for trying to do this.

**Why did you use Canva instead of Photoshop?**

That’s because Canva is widely available to everyone in the world, versus Photoshop, which a lot of people can’t afford or don’t want to use because it is too cumbersome. Also, Photoshop is a photo editing program and not a book layout program.

**I think that I can design my own cover, but I’m awful with math. So, how can I get someone else to do this for me?**

When you join this course, you’re also going to get access to a Facebook group where you can ask questions about stuff like this. There are tons of people in the group that can help you with specifics. That being said, it really isn’t that hard. One of the things Kristen does is she draws out her cover on a piece of paper and draw out her dimensions. So, she’ll draw out an eighth of an inch all of the way around. This way, she can visually see it and see the numbers she needs to add up.

**What do I do if I have trouble signing up?**

Simply email support@jjfast.com Please contact Support if you have any issues at all, and include your phone number or your Skype ID because if you use certain email servers, you could be blocked, and that could be stopping you from getting your login information. This way, if you are blocked there are other ways for the team to get in touch with you.

**Do you include publishers and lessons on how to get published in this training?**
Kristen teaches to be you to be your own publisher. She doesn’t feel like you should be paying a middleman or risk giving your copyright away, which sometimes happens with publishers. Kristen says that she had a friend who signed her copyright away, but since she didn’t know what she was doing, Kristen feels like the publisher stole this from her.

**Can these same methods be used to create and publish activity books and coloring books?**

Yes, they can.

**Can you use the information from your training in InDesign or Photoshop?**

Yes. Kristen teaches both. If you go to the sales page, by the way, you can look over which software programs are covered in the training. One thing that may surprise you is that Kristen also teaches how to use Photoshop for these, which is a “secret weapon” of hers.

**If you create a journal containing quotes, could you have copyright issues?**

Kristen actually teaches you, in the training, where to get your quotes so that they are fair use or in the public domain. If the quotes are under 45 words, you’re pretty safe, according to Kristen. That’s usually recognized as fair use. If they are longer than that, such as a whole paragraph or a whole section long, you will need to ask permission from whoever wrote.

**Do you cover distribution?**

Yes. The marketing session includes information about that.

**When does the training start and how long does it last?**

It starts as soon as you sign up, and it lasts as long as you take to get through it. You do have lifetime access.

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Can I use Keynote for my layout design?

Yes. Keynote on Mac is basically the same thing as PowerPoint on PC.

Can I get downloadable cover template?

Yes. Both CreateSpace and IngramSpark provide these.

Do you teach how to have #1 bestsellers?

Yes, the program does include this. It’s actually pretty easy to do this.

Would a bible study or other study guide be like a journal?

They could be. A journal is really just a resource for reflective thoughts and such.

If I have questions while I go through this course, can I ask you in the Facebook group?

Yes, you can. There are also tons of students in there that can help you out. Plus, Kristen posts updates in the Facebook group as well, and members provide resources in the group as well.

Can I use what I learn here to move on and publish longer works?

Yes. A lot of the tools, tips, and tricks that you will learn in Journal Design Basics can be applied to publishing and marketing longer books.

You now have all the information you need in order to decide whether Kristen’s program is for you or not. If you’re ready to start publishing these hot-selling, low-content books to Amazon, you must get started now in order to take advantage of this special pricing because it will not be available after midnight on Sunday, Pacific time:

Click here to lock in this special one-time deal: https://thebookninja.com/jay