

# **NO WRITING NEEDED:**

**How To Publish and Profit From  
No and Low Content Books**



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## What Are Low and No Content Books?

Low and No Content books refer to books that have little or repetitive content. Believe it or not, these types of books are very popular with customers, because they function as tools for a variety of processes, procedures, and events. Blank books cover a wide variety of books such as:

- Journals
- Planners
- Event books
- Coloring books

There are massive opportunities for publishers with no and low books. What's great about these is that even though they have zero, little, or repetitive content they can easily be customized to fit a huge variety of niches and needs.

They fall into one of two broad categories: truly blank books, or those with very repetitive content.

For example, look at a journal. You may get a few words here and there, but the book is largely blank so that you can fill it with your own writing. There are also books with little content that aren't truly blank, but certainly aren't as complex as a novel, such as a coloring book or a planning book. Aside from some formatting or pictures, all of these books are essentially blank.

While it may not seem like it, especially since so little work is involved, this is a thriving industry. Why do you think bookstores are always putting out new blank books, and why do you think that every year they rush to make new planners and journals? Because these books sell. Whether as something useful or just as an impulse buy, blank books can make publishers big bucks, especially if they are made correctly.

## Advantages

Some of the advantages of publishing these books include:

- Very low investment of time or money in terms of creating content.
- Ability to target a wide variety of demographics and niches.
- Versatility: can easily sell these types of books, both as a book, and as a physical product.
- Ability to scale: you can easily repurpose your book into other niches and categories. In addition, you can also create more books easily and a hot category.

## Overview

In this training, we're going to cover the types of low and no content books, the marketplace, the many opportunities available to profit from publishing these types of books, how to create them, and how to make sales from these types of books. There is no training like this out there on the market currently. And by implementing these strategies, you can stand out in a crowded marketplace and increase your publishing royalties and income.

## Popular Types of Books

Five popular types of books and their subcategories we'll be covering in this training:

- Journals
- Event Books
- Planners and Logs
- Coloring Books
- Recipe Books

Imitation is often considered the sincerest form of flattery, and it's an excellent tool for making your own products. Seeing similar products in the market and making your own based on that inspiration is one of the best ways to get started with blank books.

Here is an in-depth look at some of the popular books in these niches:

<https://drive.google.com/open?id=0B95lOdDMLDy6fncyR0xPQWtGMkRTM1ZPVEgydEN4Y2FDMWNZTlZnY2FwbWNadjhZHp6b0k&authuser=0>

You can see the most popular books and their best and worst reviews. This is helpful for seeing what the market is buying and interested in, and what types of books they want to see in this niche.

## Popularity

Let's now take a closer look at some commonalities of popular sellers in each category, and what type of content they normally include:

## Journals

### Examples

The most consistent sellers in the blank book realm tend to be generic ones, such as truly blank journals and planners with minimal formatting.

Here are a few examples of popular books in the journal category:

### Journals

- [http://www.amazon.com/Aitao-Journal-Vintage-Classic-Notebook/dp/B00HFQU3X6/ref=sr\\_1\\_1?ie=UTF8&qid=1425189632&sr=8-1&keywords=journals](http://www.amazon.com/Aitao-Journal-Vintage-Classic-Notebook/dp/B00HFQU3X6/ref=sr_1_1?ie=UTF8&qid=1425189632&sr=8-1&keywords=journals)
- [http://www.amazon.com/BookFactory®-Black-Banded-Journal-Diary/dp/B00J7SDKSA/ref=sr\\_1\\_5?ie=UTF8&qid=1425189632&sr=8-5&keywords=journals](http://www.amazon.com/BookFactory®-Black-Banded-Journal-Diary/dp/B00J7SDKSA/ref=sr_1_5?ie=UTF8&qid=1425189632&sr=8-5&keywords=journals)
- [http://www.amazon.com/Red-Embossed-Heart-Writing-Journal/dp/B000N3ZUKY/ref=sr\\_1\\_7?ie=UTF8&qid=1425189632&sr=8-7&keywords=journals](http://www.amazon.com/Red-Embossed-Heart-Writing-Journal/dp/B000N3ZUKY/ref=sr_1_7?ie=UTF8&qid=1425189632&sr=8-7&keywords=journals).

You'll notice that the covers have some character to them, such as monograms or fake leather, but the pages themselves just have lines.

These are books that are largely composed of lines and little else. They might have some witty sayings or one-liners here and there, but that's about it. While you can make a truly blank journal with nothing inside of it, there is content you can add to a journal to help it sell and connect to the audience.

### **Writing Journal**

Another popular type of journal is one geared specifically toward writers. Yes, people can easily type or even speak their notes, but nothing beats the intimacy of writing your personal thoughts and feelings with a pen. These are usually general purpose books, and essentially don't need any content.

However, you can write down a few lines here and there like "How are you feeling today?" or "Don't worry, I'll keep it a secret." You can also include writing prompts that they can respond to via journaling. What you write can allow you to target certain ages, genders and overall demographics, so be sure that you keep it within the right group.

- <http://www.amazon.com/Journal-Notebook-Diary-Guided-Journals/dp/1593594380/>
- <http://www.amazon.com/Things-Journal-Francisco-Writers-Grotto/dp/1452105448>
- <http://www.amazon.com/Write-Right-Brain-Journal-Creativity-Sparking/dp/1937944204/>

### **Dream Journal**

Everyone has dreams, and most of us want to remember them either because they are unique or because popular psychology teaches us that dreams are doorways to the mind. A dream journal gives someone a specific area to write their dreams, and you can even add some content here and there to target this market.

There are two ways of going about this, and there's nothing wrong with combining them:

- First, you can write down little prompts here and there about reminding people to write their dreams as soon as they wake up, or lines like: "Dream or Nightmare? Tell me what you remember."
- The second way is giving small tips for better recalling dreams, or even having lucid dreams. For example, some experts say that you should slowly wear out your mind or focus on certain details to remind yourself that you're in a dream.
- You can also include quotes about dreams to inspire them. Later in this report I'll share a list of websites where you can get quotes you can include in your book as content.

Just add some tips or quotes in the margins to target this market.

<http://www.amazon.com/Knock-Dream-Journal/dp/160106523X/>

<http://www.amazon.com/Strange-Dreams-Andy-J-Miller/dp/1452126445/>

<http://www.amazon.com/Celestial-Journal-Diary-Notebook-Pauper/dp/1441316698/>

### **Prayer Journal**

Prayer books are very simple, and many times you can just copy and paste content to put a book together. These are like general purpose journals, but the purpose is to remind people what or who they should pray for.

So, what content works best here?

You can write psalms, verses or even obscure portions of whatever religious text you're taking from. These books can be targeted towards any religion, though Christianity is the most popular.

<http://www.amazon.com/Footprints-Wirebound-Journal-Christian-Manufacturer/dp/1770362533/>

<http://www.amazon.com/My-Prayer-Journal-Key-Notes/dp/1593106475/>

<http://www.amazon.com/Pray-Prayer-Journal-Praying-Questions/dp/1576836169>

## **Diet Journal**

Did you know that writing a food journal is one of the best, most scientifically proven ways to lose weight? Most people who are overweight have lost touch with what they eat. They forget about all the empty calories they are ingesting, and also don't account for the large amount of food they are taking in during the day.

Food journals are become much more popular. While digital versions do very well, even calculating calories within seconds, many people still prefer to write their food journal by hand.

So, what can you add to these books?

- Remind people to write down everything they have eaten, and also write some basic diet tips, like proper serving sizes (like how meat should be the size of your palm), or how vegetables are proven to keep you fuller and reduce weight.
- You can also add some weight-loss motivational sayings in the margins to make people feel good about their personal journey.

<http://www.amazon.com/DIETMINDER-Personal-Fitness-Journal-Exercise/dp/0963796836/>

<http://www.amazon.com/Love-Food-Exercise-Journal/dp/1499735502/>

<http://www.amazon.com/Diet-Fitness-Journal-Personal-Exercise/dp/1593596707/>

## Gratitude Journal

In many ways this is similar to the prayer book. Many people even consider it a religious duty to be grateful towards their chosen deity for what he or she has bestowed upon them, but this can also be a general book to remind people to have gratitude for the things around them. The point of these books is that it gives people a space to write about the things they like, which in turn tend to make them feel better and focus on the good instead of the bad.

- Aside from writing general things like, “What are you grateful for today?” or “What made your life better today?” you can also write motivational lines like how it’s always better to look at the good, that it’s healthy to remember what you’re grateful for and so on. Motivation and feeling good are the main things to hit with this market.

<http://www.amazon.com/Gratitude-Journal-Catherine-Price/dp/081186720X/>

<http://www.amazon.com/Gratitude-Daily-Journal-Jack-Canfield/dp/0757307108/>

<http://www.amazon.com/Gratitude-Habit-Workbook-creating-positive/dp/1480226408/>

## Planners and Logs

Actionable planners, which make the user feel like he or she has to do something, are very popular right now. Those with detailed formatting tend to be the best as it allows the user to make full use of the planner. In fact, planners are often judged by how much space and how many areas people are given.

We all have things to do, but some of us either have too much to remember, or others may easily forget tasks unless they are written down. In either case, planners are an essential element for busy people. These books typically don’t have any text outside of a few words, so formatting takes the spotlight here.

## Homework Planners

Homework planners are most typically made for high school and college students, but younger students may also use them. Some planners are very short. For example, they'll fit a whole week of homework in two pages. This is done by having all the major classes (English, math, etc.) with a few lines so that the user can write the assignment.

Others are much larger, which are typically for college students. They'll be an area where the student can write the subject and assignment, another area for notes (such as for tests or things to study) and other areas for overall thoughts or plans.

Regardless of how it's done, it's best to list a few subjects and then allow the student to write other subjects as needed. How much space you give students is based largely on preference, demographic and your particular formatting style.

## Calendar Planners

These are considered the most generic planners because it basically just gives the person enough space to write his or her plans for a certain day. Many businesspeople use these planners because they need to do certain things or be certain places on specific dates.

Some of these planners are fairly thin. This is done by providing large calendars where there is only a little space to write. Others go day by day, devoting a page or two to each day. These ones tend to be more popular because people want enough room to write all of their plans.

## Planning by day/week/month

Perhaps the best example is this planner:

[http://www.amazon.com/Action-Day-Weekly-Planner-2015/dp/9935915026/ref=sr\\_1\\_5?s=office-products&ie=UTF8&qid=1425189756&sr=1-5&keywords=planners](http://www.amazon.com/Action-Day-Weekly-Planner-2015/dp/9935915026/ref=sr_1_5?s=office-products&ie=UTF8&qid=1425189756&sr=1-5&keywords=planners)

and other popular ones are:

[http://www.amazon.com/Tools4Wisdom-Calendar-Personal-Organizer-Planning/dp/B000MBPBH0/ref=sr\\_1\\_4?s=office-products&ie=UTF8&qid=1425189756&sr=1-4&keywords=planners](http://www.amazon.com/Tools4Wisdom-Calendar-Personal-Organizer-Planning/dp/B000MBPBH0/ref=sr_1_4?s=office-products&ie=UTF8&qid=1425189756&sr=1-4&keywords=planners)

[http://www.amazon.com/-GLANCE-Weekly-Planner-Wirebound-70-950-05/dp/B00J4Y4YYQ/ref=sr\\_1\\_7?s=office-products&ie=UTF8&qid=1425189756&sr=1-7&keywords=planners](http://www.amazon.com/-GLANCE-Weekly-Planner-Wirebound-70-950-05/dp/B00J4Y4YYQ/ref=sr_1_7?s=office-products&ie=UTF8&qid=1425189756&sr=1-7&keywords=planners)

### **Event Books**

We all have major events that happen to us, from weddings and birthdays, to death and retirement. Everyone has major events that happen, and some people want to remember as much as they can of the event through pictures, words and so on. Blank event books give people a way to record their memories in a formatted space. Unlike journals, pictures are typically more important here, but it's also a good idea to add spaces so that people can write their feelings.

### **Themed Event Books**

Themed photo albums tend to sell very well, especially if you target common themes like marriage, joy and happiness. Generic ones tend to have comparatively lackluster sales.

Here some popular photo album event books:

[http://www.amazon.com/Pioneer-Photo-Albums-Embroidered-Leatherette/dp/B001CE5E4K/ref=sr\\_1\\_1?ie=UTF8&qid=1425189845&sr=8-1&keywords=photo+albums](http://www.amazon.com/Pioneer-Photo-Albums-Embroidered-Leatherette/dp/B001CE5E4K/ref=sr_1_1?ie=UTF8&qid=1425189845&sr=8-1&keywords=photo+albums)

[http://www.amazon.com/Memories-Bookbound-Photo-Album-Black/dp/B0014WJ2ES/ref=sr\\_1\\_15?ie=UTF8&qid=1425189845&sr=8-15&keywords=photo+albums](http://www.amazon.com/Memories-Bookbound-Photo-Album-Black/dp/B0014WJ2ES/ref=sr_1_15?ie=UTF8&qid=1425189845&sr=8-15&keywords=photo+albums)

[http://www.amazon.com/WEDDING-album-Malden-holds-photos/dp/B003OFD2BM/ref=sr\\_1\\_1?ie=UTF8&qid=1425189879&sr=8-1&keywords=wedding+photo+albums](http://www.amazon.com/WEDDING-album-Malden-holds-photos/dp/B003OFD2BM/ref=sr_1_1?ie=UTF8&qid=1425189879&sr=8-1&keywords=wedding+photo+albums)

## **General Photo Books**

Go in any arts and crafts store and you'll find a ton of generic photo albums. They typically have thick covers and spaces where people can place their photos behind some protective plastic.

To keep things as generic as possible, you can have spaces where people can write in what the photo is about. You can also let them write the date or occasion, and you can even put photo suggestions. For example, have a square that says, "put your best smile here."

These books can be targeted to specific demographics, and swaying the book towards some demographic will typically improve sales. However, there's nothing wrong with making a book that people can completely customize to their needs.

## **Wedding, Pregnancy, Milestones and Special Events**

These are hybrid books that are like journals, photo books and planners all in one. There are spaces where people can place photos of the wedding, pregnancy, graduation, or other event, along with writing spaces where people can write their feelings. They are often guided, like "top five names if it's a boy" or "what she made me do right before the wedding."

There are also typically planner sections, such as "30 days before birth" and "what we need done by (date)." Photos are normally the major highlight here, but the other sections are important as well, so be sure to add everything into these blank books.

These books are usually targeted more toward women as they are often the record keepers for events and milestones.

<http://www.amazon.com/Pioneer-Photo-Albums-MB-10EW-Leatherette/dp/B00IPDCI18>

<http://www.amazon.com/My-Baby-Book-Keepsake-Journal/dp/030746542X/>

<http://www.amazon.com/Happily-Ever-After-Wedding-Anniversary/dp/1441303243/>

## Coloring Books

You might also be surprised to know that, aside from popular kids' characters, adult coloring books are fairly popular. These include intricate designs and patterns. You can make your own patterns for these books, and you can also make your own cast of characters for kids' coloring books (such as underwater characters).

This is quite a broad category, and you might be surprised to know that coloring books aren't just for kids. However, let's start with younger readers:

- If you are targeting very young children, then simple shapes and characters are probably the best. Slightly older kids will like themed books, like undersea adventures or sci-fi pictures.
- There are also adult coloring books, believe it or not, and they are quite popular on Amazon. These books have very complex designs, such as mandalas or abstract 3d spaces that people can color in to create intricate designs. If you're an artist, then you can try your hand at making these types of books, but it's much easier to stick with the former and make simple designs for children.

For adults and older children, you should take a look at these examples,

[http://www.amazon.com/Paisley-Designs-Coloring-Dover-Design/dp/0486456420/ref=sr\\_1\\_9?ie=UTF8&qid=1425189982&sr=8-9&keywords=coloring+books](http://www.amazon.com/Paisley-Designs-Coloring-Dover-Design/dp/0486456420/ref=sr_1_9?ie=UTF8&qid=1425189982&sr=8-9&keywords=coloring+books)

[http://www.amazon.com/Creative-Nouveau-Animal-Designs-Coloring/dp/0486493105/ref=sr\\_1\\_4?ie=UTF8&qid=1425189982&sr=8-4&keywords=coloring+books](http://www.amazon.com/Creative-Nouveau-Animal-Designs-Coloring/dp/0486493105/ref=sr_1_4?ie=UTF8&qid=1425189982&sr=8-4&keywords=coloring+books)

More traditional kids' coloring books:

[http://www.amazon.com/Melissa-Doug-Jumbo-Coloring-Pad/dp/B006691LZW/ref=sr\\_1\\_2?ie=UTF8&qid=1425189982&sr=8-2&keywords=coloring+books](http://www.amazon.com/Melissa-Doug-Jumbo-Coloring-Pad/dp/B006691LZW/ref=sr_1_2?ie=UTF8&qid=1425189982&sr=8-2&keywords=coloring+books)

[http://www.amazon.com/Trucks-Coloring-Dover-Design-Books/dp/0486284476/ref=sr\\_1\\_8?ie=UTF8&qid=1425189982&sr=8-8&keywords=coloring+books](http://www.amazon.com/Trucks-Coloring-Dover-Design-Books/dp/0486284476/ref=sr_1_8?ie=UTF8&qid=1425189982&sr=8-8&keywords=coloring+books)

However, remember that these are the trends right now. They can always change, and people are always buying new blank books as the years change because most of these books are made for specific years (like journals and planners for 2015). Just make sure that the planner or journal reflects that year's dates and you'll be set.

### **Recipe Books**

Everyone has those recipes that they love. Whether they are original creations or they are found in magazines or heard from other people. Regardless, people have recipes that they want to remember. While chefs can be targeted in this market, it's just as viable to make a book for anyone who likes to cook.

- The most cohesive books have sections for ingredients, cooking methods and other steps along with recipe time (for prep and cooking) and any other notes that the person may need to enter. These books are typically straightforward, and you may want to include a few pictures of food here and there, or just keep it blank with some basic formatting.

<http://www.amazon.com/Recipe-Journal-Diary-Notebook-Pauper/dp/1441309837>

<http://www.amazon.com/Blank-Cookbook-Notes-Recipes-Black/dp/1494394871/>

<http://www.amazon.com/BookFactory%C2%AE-Recipe-Journal-Notebook-Blank/dp/B0080FIDCE/>

### **Niches**

While I've shared some of the broader categories for the no and low content books, keep in mind that you can niche these up quite a bit. What I mean is you can narrow your demographics to appeal to specific interests. For example, you could have a journal that features pets. So it could be a dog or cat theme journal

with cute quotes and pictures of dogs or cats. You could even have a pet Journal that is about a pet's milestones, similar to a baby book.

You could also have journals and logbooks that are geared toward specific hobbies. For example, you could have one that logs sporting events, hunting, fishing, travel, etc. if there is a strong interest in a specific niche, chances are they would welcome a no or low-content book that is themed toward their interests.

## **Keyword Research**

Now that you have an overview of what type of no-writing needed books are popular, let's take a look at some keyword research. You can use popular keyword for your:

- Product titles and descriptions
- Marketing and Promotion
- Social Media

These spreadsheets contain popular search terms, search volume, and competition.

You can view them here:

[https://docs.google.com/spreadsheets/d/18T80GJ2\\_sq9M5OOSv39hwA0HrsIp7W6q90FoOrCfFio/edit?usp=sharing](https://docs.google.com/spreadsheets/d/18T80GJ2_sq9M5OOSv39hwA0HrsIp7W6q90FoOrCfFio/edit?usp=sharing)

## **Categories**

One of the most important aspects of understanding how to be successful with publishing no/low content books is picking the best categories for your books on Amazon.

You can find journals in many different book categories, let's take a look at the top 5 types of blank books we've been covering in this training and see what the best categories are.

To really find the best book categories, I also recommend the Bestseller Ranking Pro tool here:

<http://dna56.com/go/brpro.html>

### Secret Categories

One reason why these books sell well is they can live in many different categories inside Amazon, not just books! One of the 'secrets' of selling your book on Amazon is that you can sell many books, including these types of books, in non-book categories.

However, you will need to be set up as an Amazon seller which is completely different then selling through CreateSpace or KDP. There are many benefits to selling this way, though. Not only can you sell your books in other non-book categories, but you can also bulk print your books. The best way to take advantage of these is to send your books directly to Amazon and sell them through their Prime Program.

I'll be discussing this strategy a little later in this training and in the special offer, but first, let me share a few categories for some of these popular books.

For nearly every type of low/no content book check out some of the popular book and non-book categories where you can find them in on Amazon.

Want to check categories for a specific niche or type of book? Watch this short video to see how to do this:

<http://somup.com/cof3DIX26>

Book and Non-book Categories:

- Journals
  - Writing
    - Self-Help -> Journal Writing
    - Reference -> Writing, Research & Publishing Guides -> Writing
    - Self-Help -> Creativity

**Office Products >**

- Composition Notebooks
- Hardcover Executive Notebooks
- Notebooks & Writing Pads
- + See more

○ Dream Journal

- Self-Help -> Dreams

**Office Products >**

- Composition Notebooks
- Notebooks & Writing Pads
- Hardcover Executive Notebooks
- Wirebound Notebooks
- Record Books
- + See more

**Toys & Games >**

- Kids' Diaries, Journals & Notebooks

○ Diet Journal

- Health, Fitness & Dieting -> Psychology & Counseling
- Self-Help -> Personal Transformation

**Office Products >**

- Steno Notebooks
- Record Books
- Laser Printer Drums & Toner
- Notebooks & Writing Pads

**Books >**

- Other Diet Books
- Weight Loss Diets
- Diets & Weight Loss
- General Women's Health
- Exercise & Fitness

- Prayer Journal

Books : Religion & Spirituality

Books : Religion & Spirituality : Spirituality : Prayer

Books : Christian Books & Bibles : Christian Living=

- Recipe Journal

**Kitchen & Dining >**

Recipe Holders

**Books >**

Cookbooks, Food & Wine

Cooking, Food & Wine

Reference

Cooking Encyclopedias

+ See more

**Arts, Crafts & Sewing >**

Scrapbooking Albums & Refill

Craft Paper

Kraft Paper

**Office Products >**

D-Ring Binders

Wirebound Notebooks

Subject Notebooks

**Home & Kitchen >**

Three-Ring Binder Photo

Albums

- Planners

- Planners

**Office Products >**

Personal Organizers

Planners

Calendars & Planners for  
Teachers

Planner Refills

+ See more

**Health & Personal Care >**

Paper Stationery

Party Invitations

- Homework planner

**Office Products >**

- Planners
- Calendars & Planners for Teachers

○ **Calendar Planner**

**Office Products >**

- Calendars, Planners & Organizers
- Planners
- Personal Organizers
- Calendars & Planners for Teachers
- + See more

**Books >**

- Calendars
- Arts & Photography
- Art History
- Happiness Self-Help
- Art History by Theme
- Plant & Animal Art

● **Event books**

**Home & Kitchen >**

- Bookshelf Photo Albums
- Three-Ring Binder Photo Albums
- Photo Albums & Accessories
- Acid-Free & Archival Page Photo Albums
- Magnetic Page Photo Albums
- Wedding Albums
- Posters & Prints
- Photographs

**Camera & Photo >**

- Professional Photo Albums
- Photo Studio Equipment
- Lighting & Studio Equipment

**Baby Products >**

- Baby Photo Albums

**Arts, Crafts & Sewing >**

- Scrapbooking Albums
- Scrapbooking Albums & Refills
- Scrapbooking Album Refills

- Wedding Planner

- Books**

- Wedding Planning (391)
    - Weddings (1,807)
    - Reference (2,006)
    - Marriage (553)
    - Etiquette Guides & Advice (151)
    - Health, Fitness & Dieting (312)
    - Wedding Etiquette (85)
    - Love & Romance (176)
    - Teen & Young Adult (109)
    - Crafts & Hobbies (176)

- Wedding Photo album

- Books**

- Wedding Photography (28)
    - Weddings (77)
    - Wedding Planning (10)
    - Photography & Video (47)
    - Photo Essays (7)
    - Portraits (6)
    - Celebrations & Events (13)
    - History (34)
    - United States History (9)
    - Political (1)

- + See more

- Home & Kitchen >**

- Wedding Albums
    - Photo Albums & Accessories
    - Bookshelf Photo Albums
    - + See more

- Camera & Photo >**

- Professional Photo Albums
    - Photo Studio Equipment
    - Camera & Photo Accessories

- Arts, Crafts & Sewing >**

- Scrapbooking Albums
    - Scrapbooking Albums & Refills

## Pregnancy Planner

### Books

- Pregnancy & Childbirth (65)
- Parenting (39)
- Motherhood (15)
- Personal Transformation Self-Help (1)
- Health, Fitness & Dieting (109)
- Women's Health (68)
- Baby & Toddler Parenting (14)
- Parenting & Relationships (113)
- Calendars (13)
- Medical Books (60)
- Business & Money (3)

### Baby Products >

- Baby Keepsake Products
- Baby Journals

## Baby Album

▼ [View Category](#)

### Books

- Baby & Toddler Parenting (70)
- Reference (216)
- Fatherhood (7)
- Motherhood (35)
- Parenting & Family Reference (7)
- Parenting (121)
- Scrapbooking (61)
- Children's Books (160)
- Photography & Video (55)

### Baby Products >

- Baby Photo Albums
- Baby Journals
- Baby Keepsake Boxes & Tins
- Nursery Picture Frames
- Baby Keepsake Products

### Arts, Crafts & Sewing >

- Scrapbooking Albums

### Home & Kitchen >

- Posters & Prints

## Anniversary album

### Books

Reference (91)

Marriage (4)

Weddings (4)

Humor & Entertainment (128)

Hummels (5)

Arts & Photography (212)

Antiques & Collectibles (14)

Architecture (4)

Performing Arts (14)

Rock Music (59)

### Home & Kitchen >

Wedding Albums

Bookshelf Photo Albums

- Coloring books

### Books

Graphic Design Color  
Use (462)

Children's Coloring  
Books (2,440)

Crafts & Hobbies (2,330)

Children's Activity  
Books (7,725)

Graphic Design (664)

Decorative Arts (323)

Children's Books (12,157)

Drawing (236)

Children's Action & Adventure  
Books (242)

Children's Word Games  
Books (61)

### Toys & Games >

Kids' Drawing Pads & Books

Arts & Crafts Supplies

Kids' Party Favor Sets

Kids' Crayons

Kids Basic Skills Development

Toys

## Printing Your Book

Before we get into designing your book, it's important to take a look at where you can print your book and what the specifications are. That way you have an idea of what you will need to design your book.

There are three main places to consider for publishing. I am suggesting them because they offer a variety of options like:

- Print on Demand
- Bulk Printing
- Distribution Options

There are also other companies that offer bulk printing of notebooks and blank books:

- <http://spiralnotebooks.net>
- <http://branders.com>

However, they do not offer any distribution or POD options.

Basically, I would suggest taking a 2 prong approach:

- Get extended distribution and sell your low/no content book as a book through one of these services.
- Order the book yourself in bulk from the service and also sell as a product on Amazon through their FBA program.

## Printing Formats and Binding

You should review popular books in your niche and category and decide what size you want your book to be and what format. I suggest keeping the interior in black and white, especially for your first book, in order to keep costs down.

## Specialty Formats and Binding

For some type of specialty books, you may need to go beyond these templates and do some more research, such as for photo albums or specialty journals. You may want to stick to a simpler template or format for your first project.

## File Type

If we're talking about the file type, then you'll be surprised to know that nearly any file type that includes text or pictures will be accepted. It's best to go with PDF or .Epub formats. This ensures that you don't have to worry about sizing issues, fonts being changed (especially if you use uncommon ones) or other potential issues.

## Templates

The best and easiest way to create a print ready PDF is to use a template. You will also need to make sure when you export content to PDF that it is print ready. This is something you can either do yourself or you can have a designer do for you.

I suggest using CreateSpace as a resource, even if you do not do your printing through them.

You can get free create space templates and Microsoft Word for a variety of print sizes here:

- <https://www.createspace.com/Products/Book/InteriorPDF.jsp>
- <http://www.selfpub.info/templates/book-templates-for-microsoft-word.html>
- <http://www.selfpub.info/templates/book-templates-for-indesign.html>
- <http://www.diybookformats.com/mswordtemplates/>

Simply pick the size that you want for your book, I would suggest looking at the most common sizes for the type of book you want to create. You can then use that as your template. If you are working in Microsoft Word (more on programs later), or if you are working in another type of program you can mimic the page setup.

Some of the most common sizes for low/no content books are:

- 6x9 inches
- 8.5 x11 inches
- 9 x9 inches

For print ready PDF specifications, check out this CreateSpace guide:

<https://www.createspace.com/ServicesWorkflow/ResourceDownload.do?id=1583>

CreateSpace also offers cover templates as well that you can also use and adapt to create your physical book cover:

- <https://www.createspace.com/Help/Book/Artwork.do>

If you don't want to convert your document to print ready PDF, then you can outsource that. Here are a few outsourcers on Fiverr, and you can also check other sites like Odesk as well.

<https://www.fiverr.com/candice23/take-care-of-your-formatting-file-conversion-and-preflight-issues-any-language>

<https://www.fiverr.com/softstudio/design-3d-and-2d-book-cover-professionally>

[https://www.fiverr.com/phil\\_good/edit-pdf-files-resize-ebooks-improve-for-print-etc](https://www.fiverr.com/phil_good/edit-pdf-files-resize-ebooks-improve-for-print-etc)

Here are three of the main POD providers, their distribution options, and their pros and cons.

### **Ingram Spark**

<https://www.ingramspark.com/>

Ingram is one of the world's top book distributors. It sells internationally, to bookstores and is a trusted source of books for all businesses and markets. In fact, CreateSpace uses Ingram to distribute books.

IngramSpark has two big strengths: international shipping and physical presence. You'll be hard pressed to find POD providers with a stronger and larger presence than Ingram, which can help your book get in the right markets if you're looking for overall coverage and availability. Also, since Ingram is based overseas, it's often cheaper to get the book into international markets than domestic ones.

Ingram Spark offers soft cover and hardcover binding, along with cream or white paper. Where Spark really shines is sizing. They offer more sizing options than the others, which makes them ideal if you are very picky about how big the book is.

You will need to provide your own ISBN if you want to go with IngramSpark, they do not provide one for free.

You can see their pricing options here:

<https://www.ingramspark.com/Portal/CostsandRevenue>

## Lulu

<http://Lulu.com>

Lulu is considered the smallest publishing company of the three, and it's mostly made to help authors get vanity copies of their books. In general, the author is supposed to be the end-user here, but they do have some distribution options that you might be interested in.

Lulu's biggest strength is that they offer various printing options, and are one of the few to produce hardcover books and multiple binding options (Ingram Spark also has hardcover, but Lulu still offers the most binding options and covers). This will be perfect if you want calendars or photo albums, and their various binding options will ensure you get the cover exactly right. ***They also offer spiral-bound books as well, which can be the best fit for many low/no content books such as diet journals and recipe books.***

They also offer a free ISBN.

## CreateSpace

<http://CreateSpace.com>

This is Amazon's publishing arm and their exclusive partner if you want to go through Amazon specifically. While you can sell POD books from Lulu on Amazon, you'll be charged a fee (which will eat at your profit) that you won't be charged if you use CreateSpace. CreateSpace uses a simple interface so that the publishing

process is as easy as possible, and the prices are incredibly low in most instances. However, many have noted that the biggest disadvantage is that bookstores won't stock CreateSpace books.

At the same time, having easy and cheap access to Amazon's book market can be worth this disadvantage as bookstore marketing can be exceedingly difficult for first-time authors. Though CreateSpace is used by many different authors, it's best for those who are looking to sell exclusively on Amazon.

CreateSpace offers the least amount of options. You can only do soft cover, and you can choose between a matte or a glossy finish. They also do black or color printing and cream or white paper.

### **Pricing**

It's standard policy to offer distribution partners a 40-60% discount on books. Some can sell to bookstores, others won't. See what countries they sell to, how their shipping is and what their available distribution options are before settling on the distribution model.

If you are also going to ship bulk books to Amazon and sell through their FBA program. You will also want to check bulk pricing as well. All of three of these options allow you to order books by bulk and resell yourself.

Depending on the niche and type of low/no content book, you can often price these in the \$9.99-19.99 range.

### **Designing Your Book**

Now that you have an overview of what printing your book will entail and what company you want to go with, it's time to look at the actual design of your book. Here are some programs you can use to create your book.

### **Microsoft Word**

Microsoft Word is a good choice because you can use a variety of done-for-you sizing templates as mentioned in the printing section of this training. With the pages that have repetitive content, you can simply select the entire page and

copy it as a new page. Depending on what type of program you use that can be as simple as selecting all on a page, copying, and pasting. With Microsoft Word for example, you can even set up a macro to repeat the same action over and over again.

### **Using PowerPoint**

If you don't want to use Microsoft Word, another way you can easily design and add simple design elements and blank pages to your book is using PowerPoint. Simply go under your print settings and set the slide specifications to mimic the interior dimensions you've chosen for your book.

Here is a step-by-step guide to the process:

[http://www.ehow.com/how\\_5974620\\_make-powerpoint-books.html](http://www.ehow.com/how_5974620_make-powerpoint-books.html)

This is a good overview for making sure your PowerPoint book converts to PDF with the proper settings:

<http://www.edteck.com/publish/files/ppt-pub-book2.pdf>

### **PPT Templates**

Here are some PowerPoint templates to consider using:

- <http://www.free-power-point-templates.com/>
- [http://www.animationfactory.com/en/powerpoint\\_templates.html?cid=E6](http://www.animationfactory.com/en/powerpoint_templates.html?cid=E6)
- <http://www.brainybetty.com/powerpointchristmasthanemes.htm>
- <http://www.powerpointstyles.com/>
- <http://graphicriver.net/>

### **InDesign**

InDesign is a professional layout program for print from Adobe. It is what is commonly used to layout magazines, and is great for more complicated layouts and for graphics. While I don't recommend you dive into it yourself, unless it's something you really want to learn, you can certainly get someone on Fiverr or Odesk to lay out your book in InDesign:

<https://www.fiverr.com/aalishaa/do-createspace-formatting-in-adobe-indesign?>

<https://www.fiverr.com/cooladorable/do-ebook-conversion-from-doc-pdf-indesign-etc-for-amazon-nook-barnes-noble>

## **Book Elements**

Once you've decided on what program to use, you'll need to setup and design the sections of your book.

- The front and back matter of your book
- Any written material
- Artwork
- Layout

## **Front and Back Matter**

If you are using a template, some of the front and back matter will probably be included and you just have to make some changes to make it your own.

Depending on the type of book you are doing, you may not need things such as a table of contents, or an about the author page. These aren't the type of books where you're branding yourself as an author so much.

## **Other Written Material**

I recommend adding more value to your no/low content book by having some written material included. You could have an introduction, writing prompts, and exercises or activities. It doesn't have to be extensive.

One easy way to include extra value is to have relevant quotes about the subject or topic at hand. You could put these at the beginning of each page, or in the margins. I've provided a spreadsheet with a list of websites that have different quotes which you can use. For the most part, popular quotes are fine to use as long as they are brief, and you credit who said them, if known.

Quote Websites:

<https://docs.google.com/spreadsheets/d/1ukfwotS9Czei4mW2JIE8UGDTkEb6vtIjrqqgpfij-s/edit?usp=sharing>

## Artwork

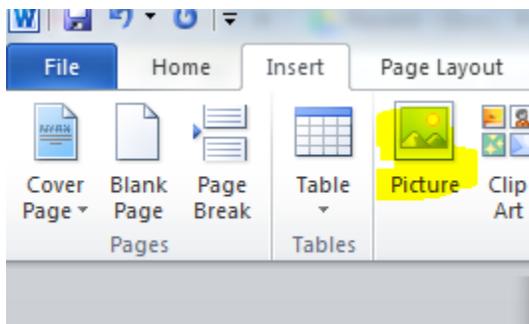
The best type of artwork to use with blank books for your book interior is vectors. Vectors have a high resolution and can be scalable, so you can insert them into your book as a design element, without having to worry about resolution. I recommend using simple black and white designs inside your book. That's going to keep the printing cost down.

Here is some more info on Vectors and how they are used:

<http://www.freepik.com/what-is-a-vector>

## Microsoft Word Formats

However, if you're working in Microsoft Word, it can be difficult to insert vectors into your book template. Microsoft and other companies love their proprietary formats. For example, vectors are often in .ai or .eps format. For Microsoft Word, you will need to convert them to .emf or .png format and then 'insert as a picture' into your document.



## Converting Vector Formats

You can convert your vectors with many free online convertor sites. This is a great task to have an outsourcer do. Simply collect your images and have them convert them all to .emf or .png.

Here is a good site for all types of file conversions:

<https://cloudconvert.com/>

### **Where to Find Vectors?**

There are a number of free vector sites out there where you can download artwork. Just make sure you have commercial use rights, for some of the sites all of the vectors are commercial use, for some you have to check each individual file.

Here are a few good sites:

- <http://www.vecteezy.com/>
- <http://www.vectorportal.com/templates/>
- <http://www.mmprint.com/blog/2011/10-free-download-vector-graphics-galleries-designers/>

### **Design Layouts**

One of the easiest ways to design the no/low content part of your book is to look for similar design templates and modify them to make them your own. These are for the sections that are interactive and will usually have tables, columns, etc.

That doesn't mean using them as is, as they will normally not be for commercial use, but they will often have the content or organization for the type of book you are creating and you can modify it, change it, or expand on it.

You can:

- Create similar layouts in Word, PowerPoint, or InDesign
- Have a graphic designer create the layouts and give them the samples to model.

### **Layout templates**

Here are some general layout templates and some for specific types of low/no content books.

## General Templates

- <http://www.bookemon.com/>
- <http://www.blankslatebooks.com/create-a-book>
- <http://www.stocklayouts.com/>
  - Not books, but lots of design templates you can modify-some are commercial use.

## Specific Templates

- Journals
  - <https://www.pinterest.com/sierrahennessy/art-journal-blank-decorated-pages/>
  - <http://www.brighthub.com/multimedia/publishing/articles/118470.aspx>
- Event Books
  - Wedding
    - <http://diyfrugalbride.blogspot.com/2013/05/how-to-make-your-own-wedding-planner.html>
    - <https://docs.google.com/spreadsheet/ccc?key=0AsdfRGf4f5ZFdGpXOF9udFVKT1duN3hUY2NzWTY3OXc&usp=sharing>
    - <http://bridesclub.com/docs/BridesClub.com-Wedding-Planner.pdf>
    - <http://apracticalwedding.com/spreadsheets/>
    - <http://blog.worldlabel.com/2009/diy-free-wedding-planner-pro-fillable-pdf.html>
    - <http://offbeatbride.com/2012/06/diy-wedding-printables>
- Planners and Logs
  - Homework Planner Template
    - [http://www.freeprintablebehaviorcharts.com/homework\\_charts.htm](http://www.freeprintablebehaviorcharts.com/homework_charts.htm)
    - <http://www.superteacherworksheets.com/teachingtools.html>

<http://www.worksheetworks.com/miscellanea/calendars.html>

- To Do Planner Template

<http://www.printabletodolist.com/>

<http://www.getorganizedwizard.com/to-do-lists/free-printable-to-do-lists/>

<http://organizedhome.com/printable/planning-time>

- Calendar Planner Template

<http://www.calendarlabs.com/blank-calendar.php?template=weekly>

<http://www.printablecalendar.ca/>

<https://www.calendarsquick.com/printables/free.html>

- Planner Template

<http://ahhh-design.com/diy-printable-planner-templates-2015-17/>

<http://www.thehandmadehome.net/2014/06/free-planner-and-calendar-more-2015/>

<https://templates.office.com/en-us/Idea-planner-TM00002095>

- Recipe Books

<http://www1.snapfish.com/snapfish/storepage/storePageId=page-printables-kitchen>

<http://www.selfpub.info/templates/recipe-book-template-for-microsoft-word-indesign.html>

<http://www.bookemon.com/create-book/cookbook>

<http://mintedleaf.com/dress-up-recipe-book-template/>

<http://shop.alexandraradedesign.com/product/recipe-template-set/>

<http://www.selfpub.info/templates/recipe-book-template-for-microsoft-word-indesign.html>

- Meal planning

<http://www.tipjunkie.com/post/meal-planner/>

<http://www.vertex42.com/ExcelTemplates/meal-planner.html>

<http://www.fabnfree.com/2011/12/13/20-free-menu-planner-printables/>

<http://savingslifestyle.com/resources/free-menu-planning-templates/>

### **Coloring Books**

Coloring books are a little different as they don't have a specific layout. Instead, you'll be gathering black and white illustrations. Below are some great resources on creating coloring books.

You can even grab free software to create coloring book images and use for your book. You can get it here:

<http://mycoloringbook.keasoftware.com/>

- Coloring Books

<http://www.instructables.com/id/How-to-Make-a-Coloring-Book/step15/Advanced-lessons/>

<http://mycoloringbook.keasoftware.com/create-coloring-pages/81-coloring-pages/113-creating-coloring-pages-with-gimp.html>

<https://www.createspace.com/en/community/thread/6821>

## **Selling Your Low/No Content Book**

As I mentioned previously, you should sell your low/no content book two different ways: as a book, and as a product.

### **Selling low/no content books as books.**

All three of the recommended print on-demand publishers have extended distribution. Keep in mind, however, that Lulu and IngramSpark have additional fees, Lulu is \$70, and Ingram is \$12. And they all have specific requirements for extended distribution.

### **Selling Books as a Product on Amazon and other Venues**

The second way you can sell these books and recommended in addition to selling them as a traditional book, is to sell them as a product on primarily Amazon, but also other venues as well. The best thing about buying in bulk and having the books fulfilled through Amazon is that you can put the books in various different categories. Earlier in this training, I revealed a number of additional categories that you can place these books and.

Many times, people who are looking for these types of books are not necessarily looking into the books section and you can dramatically increase your profits by selling these his products as well as books. If you just have the book distributed through a printing partner, then it's treated as a book. That's fine for novels and nonfiction books, but things are different with blank books.

For example, calendars and journals are often considered office or school supplies. Using Amazon allows you to list these books under those categories. Otherwise, the blank books are treated like regular books, which severely limit your selling potential in this niche since most people who look for blank books aren't expecting to find it lumped with novels. This is also perfect for wedding albums and other photo books since Amazon has specific categories for these books.

### **Fulfillment By Amazon**

The specific way you do this is by using fulfillment by Amazon(FBA). Amazon's FBA program allows you to send in bulk amounts of your book and then they will fulfill

it for you. They also have the ability to fulfill your book on other platforms such as eBay as well. So if your book is selling well, you can then put it on other selling platforms. You will also need to live or be setup as a seller in one of these countries so it may not be for everyone:

- United States
- Canada
- United Kingdom
- Germany
- France
- Italy
- Japan
- China
- India

### Getting Setup With FBA

To send in your books for FBA you need to go through a number of steps. You need to:

- Register as a Professional Seller
- Order some of your books in bulk-25-100 is a good starter number.
- Create your product listing in one of the product categories
- get a UPC code for your book
- send in your books to FBA

Here is an overview of the requirements and the process of their program, and also a guide to creating your first shipment to send into them.

- <http://services.amazon.com/fulfillment-by-amazon/how-it-works.htm>
- <http://www.onlinesellingexperiment.com/guide-to-creating-your-first-amazon-fba-shipment/>

If you like to learn more about selling your books as products through FBA, I highly recommend you check out my special offer training: [CLICK HERE](#)

I've been selling on Amazon since before the FBA program started, and I was one of the first people to sell on FBA and I'll walk you through selling your books as products through FBA.

## Marketing

These books have a lot of built-in demand, so you don't really need to do massive marketing to start getting sales. However, there are a few things you should do to set yourself up for success.

- **Title and description**-spend some time making sure you have a keyword relevant title and compelling description with keywords. The keywords and search terms. I provided earlier this training will be a good starting point for you. I suggest you look at some of the sample books I have also provided from Amazon, and take note of their descriptions and keywords. You should model yours on similar books that are already selling.
- **Initial reviews**-as always, it can be good to get some initial reviews so you can make better on Amazon and make more sales. You can do this by requesting reviews on: FB author groups, forums and your professional or personal network.
- **Importance of category selection**-with these books. It's really important to make sure you have it in the right category. You can see where similar books are selling in the books category and pick the same category for yours. Keep in mind, that you may have to write Amazon and choose a specific category as it may not be available. If you are listing your book through create space to sell directly on Amazon.

## Conclusion

Low and no content books can be a lucrative area of publishing, because there are endless ways you could appeal to specific demographics. In addition, this is it incredibly easy way to stand out from your competitors and meet an in- demand niche.

If you've enjoyed this training, please feel free to send me your feedback or testimonial.