LOW CONTENT PUBLISHING MODULE #1

WORK SMARTER
NOT HARDER
Work Smarter, Not Harder: Introduction

Before we dive into the strategies to making money publishing low content books, I want to thank you for purchasing the Low Content Publishing course.

I created this product with the hope of helping you get into low content publishing quickly and easily, while being able to bypass all the trial & errors I went through along the way.

Also, you have lifetime access to the members’ area, including any new updates, video tutorials, modules and guides posted to the site, so be sure to check in from time to time! 😊

While I can’t promise that you’ll make insane money from day one, I can tell you that this will ultimately be one of the easiest side hustles you could ask for.

How easy?

You can literally publish low content books in a matter of minutes.
Low content books include all the following:

- Journals
- Calendars
- Coloring Books
- Planners
- Sketch Books
- Composition Books
- Notepads
- Prayer Books
- Trackers
- Printables

And just about *anything* else that involves very little-to-no content. In fact, with low content books you can create **one interior template** and use it again and again.
Here’s the beauty of publishing low-content books:

• Low content publishing doesn’t take a lot of time.

• It doesn’t require any previous experience.

• It doesn’t cost a lot of money to get started. In fact, you may already own everything you need!

• It doesn’t require any writing skills whatsoever.

• You could literally outsource everything and set it on autopilot. How’s that for passive income?

What I love most about this opportunity is that you can get started in less than a couple hours. Then you can build a system designed around effectively managing your time so you can be efficient in creating tons of profitable low content books.
And woo! That’s what this book is all about!

I documented everything I discovered as I went through the learning curve in the hope of helping others fast-track their way through the process.

I tested a lot of different programs and methods for doing it and then simplified my system so that I could publish more in less time.

And here’s what I go off script for just a second.

Anyone who tells you to “write what you know” or “write what you’re passionate about” is unintentionally misguiding you. If you’re in it for the joy of writing, then sure, write whatever your heart desires. But if you’re in this to make money, you must create what sells.

In the indie publishing biz, we call this “writing to market”. And when it comes to publishing low content books, the same rule applies: you need to publish to market.
That doesn’t mean that a hobby, sport or pastime that you’re personally interested in wouldn’t make for a great niche to publish your low-content books.

Inventorying your own interests is a great place to start. However, you need to qualify every niche you’re interested in to make sure there’s demand. There’s no point in creating dozens of low-content books in markets that aren’t popular or are filled with people who don’t typically buy journals and planners.

**The truth is, where there’s a niche – there’s a journal.**

Think about it. Literally any niche could carry a demand for planners or journals. Think outside the usual suspects like weight loss, self-help and yearly planners and you’ll find countless niches full of die-hard fans who will buy anything that features an illustration, image or theme around the topics, hobbies and even people they love.
Let’s take a closer look at exactly what you’ll be doing:

1: **Create low-content books.** These are simple journals, planners, organizers, checklists and anything else where the interior is designed for people to write in. Just like the ones in my earlier examples. I’ll show you exactly how to create these books quickly and easily.

Or, if you’re lazy like most of my colleagues are, you can just swipe the ones I’ve created for you and never have to create your own.

2: **Publish in super targeted niche markets.** While the umbrella category of “Journal Writing” is a great place to be, it’s super competitive and quite honestly, saturated.

Instead, I want you to focus on creating covers and titles that appeal to very specific, sometimes strange and obscure market (like the “Coloring Book for Witches” example!). These are die-hard fans of certain hobbies, passions and interests and believe me, they’ll buy anything that includes illustrations, phrases or graphics pertaining to the things they love.
3: **Test the waters with different books in dozens of categories.** Once you see what’s selling, create additional books in that market with different covers and interiors but when you’re just starting out, I want you to create no more than 2-3 journals per niche. Then, build a brand around the best-selling markets and later, consider creating a squeeze page to capture leads. I’ll show you how in case you want to go this route.

4: **Build targeted lists in the hottest markets.** That way you can promote other products via affiliate marketing, or notify them whenever you have a new low-content book available. Again, this is entirely optional but it can double – even triple - your income so don’t overlook it.

5: **Create a platform that can run on complete autopilot!** This is a great way to generate passive income once you have enough books on the market. You can then choose to keep creating new ones, or you can outsource it all to a VA. It’s drop-dead easy (and cheap!).

The beauty of low-content publishing is that it’s an **evergreen market.**
People will always buy low-content books and since you aren’t writing any content that could become quickly outdated, your books will always stay relevant. This is one of a few markets where you can create “content” and then set and forget. Usually, because of how quickly things change online, you’d have to revise and update the material but not with low content books!

If you ever feel like you just aren’t understanding what to do or how to move forward, please don’t hesitate to reach out to me or post on the forum. That’s what it’s there for! :

You ready? You’re gonna love this! :)