

Copy-Paste Complete Books

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1 - What's Your Angle?

There's really only two things we are doing when we create a book based on a Public Domain text: Pick a popular Public Domain text that people are already excited about, and put your own angle or theme on the original. BUT your theme must target a particular group of readers.

If you try to appeal to everyone, you might end up appealing to no one. There's power in targeting a specific group of readers: They'll know from your book title, your book cover, and your book description, that your book is FOR THEM. This is built-in advertising, this is built-in promotion.

Creating a book based on a Public Domain text is very easy, IF you choose the right theme to target your audience. More important than writing the book is BRAINSTORMING BEFORE you write the book. You've heard the saying: Measure TWICE cut ONCE. This is the exact mindset we need to launch a successful book.

This also differentiates our book from other books based on the same Public Domain text. This is very important. This will guarantee that we fulfill Amazon's Public Domain Rules. Our book is clearly different, clearly unique. So we have nothing to worry about.

Find a Public Domain text that is famous, popular, edgy, interesting. But also make sure that YOU are excited about this text. If the text excites you, it will be much easier creating the book and launching it. And you will end up making a much better book that readers will also be excited about.

Luckily, we have an incredible amount of Public Domain books to choose from. And every year, there's a whole bunch more. Remember: We want to choose a Public Domain book that is already famous, popular, interesting, edgy. A quick search finds five great candidates:

[Frankenstein](#)

[A Christmas Carol](#)

[The Wonderful Wizard of Oz](#)

[The Invisible Man](#)

[The Prince \(Machiavelli\)](#)

Looking at these books, we notice something interesting: Most people know the name *Machiavelli*, but they don't know the name of the book he wrote: *The Prince*. So if we wanted to make *The Prince* into our own book, we would put *Machiavelli* in the title and leave *The Prince* out.

We also realize that *The Prince* is the inspiration for an extremely popular self-help book called [The 48 Laws of Power](#). That book has been a bestseller for many years, and shows no signs of stopping. Let's brainstorm a book title that TARGETS specific groups of readers:

Machiavelli for African Americans

Machiavelli's Rules for Rappers

Machiavelli for Independent Women

Machiavelli for Romance

Machiavelli for Crypto Profits

Machiavelli's Hidden Rules of Success

Machiavelli's Brutal Rules for Business Leaders

So here's the formula: Pick a Public Domain text that's already popular, give it a great title that TARGETS a specific community, choose a dramatic image for your book cover. The image you choose for your book cover depends on the community you are targeting. But as an example, take a look at this image:



Add some blood-red typography for your book title and you are going to get attention! Your book-cover image is a huge billboard that sells your book for you. Definitely take the time to pick a powerful image:

[Shutterstock - Man in Cape](#)

Annotation is easier than you think. We simply read the book, and highlight certain truths that the author points out. Then we apply those truths to the life and business of our target audience. Look at the following quote from *The Prince*:

Is it better to be feared or loved?

Most men are ungrateful, fickle, false, cowardly, covetous, and as long as you succeed they are yours entirely. But if you stumble, they want your throne.

Fear preserves you by a dread of punishment which never fails.

Be feared, but not hated.

You will endure if you are feared, but not hated.

So do not touch the property of your subjects, or their women.

We can certainly apply his precepts to the life and business of a rapper. Many rap songs openly talk about fear and dominance. And it's pretty obvious that these precepts apply to business and investment. Certainly investing money is deeply affected by fear.

I recommend you include the entire text of *The Prince* in your book, and simply intersperse your notes and interpretations throughout the text. This means your book will be useful to the target reader, and have a long enough Page Count for Kindle Unlimited. And the reader will have full access to the original text.

Create a Powerful Book Description!

I can't stress this enough. Your Book Description tells the reader how your book is USEFUL TO HIM. That means your Book Description is a make it or break it proposition. I MUST work. Failure is not an option.

Your job is to connect the potential book buyer to your book and convince him that your book will change his life for the better. He NEEDS your book, and you must show him why. How about this:

You are unique, and you can handle real power

Just the fact that you are seeking a book like this puts you in a special class of people. You are not fooled by the surface of things. Instead, you see through the curtain to the reality behind it. That reality is brutal, and you are one of the few who can handle it.

Your Book Description is the miniature version of your Introduction. The theme and momentum of your Book Description will be further explored in your Introduction. Your Book Description gets the reader hooked, and your Introduction makes the bond stronger. Your Book Title, your Book Description, and your Introduction are all related.

Your Introduction doesn't have to be long. It just needs to be INTENSE. It needs to further bring the reader into the world of your book. Your Introduction explains why your book will be useful to the reader. How it will change his life for the better, and empower him.

Now let's brainstorm a bit. How about a story where a chemist is creating designer drugs. He tests the drugs on himself, because he believes it would be immoral to test it on others. The drugs give him an incredible amount of strength and freedom.

He's shocked by the power of the drug and he feels like there's a completely separate reality that he now has access to. He's never felt this empowered or excited in his life. He congratulates himself on his success and continues his research.

But there's a problem. After taking the drug, he can't account for more than 10 hours of the previous night. Not only that, but he wakes up with blood on his fists. He can't recall what happened, but he does remember getting extremely angry the previous evening.

Do you see what story this is? This story still rings true today and it's actually MORE powerful than when it was written. It talks about drug use, it talks about the dual nature of man, and talks about becoming a person you don't want to be:

[Dr Jekyll and Mister Hyde](#)

Yikes! This book was published in 1886 and it's more gritty now! The issues it discusses are still gripping us: Drug abuse, having a hidden self, the abuse of women, and the civilized facade. This book is clearly relevant to our times.

One thing I like to do when I'm brainstorming a book is to pick the Book Cover image right at the start. This helps inspire me and make the book more real in my mind. It gives me a lot of motivation to finish the book and get it launched. How about this image for the Book Cover:



[Shutterstock - Knife Behind Back](#)

So, what's our angle? Obviously, we can aim the book at certain communities of readers like we did with our Machiavelli book. But we can also aim this book at certain cities and regions to get people intrigued. Simply pick a glamorous city, and create a Book Title:

Dr Jekyll in LA

Dr Jekyll's Miami Cocktail

Dr Jekyll's New York Underground

The titles and ideas are actually endless. We want to intrigue people with the idea that Dr Jekyll is SOMEWHERE CLOSE BY! That's a hideous thought. This strange, dangerous figure is silently exploring America and stalking all of us! Plus, I have a feeling he's somehow achieved immortality.

Ok, let's lighten things up! How about a romance book? What about a book about obsessive love? What about a man who becomes so obsessed with a woman that he lets this insane desire completely consume and disfigure his life? Do you know what book I am referring to? Here it is:

[Wuthering Heights](#)

People think of the name *Heathcliff* before they think of the title of the book. He's a powerful character who is basically a dark tornado of passion and revenge. He's definitely unforgettable. So let's use his name in the title of our book:

Heathcliff's New Obsession

Heathcliff's Passionate Blood

Heathcliff's Vision of Hell

Heathcliff's Daughter

Let's pick a powerful image that will grab people and make them curious about your book. Heathcliff is *obsessed* with Catherine. So obsessed that he wants to reunite with her AFTER DEATH. That's what I call an obsession! How about this image:



[Shutterstock - Woman Crying](#)

That's a strong emotional image, and it really does most of the work selling your book for you. If we keep thinking DRAMATIC and EXTREME when we are creating our books, I truly believe success is coming our way. We need to keep creating and launching.

The amount of Public Domain books is endless. And there are more each and every year. Using a Public Domain book to base your book on gives your book built-in appeal and traffic. It's a smart way to stack the deck in your favor and give you a better chance at a significant royalty stream.

I'm always on the lookout for fresh Public Domain books. If you're one of the first to publish your own version, you have a big advantage. And I haven't even mentioned all the Public Domain short stories! You can easily turn a Public Domain short story into a Kindle Short Read.

There are endless websites listing the most interesting Public Domain works. And there are true gems out there. Books that people already want. Books with built-in demand. Here are a couple links to help you pick a book that gets your blood flowing:

[New Public Domain Works](#)

[15 Best Sites for Free Public Domain Books](#)

[Goodreads - Public Domain Books](#)

We will be choosing Public Domain books together! We are creating even more Launch Groups for this very purpose. We are way more successful when we work as a TEAM. And this Public Domain strategy is a huge opportunity for us. Stay on the VIP Email List so that we can notify you about joining one of the groups.

Extremely Important:

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We want to continue creating these tiny launch groups as many times as we can, and for as long as we can. These groups are TAILORED for you and your content. There is no cost for joining the group. We just really want to see some publishing success stories!

So make sure you stay on my email list because that's where all the announcements will take place. If you have any doubts about not being on the list, email me and I will make sure to add you:

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[One-Page Royalty Streams](#)

This training is about EDITABLE one-page micro-content. These are simple one-pagers that the customer buys from you, and then edits them with free software. Because customers can CUSTOMIZE these one-pagers for their own lifestyle, they are willing to pay much more for them.

[Azon Royalty Generator](#)

This is a method to create a one-page book on Amazon and to get FREE PERMANENT advertising directly on Amazon's website. Yes, free ads for your book basically forever. The royalty stream from these tiny books can be quite substantial.

[Micro-Content Rapid Royalties](#)

This training is about a woman who did everything wrong when she created a simple 9-page book, but made over \$5,000 dollars from it. I'm not kidding when I tell you that the book is only NINE pages. This tiny book was a life changer for her.

[Micro-Series Bestseller Royalties](#)

This is about an author who writes little 10-page books very quickly and then connects them in a big series. He pretty much slaps these books together, but he dominates the bestseller lists and his royalties are off the chart. He also has a free method to get even more sales, and most authors don't know anything about this feature.

Godspeed to you and all your projects! Now is the time to launch your content because the demand is greater than ever. There's so much opportunity out there for you. You just need to reach out and take it. If you need any further guidance or help, you can always contact me:

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(9) Our details

In this disclaimer, "we" means (and "us" and "our" refer to) Paul Coleman Bookpumper.com and Authoradvent.com, which has its principal place of business at 219 East Mills Ave #1891, El Paso, Texas 79901.

PS: I love life! :-)