

Empty Books, Crazy Royalties

© 2023 Paul J Coleman and ic7 Media. All Rights Reserved.
Please read the [disclaimer](#) at the bottom of this PDF.
Contact me: paul@authoradvent.com

Thirst for Human Connection

She's created a very special type of book. A very HUMAN book. A book that truly connects one person to another in a genuine way. A book that let's you know that YOU ARE LOVED. And she has hit the bullseye when it comes to the list of benefits to both READER and AUTHOR. This is one for the ages. Let's take a quick look at just a few of the benefits:

- 1 - These are fun for the BUYER to fill in*
- 2 - These are meaningful for the RECEIVER of the gift*
- 3 - These are memorable, these are KEEPSAKES*
- 4 - These are FUN to create*
- 5 - These are EASY to create*
- 6 - They have a BUILT-IN sales mechanism*
- 7 - They are EXTREMELY profitable*
- 8 - The VARIATIONS she/we can make are endless*

Looks like a pretty darn good combination of benefits! **We can easily come up with many more variations of this type of book, all original.** She has only just scratched the surface. The options here are limitless, and can bring in royalties for decades. I will go over our variations a little later in this guide.

We live in high-tech, high-speed times. *How many times per day do you ask Google a question, and how many times per day do you ask friends and family a question?* We live in an era where things seem synthetic, even sterile. And sometimes the human element is pushed to the side. People can feel alone, people can feel left out in the cold.

That's where her book comes in! Her book is the ANTIDOTE to that isolation and lack of warmth. Her book is designed to be purchased and CUSTOMIZED for someone you love. You customize the book especially for them, and then you give it to them as a gift. This book is one big LOVE LETTER.

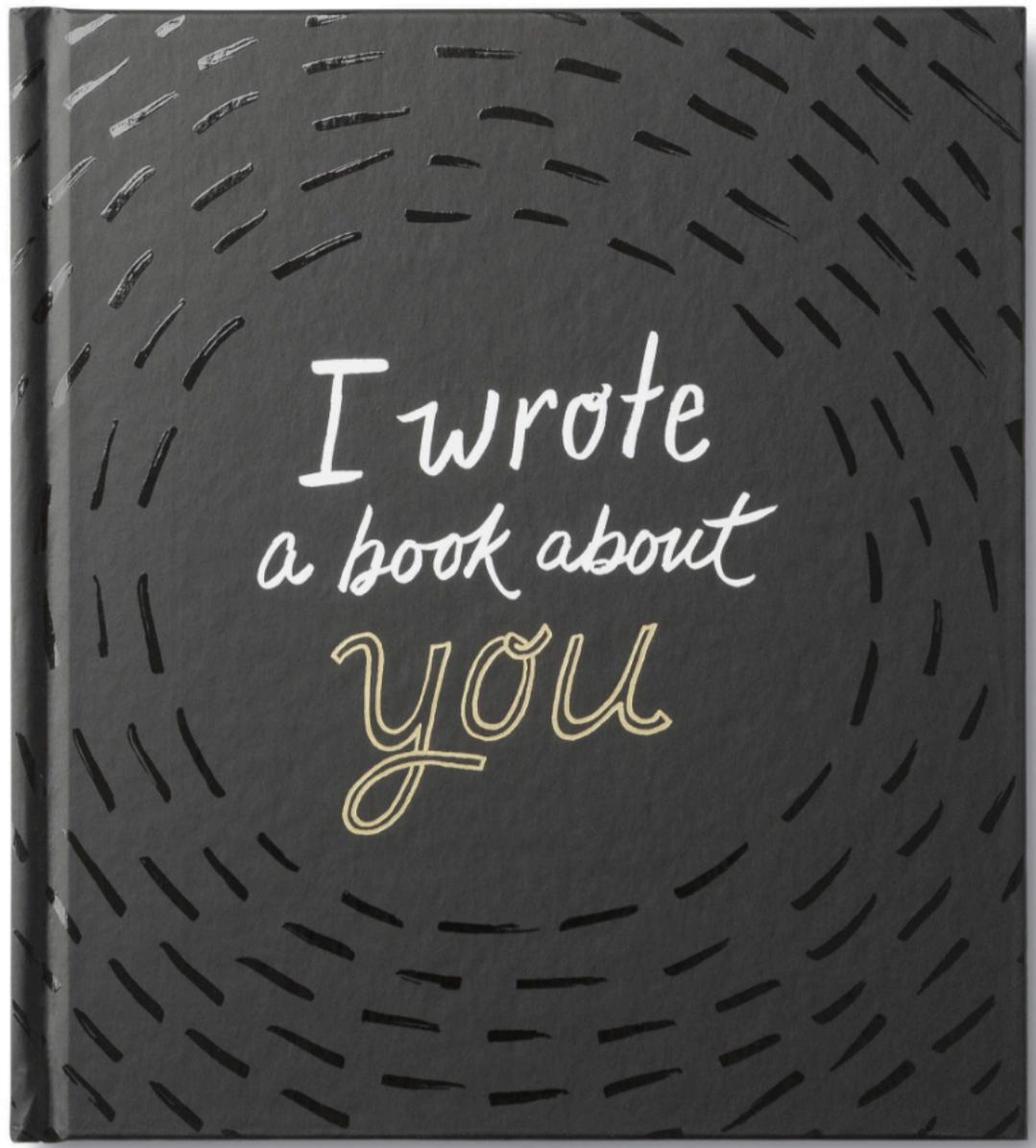
And it's NOT a machine doing this for you. It's not an *algorithm* doing this for you. It's a real, live human being who actually cares about you. They are thinking about you, they are focusing exclusively on you. They are doing this specifically for you. And then they are giving this book as a gift to you.

And what happens if your mom or dad buy this book for you, customize it just for you, give it as a gift to you; and then they pass away. Wouldn't this book become extremely important to you? You would cherish it, you would guard it with your life. You might even pass it on to your son or daughter.

This book becomes a touchstone, a keepsake, a monument to a relationship. It seems to me the world is only going to get more synthetic, higher speed, less human. This book will only GAIN popularity into the future. It's success is built-in to the very idea of the book. It will truly never go out of style.

And these books have built-in, automatic sales. If someone buys this book and fills in the blanks with everything they love and admire about you, wouldn't you tend to want to do the same for them? Wouldn't you also be inspired to buy the same book and fill it out with all the things you cherish about someone else you love?

Not only that, but the sales will be GENERATIONAL. Your parent gives you this book, and you decide to do the same for your children. And they might just decide to do the same for THEIR CHILDREN. You can see the amazing power and momentum of this. Here's the book:



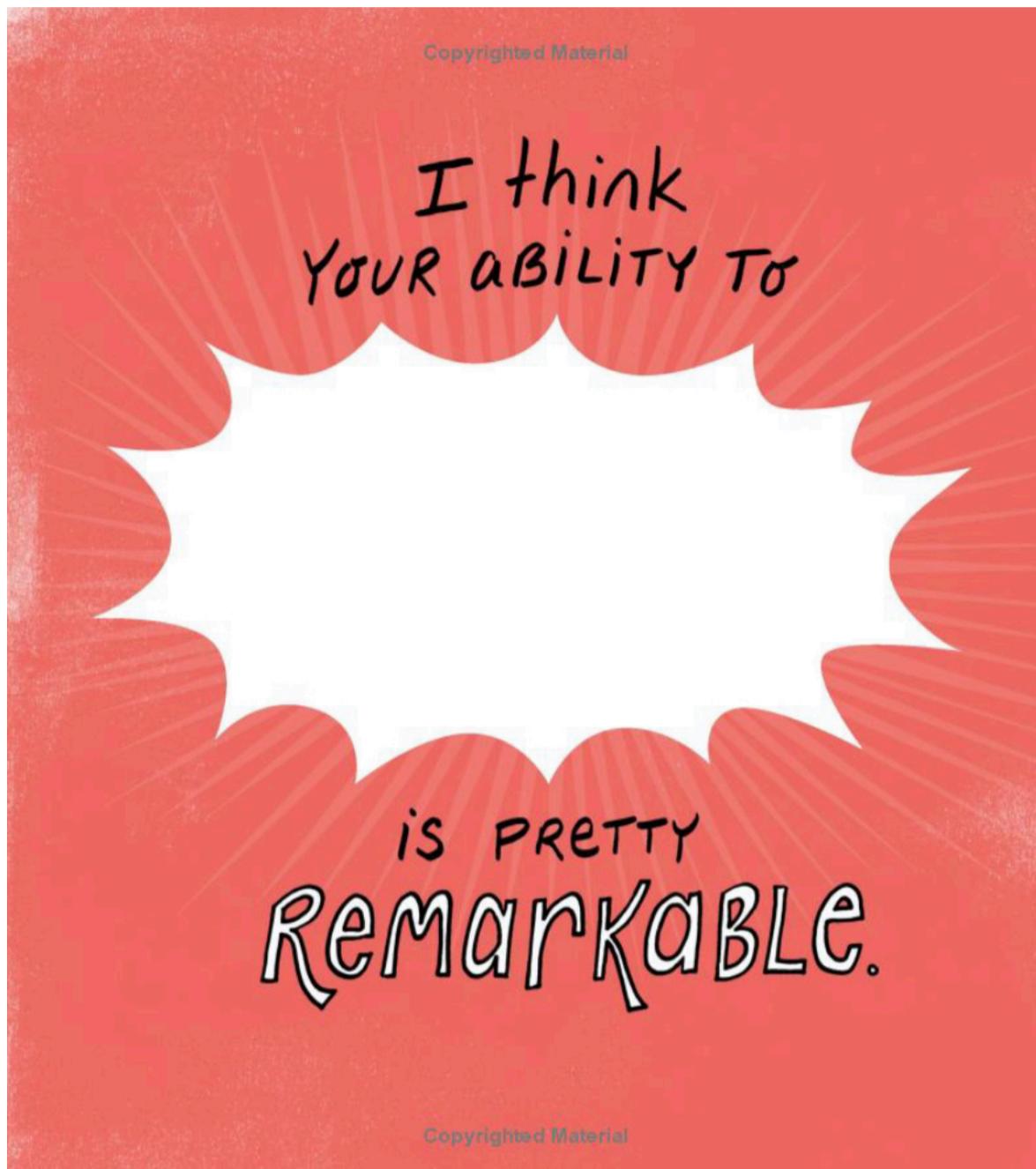
[I Wrote a Book About You](#)

What makes this book a bestseller? **It's the HUMAN CONNECTION that makes it a bestseller.** NOT fancy graphics or design. The interior layout of the book is actually quite humble. And that's intentional so that fancy graphics don't get in the way of building the human connection. Which means this book is very easy to create.

The book consists of simple *fill in the blanks* pages. All of these pages strengthen the connection between two people. All of these pages focus on how important, how special, and how loved the person receiving this book is. These prompts are kept intentionally simple. Here's an example:

One thing that really makes you unique is _____.

How simple is that? It's very straightforward, nothing complicated. But it serves its purpose. It makes for a very special moment in the life of both the GIVER and RECEIVER. Also, the graphic presentation of the words is very simple. Again, this is on purpose. Take a look at a page:



Nothing fancy at all. But it really works. It lets the buyer of the book know that the central purpose of the book *goes right in that big blank area*. It's your heartfelt thoughts about your loved one that count. That's the heart and soul of this book.

These prompts are simple on purpose. They are leading the buyer of the book to write down one quality that their loved one has. We don't want to over-complicate things. The point of this book is not our fancy words, but the genuine thoughts that the buyer of the book has about a loved one. Those thoughts will become the heart and soul of the book.

Let me show you just how easy it is to generate this entire book. First, let's start with a sample prompt. We take our inspiration from her book, and we simply write our own prompt. Every prompt we write will be open ended, and lead the buyer to write about one quality that their loved one has. For example:

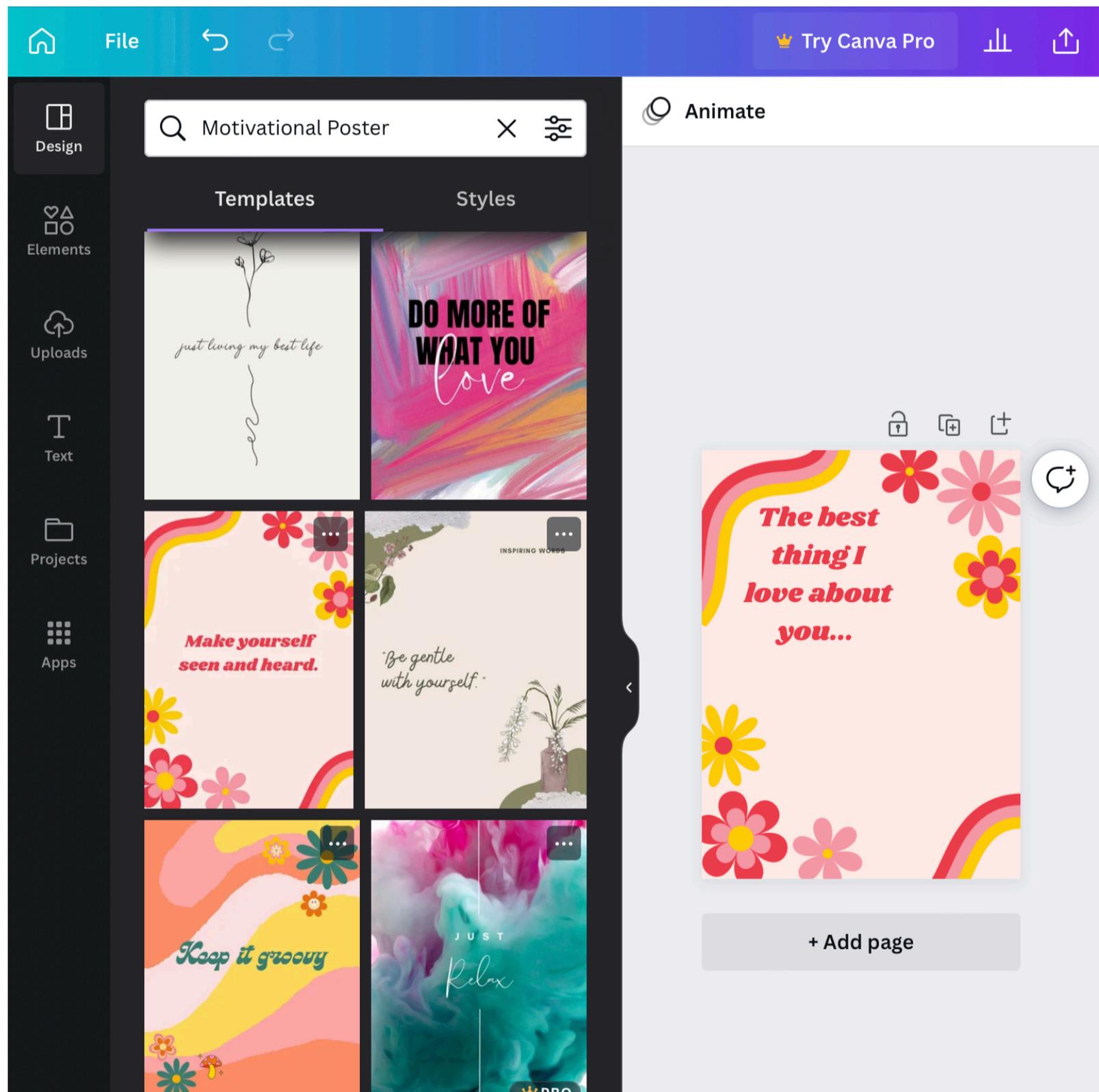
The best thing I love about YOU...

Now we enter these words into a *Word Cloud Generator*. A Word Cloud Generator takes the words that you type into it and turns it into a shape. These are free to use and can really make some powerful graphics. Take a look at the result:



You have just created a page for your book! How easy was that? You can quickly create MULTIPLE pages by using this generator. Here's the link to the generator: wordificator.com

I recommend the graphic you just created becomes a left-hand page in your book. Now we will create the right-hand page. The right-hand page will be the page that the buyer of the book will fill in. Guess what? There are templates for these too! Technology has made things too easy! Take a look at this:



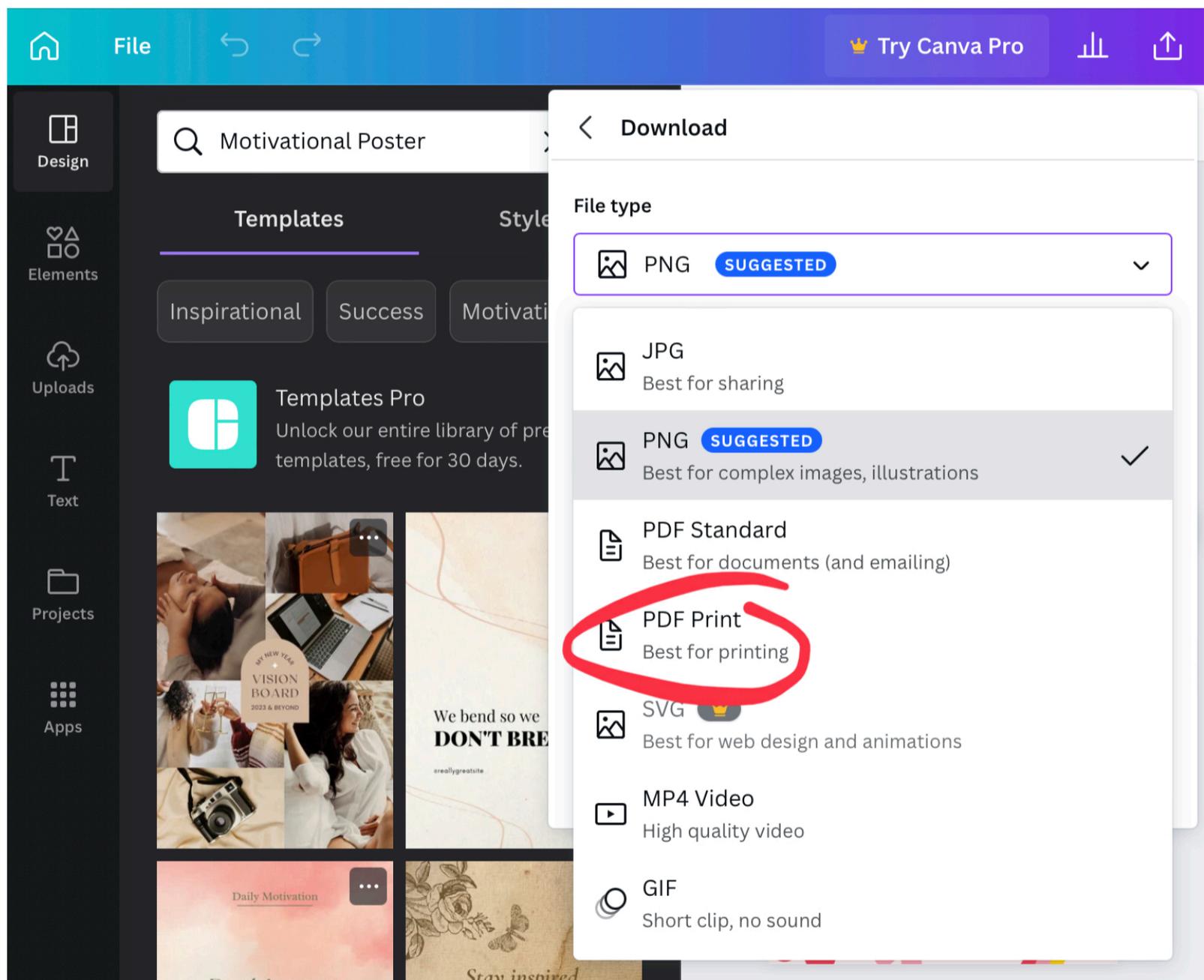
Look to the right of the screenshot. All I did was type the words *The best thing I love about you...* into a pre-made template. Canva did 99% of the work for me. And this is the FREE version of Canva:

[Canva - Quote Poster Maker](#)

Best of all: These templates are FREE for commercial use. Yes, you can create your entire book out of these and profit from it. And you have hundreds of templates to choose from. Here is the media license:

[Canva - Free Media License](#)

Quick Tip: When you save your image, make sure you select *PDF Print*. This ensures that your file is ready to become part of your book. After you do that, you are good to go. Take a look at this screenshot:



You have just created TWO PAGES of your book in about TWO MINUTES! I think you can now see just how easily and quickly you can create an entire book. Almost all of the work is done for us. *The real focus is the prompts that you write.* Those need to be simple, genuine, and heartfelt.

So let's talk about some Book Titles for *our* version of the book. **REMEMBER: Our theme is HUMAN CONNECTION. And we must also recognize that this book is a GIFT.** With these two things in mind, let's brainstorm some Book Titles:

You Are Family
To Me, You Are FAMILY
Brothers in Arms
Blood Brothers
Blood Sisters
You Are My Brother
You Are My Sister
You Are My Angel
We Went Through the FIRE Together
Lifelong Brothers
Spirit Sisters

For our prompts, we must remember that we want to ELICIT A RESPONSE from the person who buys the book. We want to guide and inspire the buyer of the book to focus on their loved one, think deeply about them, and fill in the book with a heartfelt response. Keeping this in mind, here are our prompts:

This is what makes you unique...
The biggest laugh we shared was...
That time you forgave me...
Our craziest adventure was...
One moment with you changed my life...
I promise to be a better friend to you by...
Here's why you are magic...
This is how you changed me...
This is what I admire about you...
You are my hero because...
Here's why we're friends forever...
My best memory with you is...
I will never forget when you said to me...
My first impression of you was...
You are strongest when...

Critiques of her book can improve our book. It's always important to sample ALL the reviews before we use a book as inspiration to create our own. You don't have to read every single review. But I highly recommend you sample the 1 stars all the way through to the five star reviews. Here's what that sampling reveals:

"This is a fill in the blank kind of book, but it's too repetitive. I was looking to write in things like fun memories or things I admire and appreciate about him. However, it leads to just writing 25 pages of adjectives."

"Nicely made but was just more kiddish than what I thought it would be."

These two complaints are prevalent in the 1-star reviews, and all the way through to the 4-star reviews! I think the readers are trying to tell us something. We need to keep in mind these two complaints when we brainstorm our prompts. Buyers of the book want to be **INSPIRED** to write something deep and heartfelt about their loved one. This book is, after all, an heirloom.

We want our book to be BETTER than the original. So I highly recommend you spend a few bucks on a Fiverr Graphic Artist and have him design some truly unique Word Clouds. These Word Clouds are beautiful, and they will really make your book memorable. And it's actually quite affordable:

[Fiverr - Word-Cloud Art](#)

IMPORTANT: Be careful when you choose which type of color printing as it could greatly reduce your profit margins. When you choose to publish a hard cover book, your only option is *premium color ink*. When you choose paperback, you have the option to use *standard color* OR premium color ink. It's very important that we make the right choice here:

"You can choose between standard or premium color ink on white paper when setting up paperbacks, this is not available for hardcover."

Clearly, premium color ink will reduce your profit margins. I recommend you print in black and white if you choose to publish a hard cover book. **The main point of our book is what the buyer writes inside the book.** It's not about fancy graphics or colors. And you can still make beautiful word-cloud graphics, but simply in black and white.

You also have the option to choose paperback, and go full color. Both options will work, but the hardcover version will be viewed as a *heirloom or keepsake*. So I recommend you choose hard cover and print in black and white.

[Hard Cover Printing Cost - Amazon](#)

[Paperback Printing Cost - Amazon](#)

[Format Your Hardcover](#)

[KDP Hardcover Books Made Easy](#)

[Format Your Paperback](#)

[How to Publish a Paperback Book](#)

FREE Book Marketing Methods:

I highly recommend you PRIME THE PUMP when it comes to launching your book. Let's not leave this to chance! Free book-promotion methods are still very powerful. **Especially if you use every single resource I give you here.** I recommend devoting a couple hours per day to promoting your book until you've used up all these resources. Or just do it over the weekend.

Promote on Goodreads:

Promote Your Self-Published Book:

<https://www.goodreads.com/group/show/97376-promote-your-self-published-book>

Book Promotions:

<https://www.goodreads.com/group/show/69484-book-promotions>

List of Book-Promotion Groups:

https://www.goodreads.com/group/show_tag/book-promotion

Press Release Sites:

PR Log

<https://www.prlog.org/>

Newsire Today

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

PR.com

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

Online PR Media

<https://onlineprnews.com/>

Free Press Release

<http://www.free-press-release.com/>

Facebook Promotion Groups (Free)

With these groups, you are advertising your book's website. You are not advertising directly. But sending people to your site where they can click on through and buy your book.

These groups can be quite effective, if you use them all! I highly recommend you join and then submit to every single group in this PDF.

Advertise Your Businesses, Pages, or Groups (101,000 Members)

<https://www.facebook.com/groups/1573201092931491/>

Advertise Your Business Here (227,000 Members)

<https://www.facebook.com/groups/604906636280396/>

Advertise Your Businesses (98,000 Members)

<https://www.facebook.com/groups/007ENGLISH/>

Advertise Your Site for Free (49,000 Members)

<https://www.facebook.com/groups/timewillsell2/>

Work From Home - Business Opportunities - USA (51,000 Members)

<https://www.facebook.com/groups/WorkFromHomeBusinessOpportunitiesUSAGroup2/>

Promote Your Website Here (32,000 Members)

<https://www.facebook.com/groups/1394759100793737/>

Work at Home Moms & Dads (32,000 Members)

<https://www.facebook.com/groups/2237298620/>

Work From Home UK & Beyond (26,000 Members)

<https://www.facebook.com/groups/136211813153622/>

Advertise Your Website (23,000 Members)

<https://www.facebook.com/groups/1477593792546952/>

Work From Home 2016 and Beyond (78,000 Members)

<https://www.facebook.com/groups/workfromhome2016andbeyond/>

Promote Your Business Here (40,000 Members)

<https://www.facebook.com/groups/419808741386626/>

If you have a few bucks to spare, I recommend letting a Fiverr worker do the grind work for you:

Fiverr Submitters (Paid)

I Will Submit Your Ebook To 60 Kindle Promotion Sites

<https://www.fiverr.com/bestamzkindle/fill-in-the-form-to-over-top-35-sites-in-24-hours>

I will submit your Kindle books to over 40plus KDP Promotion sites

<https://www.fiverr.com/kindlepromoter/submit-your-kindle-books-to-over-40plus-kdp-promotion-sites>

I Will Do Kindle Book Promotion

<https://www.fiverr.com/emilyheart/do-kindle-book-or-ebook-promotion>

I Will Spread The Word About Your Kindle Ebook, Manual Ebook Promotion

<https://www.fiverr.com/kokoha/spread-the-word-about-your-kindle-ebook-ebook-promotion>

Extremely Important:

Make sure you are on my VIP Email List so that you can have access to the free Amazon Book-Launch Groups!

If you purchased this training, you are automatically on the VIP Email List. We are constantly forming small Launch Groups to help you launch your content. That means ALL of your content, from micro-content to full-length books. **We are way more effective when we work as a group.**

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:

paul@authoradvent.com

Insider Training:

The following training is PROVEN EFFECTIVE. This is the best of the best that I can possibly offer. It's taken me years to perfect these strategies. They absolutely work, and they keep on working. I'm the type of person who tests and then re-tests EVERYTHING. Effectiveness is a big deal with me!

[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 has never been greater. 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:

paul@authoradvent.com

Paul J Coleman

Paul J. Coleman
Authoradvent.com

Disclaimer:

(1) Introduction

This disclaimer governs the use of this report. [By using this report, you accept this disclaimer in full.]

(2) Credit

This disclaimer was created using an [seq legal](#) template.

(3) No advice

The report contains information about creating and selling micro-content. The information is not advice, and should not be treated as such.

[You must not rely on the information in the report as an alternative to [legal / medical / financial / taxation / accountancy /] advice from an appropriately qualified professional. If you have any specific questions about any [legal / medical / financial / taxation / accountancy /] matter you should consult an appropriately qualified professional.]

[You should never delay seeking legal advice, disregard legal advice, or commence or discontinue any legal action because of information in the report.]

(4) No representations or warranties

To the maximum extent permitted by applicable law and subject to section 6 below, we exclude all representations, warranties, undertakings and guarantees relating to the report.

Without prejudice to the generality of the foregoing paragraph, we do not represent, warrant, undertake or guarantee:

A) That the information in the report is correct, accurate, complete or non-misleading;

B) That the use of guidance in the report will lead to any particular outcome or result; or

C) In particular, that by using the guidance in the report you will make money, sell books, sell Micro-Content, create Micro-Content, or get sign-ups to your email subscription list.

(5) Limitations and exclusions of liability

The limitations and exclusions of liability set out in this section and elsewhere in this disclaimer: are subject to section 6 below; and govern all liabilities arising under the disclaimer or in relation to the report, including liabilities arising in contract, in tort (including negligence) and for breach of statutory duty.

We will not be liable to you in respect of any losses arising out of any event or events beyond our reasonable control.

We will not be liable to you in respect of any business losses, including without limitation loss of or damage to profits, income, revenue, use, production, anticipated savings, business, contracts, commercial opportunities or goodwill.

We will not be liable to you in respect of any loss or corruption of any data, database or software.

We will not be liable to you in respect of any special, indirect or consequential loss or damage.

(6) Exceptions

Nothing in this disclaimer shall: limit or exclude our liability for death or personal injury resulting from negligence; limit or exclude our liability for fraud or fraudulent misrepresentation; limit any of our liabilities in any way that is not permitted under applicable law; or exclude any of our liabilities that may not be excluded under applicable law.

(7) Severability

If a section of this disclaimer is determined by any court or other competent authority to be unlawful and/or unenforceable, the other sections of this disclaimer continue in effect.

If any unlawful and/or unenforceable section would be lawful or enforceable if part of it were deleted, that part will be deemed to be deleted, and the rest of the section will continue in effect.

(8) Law and jurisdiction

This disclaimer will be governed by and construed in accordance with United States law, and any disputes relating to this disclaimer will be subject to the exclusive jurisdiction of the courts of Texas, USA.

(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! :-)