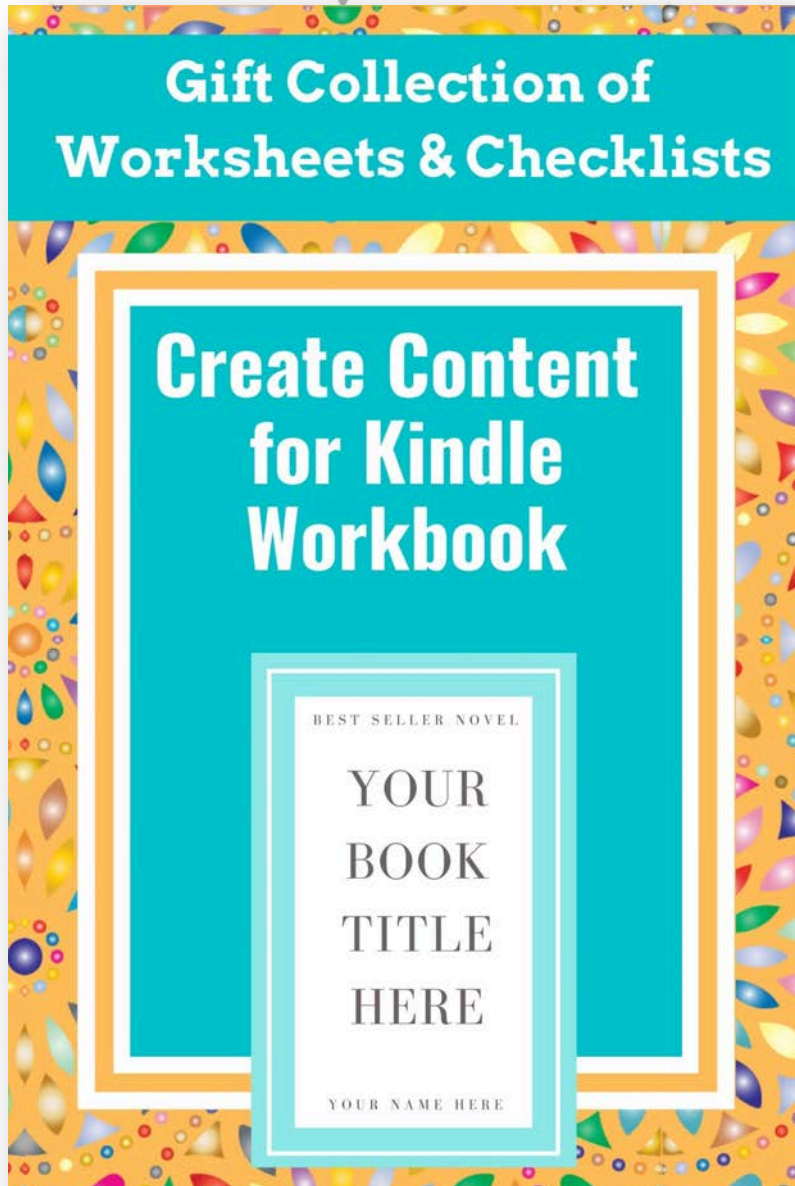


Collection of Worksheets & Checklists
To Help You Create Content for Kindle Books

Transform New & Existing Content
into Business Building Kindle Books



D'vorah Lansky, M.Ed.
ShareYourBrilliance.com/kindle

Your Create Content for Kindle Workbook

Publishing to Kindle can be much easier than publishing a traditional, paperback book. While you can publish a paperback book in Kindle format, there are many other ways to create content that can be published to Kindle. You'll discover several of them in this workbook.

- To make the most of this opportunity, print off these pages and place them where you can see them.
- Schedule time in your calendar to go through these exercises.
- Consider taking things further by applying what you learn and going on to create and publish your Kindle book or book series.

Wishing you much success on your Kindle publishing journey!

D'vorah

About the Author

D'vorah Lansky, M.Ed., is the bestselling author of over 35 books including the Action Guides for Authors series of workbooks and journals. Since 2007 she has created over 40 online training programs and has taught online book marketing, course creation, content creation, and book publication to thousands of authors and entrepreneurs across the globe.

D'vorah specializes in helping her students and clients to share their unique gifts and their brilliance with the world, by creating content that's designed to grow their reach, their visibility and their business.

There are many people who are eager to learn what comes as second nature to you. By sharing your brilliance and your message with the world, you are lighting the path for others and helping them to achieve their dreams.

Action Guide and Course by D'vorah

The Kindle Creation Challenge: These worksheets are based on the *90 Day Kindle Creation Challenge Action Guide* and Course.

The Action Guide: Check out the complete *90 Day Action Guide* on Amazon at: amzn.to/2HWY2gm

You can check out the Kindle Creation Challenge course at: <https://ShareYourBrilliance.com/kindle>



What Are Your Dreams for Yourself As an Author



The first step in the publishing process, is to identify your hopes and dreams for yourself as an author. In today's busy world, with so many demands and so much information coming at us, it can be challenging to find time to dream and reflect. Getting in touch with your dreams can boost your success and the success of your Kindle book!

What are your dreams for yourself as an author? _____

What excites you most, when you think about the possibilities of publishing to Kindle?

What are your initial ideas regarding the types of Kindle books you'd like to create?

Why is it Important to You to Publish Kindle Books?



The next step in the publishing process is to get in touch with your *why*. Your *why* is what will fuel your engine and can help to increase your motivation and determination.

What is your “why” for wanting to publish Kindle books? _____

What kind of impact can publishing Kindle books have on your life and business? _____

What will your life be like when you fulfill your publishing dreams? _____

How will fulfilling these dreams impact others? _____

Give Thought to the Needs & Interests of Your Audience



To help you decide what type of content to publish to Kindle, you want to give thought to what your ideal reader wants and needs. Your “ideal readers” are people who can benefit from your knowledge and expertise.

When you are clear on what your audience needs and what they are seeking solutions to, you’ll have a better idea of the type of content you can provide them with.

Complete the following exercises to help you with this.

Describe your ideal reader: _____

What are your ideal readers most interested in?

- _____
- _____
- _____
- _____
- _____

What challenges are they seeking solutions to?

- _____
- _____
- _____
- _____
- _____

Describe Your Areas of Expertise



The next step is to identify your areas of expertise. You didn't acquire your knowledge and experience overnight. You've likely spent lots of money and years or decades acquiring and applying your knowledge. Be aware of the fact that there are people who are eager and thirsty to learn what you have to share. You can help people achieve more by sharing your knowledge.

Describe your areas of expertise: _____

List possible topics for your Kindle books, based on your expertise and what your ideal readers are most interested in.

- _____
- _____
- _____
- _____
- _____

Create a list of possible Kindle book titles that both... meet the needs of your ideal readers while drawing on your areas of expertise.

- _____
- _____
- _____
- _____
- _____

Locate Existing Content That You've Created



One of the best sources of content for your Kindle books, is content that you've already created. Before publishing any content to Kindle, you want to make sure you have the rights to this content.

There are many types of content you can create Kindle books from such as:

- Transcripts of interviews you've participated in
- Transcripts of your course lectures or webinars
- Articles you've written
- Blog posts you've published
- Course content you've created
- Top tips on a topic of interest to your audience
- Answers to frequently asked questions
- And more...

Here's an exercise to help you locate potential book content on your computer hard drive.

- Search your computer for existing content that you can draw from for your book(s).
- Look for written, audio and video content that you have the rights to.
- As you identify potential Kindle content, **make copies of files (so you can leave the originals untouched.)** Place these in a "Kindle Content" folder on your computer.
- Create subfolders, inside of that folder, so you can easily access related content.
- Create a list, that includes the names of your subfolders and a list of the content you've added to each folder.

Once you've completed the above exercise, answer this question. How does it feel, when you look through the file folder(s) of content you could create Kindle books from?

Questions Your Audience Would Like to Know the Answers To



A fun and easy way to create content for Kindle is to create a “Top Tips” type of book. A top tips book, based on frequently asked questions, can provide you and your readers with a treasure trove of content. Frequently asked questions (FAQs) can be based on survey questions or questions you receive from your students, clients or readers. Another way to compose an FAQ list of possible topics to write on, is to come up with a list of questions that your ideal readers might want the answers to.

Create a List of Questions Your Ideal Readers Might Ask

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

What is the common thread that ties these questions together? _____

What is a possible book title for a book that answers the above questions? _____

How does it feel to think about celebrating the publication of this book? _____

Examples of Top Tips Books You Can Publish to Kindle



You can create top tips type books on countless topics and based on all kinds of previously created, as well as newly created, content.

Here are some examples to get ideas from:

- The top ten ways to... [fill in your topic here].
- Top tips from your published book.
- Answers to frequently asked questions from your target audience.
- Top tips covering topics you know your ideal audience is interested in.
- A sampling of tips from modules of courses you've created. This is a great way to share a sneak peek of the content available in your training program.
- A list of top tips from lectures or interviews you've given.
- Your idea here: _____
- Your idea here: _____
- Your idea here: _____

Based on the above, what ideas come to mind for top tips type books, that you might want to create and publish to Kindle?

- _____
- _____
- _____
- _____
- _____

Notes: _____

Compose Your Top Tips List & Give it a Title



For fun, see if you can come up with ten questions you could answer, for a top tips Kindle book. Then give this collection of tips a title. If you have more or fewer than ten tips, replace the word “ten” with your #. Here are some examples:

- Answers to the Top Ten Questions About...
- Ten Things You Can Do to...
- Seven Savvy Secrets to...
- 21-Ways to...

What topic will you compose tips on? _____

Give this collection a working title: _____

Create a list of questions you could answer on this topic. You’ll have a chance to prioritize the order on the following page.

Prioritize Your Questions and Prepare the Answers



Before you begin to answer the questions, you composed on the previous page, use the space below to list your questions in prioritized order.

Once you do this, you'll be ready to answer those questions. You can write or type the answers, or you can turn on an audio or video recorder and record your answers.

Make sure that the recording software you use will allow you to create a file which you can save to your computer. There are some great phone apps that will allow you to do this. Once you record your questions and answers, you can have that file transcribed. Temi.com is a wonderful and affordable transcription company.

The working title for my top tips book: _____

List Your Questions in Prioritized Order

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Compose Your Answers and Tips



Make Multiple Copies of This Page

Begin by reading your question. Then speak your answers and record them.
Your goal is to answer each question or address each tip in as much detail as possible.

Question (or Tip Title) # ____ : _____

Answer (or Tip): _____

Question (or Tip Title) # ____ : _____

Answer (or Tip): _____

My Ideas for Kindle Books I'd Like to Publish



Which types of content would you like to create Kindle books from? (Check all that apply.)

- Kindle books based on interview transcripts.
- Top tips type Kindle books.
- Kindle books based on articles or blog posts I've previously written.
- Kindle books based on course or lecture transcripts.
- Kindle books based on new content I'll create.

Based on your response to the above, list potential topics or titles you'd like to publish:

- _____
- _____
- _____
- _____
- _____

What is the number one book you'd like to publish? _____

Describe your next steps to make this a reality: _____

Journal Page – Track Your Weekly Activity & Results



My Kindle Activities and Results for the Week of: _____

What I did to create or repurpose content for Kindle this week: _____

What I'm most excited about having accomplished this week: _____

Something new I learned this week: _____

What I'm most grateful for: _____

Notes: _____

Next Steps and Continuing Education



Further Learning: The Kindle Creation Challenge

Discover How to Quickly and Easily Create, Format, Publish and Market Highly Attractive Kindle Books - from New or Existing Content!

Creating a Kindle book can be expensive, confusing and time-consuming. But it doesn't have to be! Until now, if you wanted your content or book to be published in Kindle format, you either needed to spend hours coding the file or you needed to pay someone a lot of money to do that for you. The good news is - that no longer needs to be the case.

In the Kindle Creation Challenge, you'll discover a variety of ways to transform your words into attractive, well-formatted, Kindle books, without having to pay someone to do that for you!

In addition to creating your Kindle manuscript, you'll also learn how to create book covers for your Kindle books. The saying "a picture speaks a thousand words" is also true when it comes to selling your books on Amazon. You only have a few moments to capture your potential reader's attention, before they scroll on to find something that draws them in. Find out how your book cover can be the one they view to find out more about your book.

The skills you'll gain in this program will allow you to create templates so that future books can be created in record time!

Go here to find out more and see what students are saying:

www.shareyourbrilliance.com/kindle

