How to Write, Pubish & Profit with

Kindle Kids' Books

THE WORKS

Everything You Need to Write, Publish & Profit!

SHAWN HANSEN

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Introduction

My grandfather used to tell me bedtime stories that lit my imagination on fire. The most memorable was called *Squirm, the Big Blue Worm*.

Early on, my parents introduced me to Little Golden Books, and for the first time, I was carried away to imaginary lands by words on a page. Enter Dr. Seuss, Shel Silverstein, and Maurice Sendak, and those words grew wings and opened my mind to adventure and creativity.

While growing up, I devoured books more eagerly than food, and while I eat more now, I read more, too.

To this day, the one book that remains my greatest influence is *Horton Hears a Who* by Dr. Seuss. Aside from the pageantry of the tale, that book taught me just how important every voice is. I suspect my habit of speaking out was influenced by a Who named JoJo. ☺

My desire to be a writer began when I was about 6 years old, and as time went on, it continued to grow. That I am a writer now is a bit like having found a Wonka Scrumdiddlyumptious Bar with one of the 5 golden tickets inside.

My reading tastes changed, and while I turned to Richard Matheson, Stephen King, and Edgar Allen Poe, I never forgot *Where the Sidewalk Ends*. In fact, I often walk it to get to *Where the Wild Things Are*, and when I go, I start my day off with a healthy

breakfast of *Green Eggs and Ham*. (Yes, I still read and reread children's books.)

In my heart of hearts, I've always wanted to write and publish kids' books, but I can't draw, and the thought of hiring an illustrator to breathe life into my characters has never appealed to me. My dream was to write stories and have my dad illustrate them, but by the time we could have self-published, he'd lost most of his sight. ☹

For over 20 years I've shelved the dream of writing and publishing kids' books, but the nagging urge remained.

When digital images and vector graphics became available, my interest was renewed. I could actually bring my stories to life on my own!

Unfortunately, a few stumbling blocks remained, the most significant of which was the inherent limitations of eReaders. Few were color, and none could handle image-based eBooks well. Trying to create a positive reading experience with an illustrated eBook remained a barrier.

Then, about 18 months ago, Kindle brought out the Kindle Comics Creator Software, and I hungrily downloaded it thinking it would be the answer to creating the kind of kids' book readers would enjoy.

It wasn't, and I had to shelve my kids' books yet again. This time, though, I'd written several, gathered the images I wanted to use, and built a Web Site filled with extras and activities for kids.

To say I was disappointed is an understatement.

In early September, Amazon gave me the gift of a lifetime. They launched KDP Kids and the Kindle Kids' Book Creator Software.

I downloaded the free software immediately and began playing with the interface. I was elated by the easy-of-use, and I'm amazed with what I can do with my kids' books! ☺

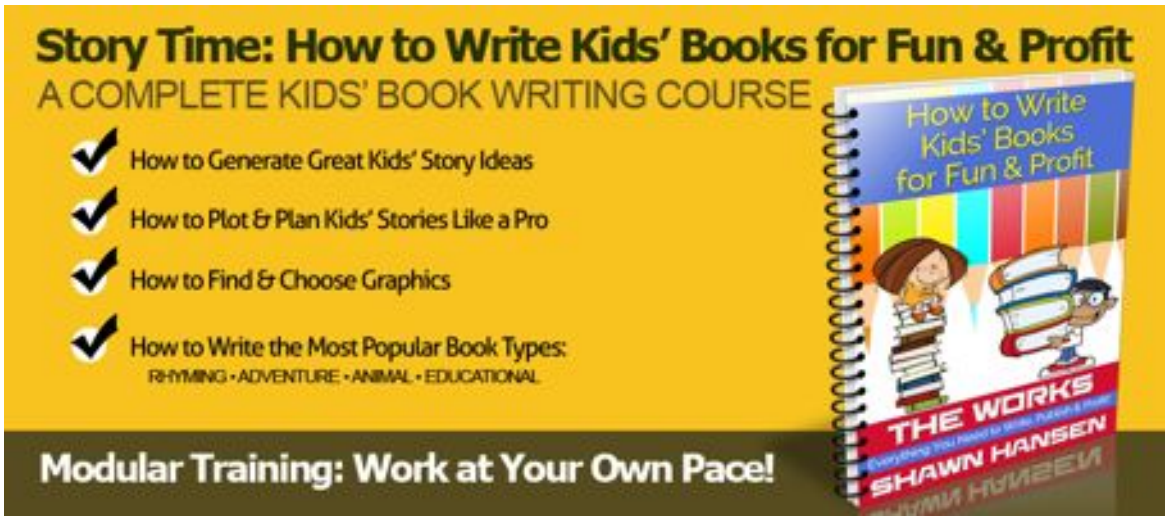
This new software coupled with the increased power and usability of eReading devices (iPads, iPhones, Androids, and tablets) means there has never been a better time to pursue writing kids' books.

***How to Write, Publish & Profit with Kindle Kids' Books* is your roadmap to turning your kids' book ideas into published reality, and it will get you started on the road to building your very own Kindle Kids' book empire. ☺**

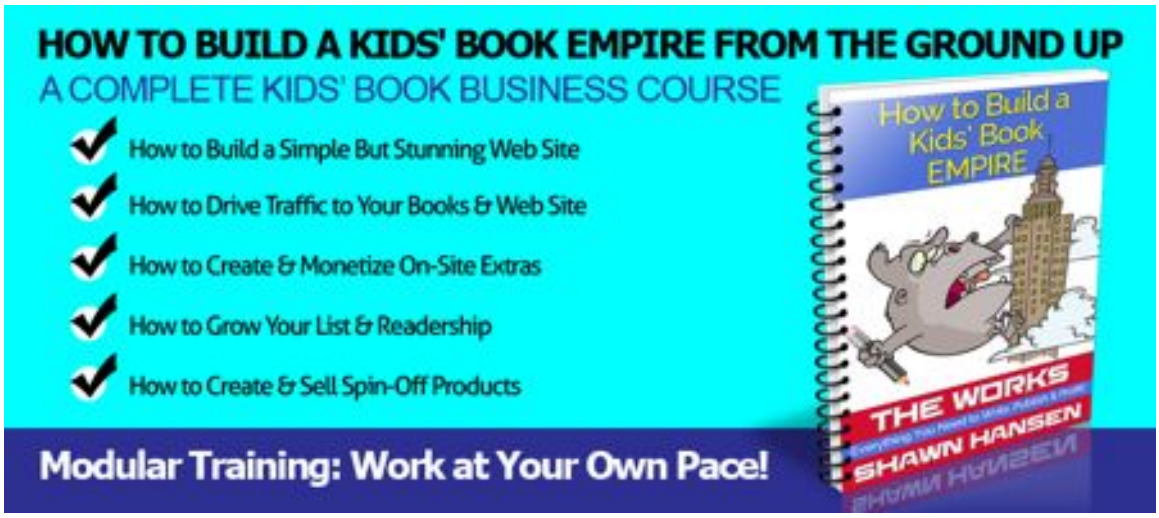
If you're after even more than what's in this guide and the training videos that come with it, you can still upgrade!

SILVER – The Silver Package adds both a PicMonkey training course and 5 plots. The plots will help you fast track your writing, and the PicMonkey course will show you how to create great graphics and kids' book pages using powerful, FREE software.

GOLD – The Gold Package adds "Story Time: How to Write Kids' Books for Fun & Profit." It's a complete Kids' Book Writing Course that walks you though the process from idea to publication.



ULTIMATE – The Ultimate Package adds "How to Build a Kids' Book Empire from the Ground Up." It's a complete Kids' Book Business Course that walks you though the process from building a simple but stunning Web Site, to leveraging it, to creating and selling spin-off products.



IF YOU'D LIKE TO UPGRADE, JUST VISIT http://ShawnHansen.com/KindleKids
Buy your upgrade pack, and let me know you need a refund of the lower pack's price.

Now, are you ready to learn *How to Write, Publish & Profit with Kindle Kids' Books*? Great, turn the page!

Shawn

Why Kindle Kids' Books & Why Now?

The Kids' Books Market is HUGE. In fact, I predict it's going to explode now that there's an easy way to publish colorful, picture-based books for Kindle.

Other markets have their fans, but the Kids' Book Market is filled with parents, grandparents, caretakers, and young readers who are constantly looking for more books to read.

Amazon knows this, and that's the reason they launched KDP Kids & the Kindle Kids' Book Creator Software.

As writers, we can take advantage of this new publishing tool and start to fill that Kids' Book need!

The timing is perfect: The holiday season is just around the corner, and there are more eReading devices in more homes and hands than ever before. And lots of folks will be giving and receiving Amazon Gift Cards, which is the reason book sales always spike right after the holidays. ☺

END OF PREVIEW
BUY NOW: http://ShawnHansen.com/KindleKids

Get More from Shawn

If you enjoyed *How to Write, Publish & Profit with Kindle Kids' Books*, I'd like to invite you to take a look at some of my other guides and trainings.

Each is designed to help you Write, Publish & Profit! ☺

If you have any questions about anything you see here, don't hesitate to contact me.

FREEBIES

Write. Publish. Profit. Facebook Group

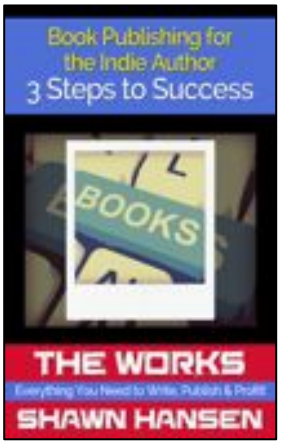
Join a supportive, engaged group of writers who are committed to turning their writing passion into writing profits! **http://facebook.com/groups/WritePublishProfit**

5 Simple Ways to Write, Publish & Profit.

One of the keys to success is knowing what to write and where to sell it to earn the most with your words.

In *5 Simple Ways to Write, Publish & Profit* I show you 5 simple-to-implement ways I earn money with my writing.

http://shawnhansen.com/landing/5-simple-ways-write-publish-profit/



Book Publishing for the Indie Author: 3 Steps to Success

In the last few years, online publishing and marketing opportunities have skyrocketed every writer's earning potential, and there seems to be no end in sight.

In *Book Publishing for the Indie Author: 3 Steps to Success*, I share how you can work hard and smart to take advantage of the potential that's all around us.

http://shawnhansen.com/landing/book-publishing-indie-author-3-steps-success/

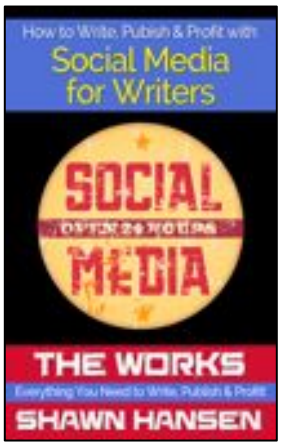
TRAINING COURSES FOR WRITERS & AUTHORS

7 Profitable Alternatives to KDP Select Free eBook Promotions.

Kindle free eBook promos no longer boost sales, increase rankings, or deliver readers. AMAZON HAS CHANGED!

Discover 7 profitable alternatives, so you can sell more books!

http://shawnhansen.com/landing/make-money-writing-7-profitable-alternatives-to-kindle-kdp-select-free-ebook-promotions/



How to Write, Publish & Profit with Social Media for Writers

This training includes:

- Facebook: Setup + Groups, Lists, and Posting Strategy
- Twitter: Setup + Hashtags, Chats, and Posting
- LinkedIn: Setup + Groups, Updates, and Posting
- Pinterest: Setup + Boards, Pins, and Posting Strategy

http://shawnhansen.com/social-media-for-writers-4-workshop-webinars/

Amazing Author Platforms

This training includes:

- The 5 Biggest Web Site & Blog Mistakes Writers Make
- The Role of Social Media in Your Author Platform
- Your 5 Marketing Plan Must Haves

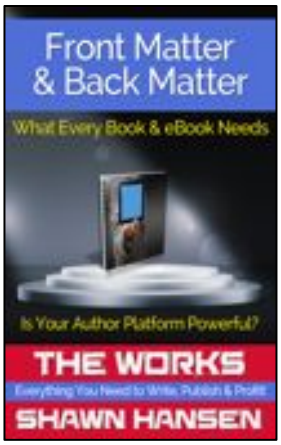
http://shawnhansen.com/landing/amazing-author-platforms/

Opt-Ins 101: How to Turn Web Site & Blog Visitors into Buyers

This training includes:

- What an Opt-In Is
- What to Offer Visitors
- How to Create the Form You Need for Your Web Site or Blog
- How to Install That Form
- How to Follow Up

http://shawnhansen.com/landing/opt-ins-101-how-to-turn-web-site-blog-visitors-into-buyers/



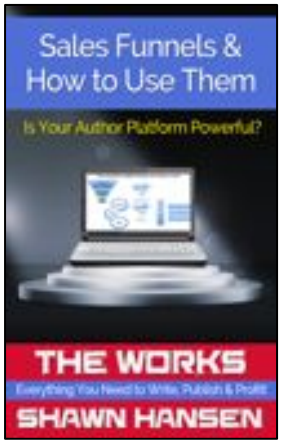
Front Matter & Back Matter: What Every Book & eBook Needs

This training includes:

- What Front Matter Is
- What Back Matter Is
- How the Right Front Matter & Back Matter Can Increase Sales and Positive Reviews
- What to Include in an eBook Versus a Print Book

- How to Leverage Each to Ensure Readers Come Back for More

http://shawnhansen.com/landing/front-matter-back-matter-what-every-book-and-ebook-needs/

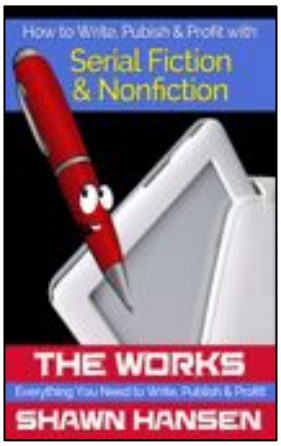


Sales Funnels & How to Use Them

This training includes:

- What a Sales Funnel Is
- How to Set Up Your Sales Funnel to Generate the Most Book Sales
- How Each Price Point Leads to the Next
- Where and How to Determine Your Customer's Entry Points
- How to Make a Sales Funnel Work

http://shawnhansen.com/landing/sales-funnels-how-to-use-them/



How to Write, Publish & Profit with Serial Fiction & Nonfiction

Perfect for both reader and writer, serializing work means faster publication, more money, and hungrier fans.

By the end of the session, you'll be ready to write serials and earn more money selling these smaller portions than you would by selling the whole book at once.

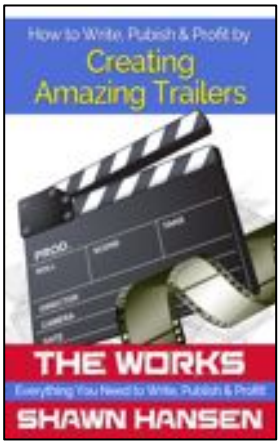
http://shawnhansen.com/make-money-writing-serial-fiction-nonfiction-workshop-webinar/

How to Write, Publish & Profit by Creating Calendars & More

This training includes:

- How to Create a Great Calendar Whether You're a Fiction or Nonfiction Writer
- Exactly What to Put on Your Calendar Pages
- How to Format Great Images for Calendar Pages
- Where to Order Printed, Full-Color Calendars for Under $5 Each
- And More!

http://shawnhansen.com/creating-calendars-more-workshop-webinar/



How to Write, Publish & Profit by Creating Amazing Trailers

Engage your readers and sell more of your writing!

Learn how to create amazing trailers using Power Point and iMovie.

http://shawnhansen.com/landing/creating-amazing-trailers/

Shut Up & Write! The Newsletter for Serious Writers

No Fluff • No Nonsense • No Excuses

Get a *weekly* dose of the stuff you need to get writing, publishing, and selling in an easy-to-digest newsletter.

Shut Up & Write! is the ammunition and inspiration you need to write more and make more money doing it.

Each Weekly Issue Contains:

1. **Open Markets**
   You'll get the scoop on one fiction and one nonfiction market looking to *buy and publish* your work.
2. **Fiction & Nonfiction Ideas**
   You'll get one fiction and one nonfiction writing prompt. They'll be geared to the featured Open Markets but suitable for other projects as well.
3. **The Photo Prompt**
   Learn to do more with what you see all around you by honing your skills with an image. Each week, you'll get three exercises related to an image.
4. **Three Articles**
   - **Writer's Tool Kit**
     Every writer needs tools, and each week I'll share one that I use.
   - **Thoughts on Writing**
     Building and maintaining a writing career can be bumpy and laborious and filled with joy. I'll talk honestly about it.
   - **And Another Thing**
     We all know we need to write, but what else will help us build solid careers? I'll tell you.
5. **Training, Writing-Related Information, and Tips**
   I'll point you to a great video and a couple of useful Web Sites, so you can grow your writing muscles. I'll also include several tips to further your success.
6. **Recommended Reading**
   I'll share one nonfiction book on craft that's helped me and one fiction book I think is worth reading to experience good writing.

SUBSCRIBE TODAY!
http://shawnhansen.com/shut-write-weekly-newsletter-real-writers/

About Shawn Hansen

In 2006, I began writing professionally. I studied the craft, the market, and wrote lots and lots of words every single day. I committed to submitting something somewhere each week, and eventually, the stack of rejections included the occasional acceptance letter with a cash-money check attached. I have now published over 1,000 stories in a variety of places – many of which no longer exist. This is not my fault. I swear.

I've been an annual participant (and winner) of NaNoWriMo (National Novel Writing Month) since 2006. My first NaNoWriMo was life altering. I learned to write with abandon. My goal each day was simply to pound out 1,667 words – no matter how awful. It turns out that's how first drafts get *done*. It was also during the 2006 NaNoWriMo that my characters took over a story for the first of many times – it's one of the magical moments of writing, and I continue to have them.

Writing every day, and submitting and publishing on a regular basis are the keys to my success. There are plenty of keys to go around, so if you write, or you want to be a writer, grab a set of your own keys and get to work!

I'd love to connect with you!

http://www.facebook.com/groups/WritePublishProfit
My Free Facebook Group. Join over 1,300 other writers and learn more about how to Write, Publish & Profit!

http://www.Twitter.com/ShawnEHansen
Twitter Fiction and other fun stuff

Are you an author in need of inspiration or publishing services?

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My home on the Internet, which I call The Works: Everything you need to Write, Publish & Profit!

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Where Authors Find Their Wings