

How to Write a Book

Let's get started here. Hello Zan. This is Caleb Jones. This is Alpha Male 2.0 and today, we're going to talk about a topic that is one of my favorite topics that I never talk about. I'm not sure why I don't talk about this more publicly. I think one of the reasons I don't talk about this more publicly is because I ran into a problem where guys think in order to have an Alpha 2.0 business I have to be just like Caleb. I have to sell information. I have to be this really controversial, in your face guy in the internet. No, you can sell products in Amazon for example. One of the reasons I don't talk about this particular topic is I don't want everyone in the world to think that they have to do this to be Alpha 2.0s or have a valid Alpha 2.0 business or have a location independent income if you don't even care about Alpha 2.0 which is fine with me and that is how to write a book.

When I was a kid literally like 7th grade they were doing this when they ask the kids what do you want to be when you grow up. I want to be a lawyer or I want to be an astronaut. My answer was I wanted to be a writer. I remember reading a long time ago Stephen King wrote a book on writing. I think it's called On Writing. He wrote a book about how to be a writer. He said you're not real writer until you sell your book, you get money for the book and you use that money to pay your electric bill. He goes then you're a writer. A lot of people call themselves writer and either they don't write or they write sporadically and they never make any money doing it. Even if you write garbage. I don't care. I respect you. You're a writer if you make money as a writer and you use it to pay your bills not like what he was saying on that is you're not like you're the wife of some famous celebrity so you publish a book. You don't need the money. That doesn't count either he said.

Luckily, I am at the point now and I've been at this point for many years now where I've been able to more than pay my bills by being a writer. I make multi six figures just from my writing income which would be primarily my Blackdragon Alpha 2.0 Company, this company here in the last 10, 11 years or so. I have written eight books. I have written several blogs, at least three and I have been posting articles in those blogs for a long time but that is writing but that is not writing a book. I have written eight books. They have sold hundreds of thousands of copies. They have made me a very nice income. We could talk a little bit about you might do this in the end for the question and answer session about selling things in the back end and using your book as a component of an overall business. That is really not the thrust of this particular training. This training is how to write a book, how to get the book written and how to publish it either for real, real publishing, traditional publishing which is kind of stupid these days or how to self-publish which is a lot better which is what I did.

My understanding is that two of my books would be considered New York Times' bestsellers if they were traditionally published. I've sold that many books. I've sold a lot of books. Most of my books that I've sold sold for over \$47. Right now my cheapest books, not my cheapest books, my primary dating manuals and things like that sell for \$67 dollars but they come with some supplemental stuff with those books. When you're selling something for \$47, \$57, \$97, \$127 and it's purely digital. It's an eBook. Your only expense is the credit card charge. Everything else goes into your pocket. It's extremely profitable. Yes, you have to write the book but ideally if you like writing that shouldn't be a big problem. I like writing. Writing books is one of my favorite things to do in my work life. I'm not kidding. I love writing books. As a matter of fact I'm a little sad not literally but I miss it when I'm not writing a book. I am writing a book right now. I just started The Ultimate Online Dating Manual, the new version of that. That's more of a rewrite. It's not writing a book but same, similar.

We're talking about how to write a book starting from scratch if you've never written a book before and how to actually get it published either yourself or through traditional means and how to actually make money doing that. I will go through the material. I will go through the notes. In a few days you'd be emailed a link to this video and the notes that I'm actually using for this whole webinar. I always do a one page note like cheat sheet for these online webinars. You'll be getting a copy of that soon in a few days. Please be patient. It's coming. Make sure you check your spam. At the end I'll open up for questions and I'll stay as long as I can to answer all your questions. I want to make sure I get all of your questions answered in this topic because this could be a daunting topic for people. Writing a book like oh my God, writing a book is such a big deal. It's not a big deal. Once you write one you're like oh, that was easy. I'll write another one. Let's write another one. It's fun. It's great.

Write nonfiction

Whenever I look down that means that I'm looking at these notes which means that you'll get a copy of. If you know my content you probably know what I'm about to say and you're going to roll your eyes and say Caleb, you also say that. I know I always say that but I have to keep repeating it over and over again because it's that important. Before I get into the content, I'm sorry. I forgot something. This training is on writing nonfiction books not writing fiction. The reason for that is making money writing fiction is virtually impossible. It can happen. It's kind of those rare 1% to 2% things. It can happen. It's very rare. It can happen but it's very rare. It's not something that is predictable. If your objective is to make money we're talking about writing nonfiction. Writing nonfiction and making money is actually pretty easy. Once you get a book that is written that is nonfiction especially if you do what I advise you in this training it will be shockingly easy to make real money but writing fiction is very difficult. It's an entirely different science than writing nonfiction.

I have never published fiction. I have written a lot of fiction for myself as practice. I will be writing fiction a lot more as time goes as I get older but I have no experience actually publishing fiction. I can't speak to that. We're talking strictly here on this training about nonfiction so that you can actually sell for big money. If you write a novel you can't sell it for \$47. I'm sorry you can't but if you write an eBook, I have purchased eBooks, nonfiction, narrowly niched eBooks for \$197. You can. You can sell them for that much money and people will buy them. You'll make money. It's awesome.

You have to niche

You must niche your topic whatever your book topic is. I just talked to a guy three or four days ago, a friend of mine, a guy I know and he is writing a book on How to be Healthy with Supplements. He's going to get murdered. He might make some money. He'll probably will make a little money. He's not going to make a lot of money because he's not niched. What he should do and I told him this. Instead of saying How to Get Healthy with Supplements, that is not niched and you're going into a hugely saturated market called fitness and health. Instead you niche within the industry. He should do something like How to do a Cleanse When You are a Man Over 50 or even better How to be Healthy Using Supplements When You are a Woman Who Has Survived Osteoporosis. Great. You're going to make a shitload of money. You've got to niche as narrowly as you can.

If you've read or experienced any of my other business courses or business materials you know I talk about that. I'm not going to harp on that but that is critical. Don't skip that step. The topic of your book must be as niched as you can possibly make it. You want to make it niched to the point that it's uncomfortable for you. It actually feels uncomfortable like I don't think there's enough people to buy this book. If that is what you're feeling this is a big market I'm going to do just fine. You're not niched enough. You're not. I'm sorry you're not. The least niched book I have is the one I'm rewriting now which is the Online Dating Manual. The reason for that is that is one of the first nonfiction books I ever wrote. Was it the first one? I don't remember because I wrote it back in, the original version. It's gone through several revs by then. I wrote that back in 2008 or 2009. I published it in 2009. I wrote it in late 2008. I don't remember. I think it was 2009. Back in 2009 it was a niched topic. There was not a lot of guys doing online dating back in 2009. Today, everyone does online dating.

I don't just write books on dating. I write a book even if it's a book about dating. For example I have book called Get to Sex Fast. It is specifically on how to get to sex on the second date within two to three hours of face time with under \$27 spent. You see how specific that is. It is a get laid book which is not very niched but the offering and the promise of that book is as narrow as I can make it and specific as I can make it. My third book is How to Manage Non-monogamous Relationships, very niched. My next book is Older Men Dating Much Younger Women. Pretty niched. Not as niched as it used to be because more older men are doing this now so I may have to tweak that a little bit. Maybe the new version at some point would be

sugar daddy game which is much more of a niche. You see my point even then I am niched. Niche as much as you can not how to make money or how to lose weight or how to be successful or how to meditate. These are not niched. You can teach meditation but teach a very particular type of meditation to a very particular type of person or company or what have not. Really important.

Your current idea for your book right now, I'm assuming that everyone watching this video as part of this webinar you probably have a book idea. I would bet money that your idea isn't niched enough. Either the idea isn't niched enough or the market that you're offering to is not niched enough. One of those two so you've got to narrow that niche. The less niched you are the harder it will be for you to make money. Just keep that in mind. The less niched I am the harder it is to make money with this book. The more niched you are especially when you're nervous then you're going to make much more money much more quickly. That also depends on when you price the book.

People ask me so Caleb, how come your Older Man Younger Woman book sells for \$67 and it's 250 pages but your Unchained Man book sells for \$7 and it's double the size and has a lot more information. Why is that? Because my Unchained Man book is less niched than older guys who want to fuck much younger women. The more niched it is the higher I can charge for it. The less niched it is the lower I can charge. There is reasons why I structure these pricing structures differently across my whole product line of books. We can talk about that later in the Q and A if you want but my point is please niche. I promise you whatever idea you have in your head right now for your book is probably not niched enough. I mean there's probably a few on you on this call that is probably niched enough maybe two or three but the rest are not so just niche.

How do I do that?

I've said this before in my business materials so I'm not going to harp on this either. You write to fix or help alleviate the biggest problem or biggest need of your niche. Whoever your niche is, what is their biggest problem or if they don't have a problem what is their biggest need and write to help address one of those two things. That's all you've got to do. That is a book. That is a book that will make money. You don't just write because I want to write. I want to be a writer. I want to make money. Think it through. Address a problem. The problem I saw in the pickup artist community way back in 2009 were some pickup artists were trying online dating for the first time, these night game and day game guys were trying online dating and they were fucking it up. They had all kinds of problems. I said a-ha, there's a problem because I do online dating well. I saw the problem. It's much simpler than you think.

Drafts

First Draft

We're going to go through the drafts. When you write your book you're going to go through three different drafts of that book. The first draft is a brain dump. This is what most people do wrong. I have spoken with a lot of guys who have done this wrong. You are probably doing this wrong or have done this wrong if you tried to write a book in the past. What most guys do when they write a book they sit down and they think it through? Okay, let's see how do I structure this. How are the chapters, okay this should be chapter 2, this should be chapter 1. Okay, this should be like chapter 15. Okay, I'll move this over here. Okay, I'm going to outline this. Okay, okay, okay. I'm going to write chapter 1. They start writing. They write like two pages. They stop and they go, I better go back and check that. They go back and check and they reread it. I need to change that and change this and change that. Okay. Are those two pages good? No, they're not good. I'm going to edit them and edit again. Then they keep writing. They go okay, those two pages are okay. I'm going to keep writing now. Then they write another two or three pages. Then they stop. They go back.

No, that is the way you're going to want to write your book. That is the exact wrong way to write your book. The way you write your first draft is you dump all the garbage in your head on to the paper. When I say paper I mean Word document or whatever. It doesn't matter what you use. Your job is get all this information out of your head and onto to the document even if it sucks and it will. Your first draft will be shit. The majority of you are probably higher IQ guys and the problem with higher IQ guys, I'm one of them is that we are nerds. We want everything to be perfect. We want to write what is perfect. When I tell you your first draft is going to be shit your brain will be like but I don't want to write shit. I don't want to do that.

You're not going to want to write this way. You're going to want to write everything perfectly and that is not how the writing process works. If you read guys like Stephen King, if you read professional writers they will tell you and I will tell you as well as a professional what you have to do with the first draft is just start writing. You don't go back and edit until you're all done. I know your brain is like but what? Yes, that is how this works. You'll never finish your book if you have to go back every minute and check. You just write and write. What about chapters? Don't worry about chapters. Don't worry about sections. Don't worry about topics. Don't worry about structure. Don't worry about being terrible. It's going to be shit. Assume in advance your first draft is going to be shit and it is.

When I write a first draft of a book it's shit. It's terrible. It sucks. Sometimes it's 200 to 300 pages of shit. That's how this works. That is your first draft. Your hardest part of the writing process is to get that first draft a 100% done. Meaning you've gone from beginning to end. It's completely out of order. It doesn't

make any sense. There's no structure to it. It's terrible. You'll hate it but it's done. Then you can start the second draft which we'll talk about in a sec. Makes sense?

On the first draft, make sure I didn't forget any points here. Don't go back. Keep writing. Don't worry about formatting. Bullets, italics, bolds, subheadings, don't worry about the formatting at this point. That is not the objective of the first draft. The first draft is to get all the information out of your head on to the document. That's it. There is no other objective. Period, end of story. It's going to be shit and that is okay. Make it okay emotionally that it's going to be shit. Your emotions are going to want to fight you on this. Your emotions are going to want to go back and edit. No editing yet. That is the second draft. That is the fun part but right now it's the hard part. You're just going to dump it out.

Don't worry about how long it's going to be. Don't worry about the number of pages. A real book is more than 120 pages. People have these numbers. I need it to be at least 75 pages or no one will take me seriously. Don't write to a number of pages on just first draft. Just fucking write. Dump it all out. Don't write to fill space. Most books, most nonfiction books, I would say about maybe two-thirds of nonfiction books and I've read a lot of books in my life, a lot of nonfiction books. A lot of fiction books too. Big bookshelf right over there. Most books are overwritten. They are written to fill space. You know why? Because they are traditionally published and traditional publishers have this thing about it has to be this thick or else it's not a real book. People who are traditionally published have to write to fill space. They are very verbose. They repeat themselves. They put on a bunch of stupid examples that don't need to be there. They waste the reader's time. Do not write to fill space. Just write. Just get it done. Get it over with. Get it completed.

That is the first draft. Make sure you get this. This is the hardest part. Everything else is easy after this in terms of writing a book. This is the hard part. This is what separates the wannabees from the real writers. Wannabees never finish this. They never finish their first draft because it's not good. They keep having to go back and edit and it stresses them out. This is bad. It will never work and they just abandon it. Bust through. Work through that first draft. Get it over with as fast as you can. It's going to be shit and that's okay. That's the first draft.

Second draft

Let's talk about the second draft. Once you're done with the first draft this gets a lot easier. My handwriting is improving the more videos I do. I think. Amazing. I cut that off didn't I? This is the fun draft for most people. Some people like the first draft. I don't. I hate it. This is the fun draft. The second draft is where you go back and finally edit it. Your emotions will say oh, thank God. I could edit this turd. You can structure it. You break out your chapters. You break out your sections, your section headers. You can

organize your thoughts a little better. You can rewrite entire paragraphs and you probably should. You can delete stupid shit. You can change spelling errors. You can format stuff a little bit if you want, bullets, things like that. You can kind of make notes as to where you want to add graphics, if you want to add graphics to your book. That is fine.

This is what you do in the second draft. During the second draft you go all the way to the beginning and go through the entire first draft. You reread every word all the way to the end. It's fun and most people like that part. I do. It's a lot of fun. After the end of the second draft it's a real book. It's okay it's not perfect but it's a real book at that point. The first draft is shit. The second draft is okay. It's not bad. The second draft does not have to be perfect. Some guys again, get this perfectionist thing where they go through the second draft and it's not perfect and they do a third draft, fourth draft, fifth draft, sixth draft. Stop. You only need three drafts. You can do an optional fourth or fifth. I'll talk about that in a second but that is the second draft. That is going to be a lot easier. You'll feel much better about the book after the second draft. It won't work if you never get to the second draft if you haven't finished the first draft because you're still editing the first draft. Makes sense? This all ties together. Second draft is very important. That's where you actually create the real book.

Real quick on this. I know I'll get this question. Caleb, is it okay to outline out the chapters before you start the first draft. Yes, it is. That is fine. That is kind of a brainstorm outline but don't wed yourself to that outline. If you have some kind of outline for sections or topics or chapters before you even start the first draft that is okay. You can even use that as a guide as you're writing the first draft to make sure you hit all those chapter points. Don't separate them in chapters. They don't have to be in a particular order. That is fine. You have to reorganize those later. The hardest book that I have written to organize, the hardest book to write was the Ultimate Open, let's see not the Ultimate Open. I'm drawing a blank. My book on Nonmonogamous Relationships, Ultimate Open Relationships Manual. Thank you. The Ultimate Open Relationships Manual, that was a pretty complex book. I had a lot of different chapters, a lot of different topics because online dating and get to sex fast are just procedures. Step 1 do this. Step 2 do that. Step 3 do this. Step 4 do that. Don't do this. Don't do that. Do this. Do this. In relationships it's a lot more variables. The Open Marriage one too that was a little bit difficult to write in terms of organizing the thoughts but I did that on the second and third drafts. I didn't do that on the first draft.

Third Draft

That is ideally your final draft. That is where you tweak everything. You go back to the very beginning again. Read through every word again and make sure that it is as perfect as you can get it without wasting too much time. It's not going to be perfect. I'll cover that in a second but this is where you finalize the formatting. You finalize your thoughts. Your goal at the end of the third draft is to be able to hand that to the proofreader to actually publish. That is your objective. Most nonfiction books that are not super thick,

that are anywhere from I would say less 250 pages which most of your books will be and that is fine. Don't overwrite. Any nonfiction book that is less than 250 pages should only need three drafts. That's it. There are some exceptions I'll cover in a second but the third draft is where you finalize it. Here is a key on the third draft. The idea on the third draft is once you're done with that you're going to send it off to the proofreader and the typesetter and things like that. We'll cover that in a second.

This is another difficult concept for you smart guys to get. I had to wrestle with this myself so I feel your pain. Here is the rule. I've said this before in some of my other content. 80% is done. What? Yes. 80% is done. At the end of the third draft if it is 80% good it is ready to publish. The reason I say that is because if you're a perfectionist you will do a fourth draft and then a fifth draft and then sixth draft. Then you'll never publish it because and I've seen guys do this. Draft after draft after draft and then they get tired of it and they move on to other projects and they never publish the God damn thing. You don't want to do that. At the end of the third draft it's ready to publish even if it's not perfect and it won't be perfect and that is okay.

I still have copies of these in my old files. My first Blackdragon eBooks way back when were loaded with errors. They had typos. Guys got pissed off with all these typos. The formatting was kind of lame. It doesn't matter. I made a lot of money on those books. Who fucking cares? Do you know what you can do with books? You can revise them later. You could always revise it and go back and get it professionally typeset, do the proofreading. You could update it a little bit or not. That's up to you. If it's terrible and if it's a real good book with good information it will be worth updating later maybe. That's okay. It's not like you write a book and it's going to be like that forever. You can go back and update the book. It's fine. Just make sure you get that. The objective of the third draft is to get it done so that you could hand it to the proofreader. It will not be perfect and that is okay. Very important.

Extra drafts

If your book is what I call an opus level book you could do a fourth and maybe a fifth draft to make sure. Five, that's it. No more than five. My example is this. The Unchained Man is the most important book that I have ever written. It is probably the most important book I will ever write. No book is as comprehensive or as important as that book that I could ever think I could write in the future. I mean they say never say never. You could never know. I could live a long time. Who knows? That book also and we're not going to cover it in this online training unless you guys have questions about this. That book is the number one top product funnel not click funnel but product funnel that I have for my online business where I want my best piece of information to be the first piece of information a new customer sees me in. That book is 444 pages. It is amazing. I'm very proud of that book. I only charge \$7 for it. The reason for that is I want the first thing a brand new customer who finds me on the internet to buy is that book. Because I want them to read that book and be blown away. If they're blown away guess what will happen? Odds are decent

they'll buy some more books or online courses or things like that. They call that selling things on the back end.

That book is unusually important both to me and both to the structure of my business. In that one instance that book I did five drafts because that was my opus. I'm never going to write a book most likely that will be that important ever again. I'm going to write a lot of books and they will all be good but not as good as that book. In that one exception I took five drafts. If you're writing a book that you are convinced is the best book you're ever going to write in your life, is like the spine of your whole business life then you can do five drafts. That is unlikely because notice, that is not the first book I wrote. That was I think the fourth or fifth book I wrote.

First book you're going to write is probably not going to be your best book. It's probably not going to be your opus. Your opus is probably going to be your third, fourth, fifth book. Most professional writers will tell you the same thing. In that one instance you could do maybe a fourth draft and maybe a fifth draft which I did for that book. That is okay but every other book I have written three drafts. That's it. Three and then it goes to the proofreader. You can consider the proofreader a fourth draft.

People to hire

Here are the people you're going to have to hire once your book is done. Here are the people you're going to need to help you.

Proofreader

You're going to need multiple proofreaders. None of them are perfect. You're going to need multiple proofreaders. If you hire multiple proofreaders to go through your book and you should, at least two, they will miss typos. You will send the book to publication and the very first day you publish it one of your customers will say you have a typo on page 34. You look at it and you say son of a bitch. I do. You have to go back and fix it. That is okay.

I have had as many as five or six proofreaders read through a book, professional proofreaders and they still miss shit. I have had customers, readers of mine, I've done this twice now. This is just an example of how difficult it is to proofread something. Two different guys in my blog audience said, they were writing me emails saying Caleb, you have too many typos in your blog posts. Your proofreaders fucking suck. They don't know what the fuck they're doing. I said I want to hire you. Are you better than them? They go oh, yes. Hire me. I'll fucking proofread it then it will be fucking perfect. Your proofreaders are terrible. I've

done this twice in the last few years. Okay, you're hired. I actually hired the guys complaining about typos to proofread my blog posts. True story. I paid them whatever \$15 to \$20 an hour. Not \$20 an hour. I forgot what I paid them but I paid them for real. They're really part of my company. Guess what? They missed typos. You're going to miss typos and that is okay.

Just hire as many proofreaders as you can afford. Two is my personal opinion that is probably the minimum. Three is better. Four is better. Two is your minimum. You cannot proofread your own stuff. It's not possible. You have to have someone else proofread it for you. When I say get a proofreader I don't mean hire your friend or your dad or your sister, a professional proofreader and where do you go for those things? Upwork.com for just about all these people that I'm about to mention.

Typesetter

In my opinion you should hire a professional typesetter who does nothing but typeset books. What a typesetter does is he takes the Word document or Google doc or whatever system you're using. I call it Word because I use Word. It doesn't matter what software you use to write your book. Whatever you're comfortable. It doesn't really matter. I use Microsoft Word 2007. It doesn't matter. It's fine. Take your Word document once it's proofed by the proofreader and it's a 100%. Once you have the proofreading done you should do one more quick pass of the book to make sure the proofreaders doesn't fuck anything up then you hand it to the typesetter. That is the next phase. The typesetter takes that book and organizes so it looks correct on the page, puts the page numbers in, puts the chapter headings in the correct place where they show on the correct page. It formats the book for the medium.

When you sell a nonfiction book you need four types of books in my opinion, four formats. You don't have to do all this four but in my strong opinion you should if you want to maximize your income.

1. You need a printed version of the book which means the typesetter needs to create for you a PDF formatted for the printed version. We'll talk about that more of that in a second.
2. An eBook PDF version for people who download a PDF.
3. You need a kindle version which is called a mobi file that way you could sell it on Amazon or not. You could also have them download it directly and have them plug it into their Kindle. You could both. I do both of those things. That is fine.
4. epub format. It works with a lot of epub readers, Apple iBooks and things like that. As a matter of fact when you submit your stuff to Amazon often they ask for the epub version. You need those four versions.

Caleb, do you have to have a printed version? You don't have to but I strongly recommend it. I make a lot of money on my printed books. A lot. It's free money for me. Once you start it all up and plug it into the publisher, I'll show you how to do that. It's just free money. Why won't you not do that? We'll talk about audiobooks in a second.

Graphic Designer

Obviously you need a cover, cover art. You can use a graphic designer. You can use Upwork.com. There's also a website called 99Designs.com where people will compete to create the best cover for your book. You can do that or just go on Upwork. I usually just use Upwork for these people. If your book includes any graphics, any actual charts and graphs, what you have to do is draw them out on a piece of paper. This is what I do. Take a picture of them on your phone. Send it to the graphic artist and then they can make the fancy charts. Then you hand those charts to the typesetter and tell the typesetter where the charts are supposed to go, what page it's supposed to go on, how they're supposed to be displayed and he'll do all that for you. Upwork.com, you can hire all these people. That's pretty much where I hired most of these people.

Those three people you've got to hire. You have to have some kind of budget to hire these people. None of these people are very expensive by the way. You'll probably spend, to give an idea for a book that is 200 pages you'll probably spend if you hire two proofreaders plus a typesetter plus a graphic artist, you're going to spend in the vicinity of about \$700 or so. Maybe a little less, maybe a little more. If you sell this book for \$47 don't worry. You'll make that money back real quick. Maybe not as much. Maybe that is too much. Maybe that is too high but somewhere in that vicinity. Make sure you budget for that. This is not free. Don't do it yourself unless you are a professional typesetter. Please don't try to do this yourself. Hire a fucking typesetter. Do this right. Don't try to do this yourself.

Publishing

Self-publishing versus traditional publishing. Traditional publishing means you actually go to a big place like Penguin or Delray, this big publishing companies and they publish your book. When you get traditionally published they own your book. A lot of guys don't understand this. They own your book. They choose what the title would be. They choose what the cover art would be. They choose where it's going to be distributed. You don't. You just get a percentage of whatever they sell. Never do they actually spend any money marketing your book. You will have to market your own book even if you get traditionally published. A lot of guys think that oh, if I get published then they are going to market the fuck out of my book and I'm going to make a million dollars. Almost never is that the case.

One of maybe 20 new authors will they do that with. One out of 20. That is about right. The other 19 you're on your own. You've got to promote it yourself. If you have to do all that shit you might as well self-publish. If you self-publish instead of getting 20% of your book sales in terms of profitability, 20% of the book sale price you'll get 97% if it's an eBook. If it's a printed book you'll get, it really depends. Hard cover you'll get maybe 70%, soft cover you might get 50%. It depends on a lot of factors. Maybe more than that but why not self-publish. Self-publish your books. Getting traditionally published, I looked into it hardcore. I talked to some book agency years ago.

Here's the other thing too. It takes a year and a half. When you submit your book to a publisher it won't be published for a year and a half. You can self-publish within a month. It's just stupid. Self-publish your book. Don't worry about getting published. If that's a real big dream of yours, if you want to be a real published author which is kind of stupid these days get to the point where I am where you've sold hundreds of thousands of copies. Today, I could go to any New York publisher pretty much and lay down my sales' reports. Here is all the books that I've sold. I want to publish a book and they probably just sign me up. I'm not going to do that because I like money. You'll make more money selling self-publishing. Do that first. Get successful first as a self-published author. Then if you want to be traditionally published go ahead and do that which I don't recommend.

How to self-publish

Once you're done with the typeset version of the book here are the things that you have to know. Page count, how many pages are in the book? You need to know that number before you go get an ISBN, before you go submit it to Amazon because you're going to be asked that question. A lot of guys will sign up for these things. I'll tell you how to do it in a second and they haven't typeset the book yet so I don't know how many pages it's going to be. They go get their ISBN number or their Amazon link or whatever and Amazon says how many pages is it. I don't know. Wait until it's typeset to get this information.

Front and back cover text. I have forgotten this. Today, I have a system where I have a template where I just go in there and it tells me everything I need to know to publish a new book. I have it in my Basecamp system for my staff. When you publish a book you need more than just a cover. It's not just the title of the book and your name. You ideally want a subhead. You want a subhead under the title that specifies the benefit of the book.

My last book was Big Income on Little Work, good title. We're going to talk about book titles too. The title stated a benefit for the reader instead of just saying business today. That would be stupid. There's a benefit in the title. Then I have the subhead. I believe the subhead is make \$7000 a month from anywhere in the world location independent but the subhead is the benefit of the book, the benefit to the readers.

You want to have a subhead in there. Then on the flip side, on the back of the book you need back cover text. That is a blurb, one, two or three paragraphs that describe the book in general and talk about the specific benefits to the reader. You have to write this out and get it proofread because when you go to the graphic artist they're going to need these things. They're going to need the back cover text. You don't want to sit there with the graphic artist who is waiting on you to write the cover text. You also have to proofread that stuff too. Don't just send it to them. Have the proofreader proofread your back cover text and then send it to the graphic artist and the typesetter. Both.

ISBN Number

Then when you got this stuff you're ready for the ISBN number. Every book you publish must have, it doesn't have to have but it should in my opinion. I'm giving you the techniques to make the most amount of money. You have a different ISBN number for the printed book versus the eBook. If you're going to do an eBook and a printed book and you should, I talked about it earlier. You need to have two ISBN numbers. One for the e and one for the p. One for the paper, one for the eBook.

Where to go for ISBN Numbers?

The company is called Bowker. It is at myidentifiers.com. That is where you need to go. It's called Bowker. How much does an ISBN number cost? It's been so long since I bought any because you can buy blocks for 10 at a time which is what I do because I write a lot of books. I bought a block of 10. It's probably going to cost I want to say \$40 for an ISBN number. If you do two it's \$80. You can buy a block of five or block of 10. If you know you're going to write future books, if you know for sure you're going to do that buy a block of 10 it's cheaper and easier. You just buy a block and the website is very easy to figure out. Here is your ISBN. You click it and it says add title. It will ask you the title, your author name, the page count, things like that. What topic area? Is it self-help or relationships or sports or whatever it is? You just fill that out. It's real basic. It assigns you that number. That number you give to the typesetter and the graphic artist because on the back of the printed book you're going to have a label with a barcode with that ISBN number.

Once you fill out the field in myidentifiers.com to get your new ISBN number and it's very simple. It asks you some very basic questions. What is the title of the book? What is the sub head of the book? What is the name of the author, the page count, things like that? It will then produce the ISBN number for that book and that is the ISBN number you need to give to your graphic artist and your typesetter. The reason for that is on the back of your book it's going to have a bar code with the ISBN number. They need that. You don't want to keep these guys waiting. Get your ISBN number fast. Get it first and then submit this stuff to the guys to get the guys rolling. Give it all one big hunk.

Publish on Amazon

The next that you have to do is you need to publish the book on Amazon and other places like Amazon. There are three or four big companies to do this with. The company that I like the best and that I recommend is called IngramSpark.com. Another possibility is Amazon KDP. Amazon KDP is another option but IngramSpark.com and any of the companies like IngramSpark.com. You upload your book. You upload the cover art of your book. You do one for the printed book and one for the eBook. Then it automatically registers you with Apple iBooks, BarnesandNoble.com. I think Goodreads.com, Amazon, it automatically plugs you into all these big sites. Essentially they become your publisher.

If you want to buy your own paper or hard cover books you just order it from them and they ship it to you. You've got to pay for them. They ship them to you but you pay wholesale because it's your book. That's it. That is how you submit both your Kindle version and your printed version on Amazon. You can submit both. When you sign up on IngramSpark it's very easy to use. They send you a printed book or just an eBook or both a printed and an eBook. You choose both the printed and the eBook. When you go through that process that is to say okay, please upload your completed, printed PDF which I mentioned earlier and your completed eBook PDF or eBook epub file depending on what they're doing. They will ask you for the cover art. That means that your typesetter when you use your typesetter, you're going to tell your typesetter I need it formatted for IngramSpark. Your typesetter will probably ask you what is the size of the book.

Size of the book

If you're doing a printed book and you should. You go through IngramSpark and you go through the initial wizard on setting up a book. It will ask you different options on how big you want the book to be. Let me show you something here. This is the soft cover version of the Ultimate Open Relationships Manual. This is an example. This is a 6 x 9 book. This is a pretty standard size. If you want a bigger book that is completely up to you. You could certainly do that. I like to be a standard as I can for shipping and things like that. This is a 6 x 9. I want all my books to be the same size unless I'm doing something weird. I always say 6 x 9. Then it's going to ask for matte or laminate. I like laminate. It's not as shiny. Matte is more shiny. It's going to ask for cream or white in terms of the type of paper. I prefer cream. It is easier to read in my opinion than white, stark white so I always choose cream. Those are the three things it's going to ask. Size of the book 6 x 9 in my opinion, matte or laminate and white or cream.

It will also ask what kind of binding you want. This is called saddle stitch. I'm going to look up what that is called. I didn't write that down. One second. It'll take me a sec. I want to give you the right information. Hang on.

Hard cover vs soft cover

You can make more money on a hard cover book. The profitability is better on a hard cover book. They are just harder to sell. Less people buy them. In my opinion if you just want to go from zero to the money as soon as you can just go pure soft cover. That is what I do. I do have a hard cover version of The Unchained Man but I stopped doing it because it's just a pain in my ass. I don't really care to. That's up to you if you want a really fancy hard cover book then do that. It's your book. You decide.

Binding

This is called perfect bound. Another kind of binding is saddle stitch which I don't recommend. I recommend perfect bound. That is like a professional, real book you get at the bookstore. 6 x 9, perfect bound, cream on laminate. That's it. If you have a question about this save them for the end where you can ask me anything you want.

You submit it on IngramSpark. It takes about a week. They have to format shit and convert shit. They will create your Amazon page for you. If you have more than one book on Amazon they will automatically update your author page. You can kind of manipulate your Amazon page a little bit there but not much. That's it. That's the process and you can start selling your book. You can sell your book on Amazon. You can also sell your book yourself. I do both. I sell my books on Amazon. I also sell them myself. You can download them directly from my website. You can do both.

Audiobooks

For the longest time I didn't do any audiobooks. I was like what is the point. It's too much work. Fuck it. I started doing audiobooks about three years ago. I was shocked. I sell mountains of audiobooks. I have mentioned this before in my other content. We are entering into an era where people are getting dumber and people don't like to read or you could argue people are busier and don't want to take the time to read. Maybe that is a nice way of saying it. That is true sometimes. A lot of people would prefer to listen to your audiobook version than actually read it. In my opinion audiobooks are mandatory. If you want to make money as a writer you need to have an audio version of every book you published. Period, end of story. You upload it to Audible. I'll tell you how to do it in a second. You've got to do it.

The reason I bought your audiobooks is I wanted to hear your voice. Very good point. You develop a better relationship with your audience if you have especially with a niche audience like I do and you should if you actually speak the audiobook yourself. I'm going to talk about it in a second but that is yet another reason to do audiobooks. I went out of my way to read my own audiobooks. It's a little easier for me

because I have a really good voice. It's just naturally blessed with a really good, powerful, great sounding voice. That is one of my talents. I got lucky that way. If you have a little, tiny, mousey little voice maybe you don't want to read. It's up to you but you know what? That makes you unique. If you have shitty voice or a mousey voice or a weird voice that might actually help. My friend Andrew, Andrew Henderson, Nomad Capitalist, he's got kind of a weird voice. When he does podcast he sounds kind of weird but that is part of his brand so it works for him.

In terms of recording it you can record it yourself or hire someone to record it. You can hire someone on either Upwork or hire someone on ACX.com. We'll talk about it in a second. I suggest if you are building a personal brand business like I have with Alpha Male 2.0. I am the brand of this business. If that is the business that you're going after you should read it yourself. If you are selling products, if you are selling services that you don't necessarily do yourself then maybe you don't necessarily need to read it yourself. That is fine. If you're just bad at reading, if you're not just very good at it then go ahead and hire somebody. You're going to spend some money if you hire someone. You're going to spend a few grand. \$2000 at least. It's going to cost you some money. A hundred page you're going to spend some money. That is the other downside however I don't want to overstate the problem with that because if you record it yourself it's going to take you many hours. That's time it's not like it's free if you record it yourself unless you make no money. I make a lot of money so when I record an eBook it costs me a lot of money because of my time but it's worth it to me. It's a pro and a con. I still think you should do it yourself in most cases.

Recording it yourself

The information I hear now and much emphasis that you put on your different topics. I think it's overall win if you record it yourself. If you make mistakes it's okay. They edit them out. When you record it yourself just get a good microphone. I got this microphone on Amazon. You can Google that is you want. This like a \$6 microphone. Not a big deal. This is not some amazing professional level microphone but it's a decent microphone. I just use my laptop to do it, my computer. You can get one of these spit guards. It matches the mic. I got this on Amazon that way you don't (sound). It stops from the (sound) stuff. As a matter of fact I got that from my brother. He used to DJing so he influenced me.

You record it in normal format, normal MP3 format. You have to hire an audio editor. Audio editors are pretty cheap. You're not going to spend a lot of money doing that. Go to Upwork.com. Best place to do it. When the audio editor is done you need to listen to your own eBook to make sure he didn't skip any parts of fuck any parts up. You don't have to listen along by reading. You can just listen to it while you're doing something else. That is what I do with my books. He gives me back his finals. I listened to them. You can also fast forward them. I turn them on 1.4 speed so that you talk faster. I just want to catch mistakes. If there's mistakes and I'm back have them fixed it otherwise you're done. The files need to be saved in a very particular format for Audible. They need to be MP3 format. They need to be 44 kilohertz, 44.1. This

is when you save the file and when your audio editor saves the file. If you want to edit your own audio you can if you're good at that. If you're not good at that don't. Go hire somebody. 44.1 kilohertz. You save it at that. At least 128Kps. In my opinion 192 is better. That is better. I would save it in 192. You've got to save it at that format.

I made this mistake and I've known other guys make this mistake. Some of you guys probably know this stuff better than I do. I saved it at the wrong format of have my audio guy save it at the wrong format so when I went to upload it at Audible it said (sound). Rejected. I have to go back and resave all the files. Don't do that. This is what you want to do.

How to publish an audiobook

You get your Amazon book done first, your printed and or eBook done on Amazon first because Audible matches the Amazon title because Amazon owns Audible. Once the Amazon book is there and you can see it live on Amazon. Then you go to ACX.com. This is the creator site for Audible. Set up an account. Log in. It's very simple. I don't need to go through it. It's really obvious. You just add the book and you type in your author name, the same author name that you have on Amazon. It will pull up a list of books. You just click your book. You'll say this is your book. I just did this with the Ultimate Open Marriage Manual a few weeks ago. I just log in. I'm Blackdragon. It found all my Blackdragon books. I clicked Ultimate Open Marriage Manual. Is this your book? Yes. It just filled out everything for me and then you just upload the files. You just upload them all the time. You do one chapter per file plus you need an intro and then you need an outro. The intro is like the copyright page. You don't actually read the copyright page. You just kind of give an overview to your book, maybe an introduction very quickly before the first chapter and then the outro is this ends the recording of the Ultimate Open Marriage Manual.

That is what I say but it's mandatory. You have to have that for Audible. You upload all the files in order. Make sure you upload them in order. Make sure you match the correct chapters to each one. You say upload chapter 14, upload chapter 15, 16. Upload them all and then at the end it's going to ask you if you want to give exclusive rights or nonexclusive rights. If you give them exclusive rights, I don't remember the exact numbers. I believe it's 60%. They will give you 60% of the profits of when they will sell your book, your audiobooks if it's exclusive. If it's exclusive that means you can't sell the audiobook yourself through any other means. You are telling them that they are the only ones in the universe who can sell your audiobook.

That is a decision you need to make for yourself. I obviously said non-exclusive. I don't get 60%. I get 35%. They give you a lower commission rating but I can sell my own audiobooks. I want that level of control so I always do non-exclusive contracts. That is my opinion. It's totally up to you. If you're just going to write

a book and that is all you really want to do then maybe you do exclusive. If you're going to build a real business you probably want non-exclusive. You're going to make less money but so what? You'll more than make up for that by the fact that you can sell your own audiobooks as packaged deals, discount deals. You can run ads to your own audiobooks at higher prices than Audible. You can do all kinds of fun stuff. You can't do that if it's exclusive. I reckon you do non-exclusive even if you take a slight hit.

Every book needs to sell the next book

One thing that I didn't mention and I do have this in my notes is every book needs to sell the next book or other books. When you get to the point we have two or three books. Let's say you have three books now. You do a first one, a second one and a third one. You should go back to the first one and second one and re-edit them and put links to the third one and the second one. I talked about this in my other book duh, duh, duh, hyperlink. All of your books should sell each other including your audiobooks. In my audiobooks I say I cover that in Get to Sex Fast at www.GetToSexFast.com. I just keep going. All of your books need to link to all of your other books or products, online courses, if you do coaching, if you do consulting. A lot of consultants will just write books just to sell their consulting practices. Great idea. Fantastic. If that is you, great idea. If you want to be a consultant or a coach, high end coach, write a book. It will help you sell.

I have talked about this before. I worked with consultants who all they do is send out copies of their books to get new, big corporate clients. It works great. A few more minutes here and we'll open up questions.

Copyright

Copyright issues. In the very front page of the book or you can put it at the back of your book too. That's kind of the cool thing to do now is put your copyright page at the very back of the page. I'm old school. I put it in the front. Let's see if I have it on this book. I better or I'm stupid. I do. First is the cover page. The cover, cover page. My typesetter did all this and then very page right here is the copyright page. It basically says published in blank year, copyright symbol and then your name or the name of your company. I do both. I put copyright, copyright symbol 2017, DCS International LLC and Caleb Jones. I put both my company and myself. Then your address, all rights reserved. Then I have some blurbs here about what will fucking happen to you. I will sue your ass into oblivion if you copy this book blah, blah, blah. You don't have to do that but I do because I'm an asshole. You want to scare people to not copy your stuff. I'm going to talk about that in a second. My ISBN number is down there. The printing, first printing, second printing. Printed in the United States of America blah, blah, blah. That's it. That is your copyright page. It's very important you put that in there in both your printed version and your e-version.

Here is the deal. People are going to copy your book. They're going to copy your book. They're going to torrent it. That's the way it goes. There's nothing you can do to stop it. You can ways you can alleviate it and I do. When you download a PDF, I have done this for years. It stamps the PDF with the IP address and the email address and the name and some other information of the person who bought it. If you find it on a torrent or something later in life you could kind of trace back who the fuck that was and you can pursue legal action if you want. So far I've not had to do that. I had to threaten one guy but that was it and he stopped. Just be aware no matter what you do, what if people rip off my book? What if they copy? What if they buy one copy and give to all their friends? That's the way it goes.

Here is a good way of thinking about it. If you sell other things besides your book and you should. I have a back end so I don't just sell my one book. I have books, online courses, SMIC program, all those things. More people reading a book just means more exposure for you. Consider it free advertising which is kind of what it is. Don't worry about it. If you do this stuff, if you specify every piece that is in here. I'll read some of this. I'll read you what I have in mind. You can copy this if you want. This is pretty aggressive language though and I do get some complaints about this but I don't fucking care but it's up to you. It says in all capital letters scary legal stuff you need to read. Don't distribute copies of this book in any way digitally or otherwise. If you do we will find you. Each eBook is individually embedded with a code that includes the buyer's name, credit card number, billing address, IP address and other information. We retain the services of two security firms, posted network of contacts to regularly monitor file sharing services and if we find this eBook on anything like that we can use this information back to you. By opening this file or book you agree that you will be held liable for damages including but not limited to the cost of enforcement and lost sales. Court actions taking against you will be a matter of public record and your identity will not be confidential. I copied that part from Brad P., those of you who know who he is way back in the PUA days.

If for some reason you have obtained a digital copy of this eBook without paying for it email us at blah, blah, blah to make payment arrangements. This book is licensed. This is standard language. This book is licensed to the original purchaser only. Electronic or print duplication is a violation of international copyright law. I say that in my audiobooks as well. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form by any means including but not limited to electronic, mechanical, photocopying, recording, scanning or otherwise except as expressly prohibited by law without prior permission of the publisher. This publication is designed, this is the last piece. This helps you not get sued.

Disclaimer

This last paragraph, you should put this in here to not get sued if you're writing a nonfiction book. This publication is designed to provide accurate and authoritative information in regard to the subject matter

covered. It is sold with the understanding that the publisher is not engaged in rendering professional services. That is so you don't get sued. If you're talking about fitness and you're not a doctor and if it's perceived that you're giving medical advice you could be in legal trouble. You don't want to do this. You say I'm not giving you medical advice. In numerous books not this one like in my Open Marriage one and a few others. I might even say it in this one. Let's see here. No, not in this one. I put a disclaimer. I am not an attorney. This is not legal advice. Please consult a qualified legal attorney in your area. I put that as a separate disclaimer page.

If you're talking about the law, health, any of that stuff. I am not a doctor. This is not medical advice. Please consult with a qualified medical professional before attempting anything in this book. Put that in there especially if you're an American publishing in America. You don't want to get sued.

Objective of the book

Your objective for the book is that it needs to sell something other than itself. I mentioned that earlier but I want to go into more detail about that. You should know when you publish that book how it's going to make you money above and beyond the sale of that book. I love these guys. I laugh when I see these guys who they just write a book and they want to sell their book. That is their whole business is selling their book. You need to have what is called a back end. You need to have other products or services if that means that you're a consultant, if that means that you have other books to sell, like online courses to sell. If you sell products, high margin products and use the book to sell the products. Know what the greater purpose of that book is. That is why I wrote The Unchained Man. The Unchained Man is actually to sell. It's amazing if you never buy anything because I wrote it for that reason. I want it to be an amazing book that blows you away but the purpose of that book, the ulterior motive of that book is to sell my other books and to sell my other services and to sell me and brand me. Know what it is. How that book is going to make you money beyond just people buying the book. That is how you make big money as an author.

I would not make the money I make if I just wrote one book. If I wrote an online dating book eight years ago, 10 years ago and that is it. No, I had a suite of products and services. If you go to CalebJones.com you can click books or courses and there's a load of shit that I have done that I'm selling, tons of stuff. I add more all the time. I want an entire product line of things. I'm an information marketer. You might be a service provider. You might sell a service. You might sell a product. I don't care what you sell but know what it is that you're selling, what is the purpose of that book is in terms of your business. I want you to write your book as a piece of your business not just to sell a book. Does that make sense? Really important.

Questions

I think we will open this up for questions. Go ahead and start typing your questions in the chat. I'll stay for as long as I can and answer them all. If there is aspects or topics that I didn't cover or if you want to expand on a topic please keep your questions to the topics of books at least peripherally so. Just do your best to keep the questions on topic. I always get a woman question in here when I do these kinds of things but let's see.

- Do you recommend using your book as a lead magnet to get people into your funnel for your back end products or just offer a free chapter?

Yes to both. You can do both. You can have your book. Here are the options. You can charge for the book a small amount of money as compared to the other books. The Unchained Man is \$7. You could also offer the first three chapters or first chapter. I do that when you sign up for my mailing list. I give you the first three chapters of that book. You could also give the book away for free. I mean this. If you've got a good back end and there are guys who do this. They write an entire book and they basically give it away for free.

Another thing to do, Russell Brunson does this. His main book, his best book he ever wrote he sells for just shipping only. Does he sell it for a \$1? I think it's just shipping only. \$3 for shipping. He only sells the paper version of the book. He wants your address and your email address to mail you stuff, to sell you stuff. He doesn't really make any money on the book. He makes money on the back end because he gives away the book for free. He charges \$2 but that is how much it costs him to ship it to you. You could do that but he has a strong back end. If you do anyone of those models absolutely yes. Free chapters could be given away for a blog, someone's email address, absolutely.

When you do that, when you are bribing someone to give you their email address to add them to their mailing list don't just give them a free chapter. Give them a lot. I give a bunch of stuff. I give podcasts and all kinds of shit but the answer is yes.

- What percentage of your sales come from Amazon versus your own website.

My own website is much bigger than Amazon. I don't track that number. I do track separate Amazon numbers. It's not just Amazon. It's Amazon plus Audible. Audible, Amazon and then my own stuff so it's

three separate numbers. I would say Amazon sales and IngramSpark but that is kind of Amazon. That is a damn good question. I'm thinking through. I would say 75-25. My own stuff 75. That is not the way that I'm recommending you do it. That is just kind of the way my business has evolved. I market my own stuff really hard and I just kind of leave it on Amazon for the few people that really want it on Amazon. I make less money if you buy my books on Amazon versus if you buy them from me. I rather you buy them from me. I put them on Amazon to be complete. I make a lot more money if you buy the audiobook from me than if you buy the audiobook from Audible because Audible charges less and I get a small percentage of that. Plus I sell my audiobooks as packages with other things. I don't just sell the audiobook.

- I'm building an information products business from scratch. Is it a good idea to do a brain dump, write all your talking points as a book and then post segments of the book verbatim or close to verbatim as individual blog posts to build your websites' audience? The reason I asked is that I find writing piece meal blog posts detrimental to my momentum. Is it better to write everything in one giant swoop?

It depends on your personality. Generally the answer is to write everything in one big swoop. You could still post your blog posts and then later come out with a book version of your blog posts. Yes, you could certainly do that. As a matter of fact there are guys who do that. There are guys who take blogs and they pull out their favorite articles and repurpose it into a book. Generally speaking it is better to write everything in one giant, swoop. Generally speaking.

There are some people who don't write that way but most people do. I'm going to give you guys a name. Diana Booher. Wait a second. I've got to Google her. There is a woman I know who has written 30 books. Hang on a second. You can look her up. She is a business author. She has written about 45 books. Her name is Diana Booher. She is amazing. What she does is she does book writing marathons. This is a thought for some of you guys especially if you struggle with this. I never had to do this but this is what she does and it works. She is married. She has kids. She will say, I'm going to write a book. I'm going to write a book on email communication. That was the last one I remember talking to her about. It will be like a 150 page book. She will schedule four to five days away from her house. She will get a hotel room somewhere like downtown or another city away from her family. She will turn off her phone for four days. She will put it in her schedule no one is allowed to fucking bother me including my husband or my kids for four days. She will check into a hotel room, get her laptop out and she will write for 10 to 15 hours a day, four days in a row her first and second draft. It will take her four days and she has the fucking book in four days. It's awesome. Very impressive. Very smart.

I get why she does that. She's married and has kids and a husband. She lives the typical mom life. It's the only way she could do it but she is amazing. She is a multimillionaire. She does very well. That is how she writes books. Some of you guys have been struggling with sticking with a book and life gets in the way. You might want to do that. Go on a book writing retreat and just be gone for four days. Get a hotel somewhere, get out of your life, turn off your phone. No email, no social media and just blow your brains out for three days, two days and just crank out that book at least the first draft. Get as far as you can on the second draft but at least the first draft which is the hardest one. You can do that. Very cool idea.

- How can I publish under a pseudonym and remain anonymous? I suspect at some point I have to operate under my real name when applying for the ISBN number at IngramSpark. How does this affect?

You can do everything that I described on this online training under a fake name. I did everything that we talked about under Blackdragon. By Blackdragon. My name is nowhere in here. Is it? Maybe later I did. No, Blackdragon Dating System. ISBN number right there. You can just call yourself, I call myself, my author name on Amazon Blackdragon Owenwort. I'm also Caleb Jones. I'm two different authors. I'm Caleb Jones for Big Income on Little Work and Samson and the Wizard and The Unchained Man but I'm Blackdragon on my dating stuff. You can just type in author name Blackdragon. If it's first name or last name only the last is required so you put in the last name Blackdragon. Yes, you can do that. No worries.

- Are there differences when I publish in Europe?

Slight differences. European ISBN format. IngramSpark does work in Europe. European ISBN, I am 80% convinced the Bowker ISBN will work in Europe but I'm not a 100%. You may have to check on that. I would call Bowker, call them or send them an email. I'm 80% confident they do. ISBN number is an international number. I'm 80% sure it will be fine. IngramSpark too, I would call them or just send them an email say hey, I live in the UK or Germany. Do you support this? There may be an IngramSpark Europe, IngramSpark.eu I believe. I'm pretty sure. I wish I could give you a pretty solid answer but that is real easy to find out. Real easy to find those things out. With Googling around and sending some emails you can figure that out.

- Do you have book writing schedule like block time?

Yes. When I'm writing a book and I'm in the heat of writing a book. Right now I'm not. I'm re-editing a book which is different. When I'm writing a book yes, I do all of my SW work at the beginning of the morning. I get all of my business stuff done. I do all of my marketing IW stuff done. I try to get it done by noon or 1 and for the rest of day I focus on writing the book particularly afternoon and the evenings. I am an evening person so I write better in the afternoons or evenings. That is me. Some of you are morning people will write better in the morning. Some people who are more creative in the morning so that is where you got to do your writing. That is the first thing. You need to figure out when you do your best writing. It's about 50-50. Half of you guys will be writing well in the morning before noon. Half of you would be writing better in the evening or late afternoon. I write better in the late afternoon or the evening. I clear the decks and get all that work done. I set a time management goals, three and a half hours, four hours with breaks and things like that to just crank out the books.

It took two and a half years beginning to end to write The Unchained Man. That is unusual though because that is my opus. I can write a Blackdragon book like this. I can crank one of these out in four months beginning to end, typeset, ready to sell like this in my hand. Three and a half months, four months plus these are shorter. The longest Blackdragon book I think 343 pages, this one here. It's a nice book. I don't usually look at my own books.

- On average how long does it take to write a book?

Just covered that.

- Please write that sugar daddy book. I want it now.

It is on the to do list. It is on the project list. It's not next on the project list but it's on the project list. It's coming.

- You talk about stamping your eBook to protect your IP. What service to use for this?

I didn't mention that. I'm sorry. The best service you guys should use is e-junkie.com. It's \$5 a month. It links with PayPal and you could sell all your books, the eBooks now not the printed books. You have to use IngramSpark for that. All of your eBooks through e-junkie and that is awesome. They do automatic stamping. It's really cool. It's just part of their service. That is awesome. That is what you should use.

- Can you recommend a good translation service in case I want to translate the book to another language?

There are so many. No, I can't. I have behind the curve on that. I have not translated my books yet. That is on the to do list so I really can't. It's not hard to find though. Just pick the country and pick the language.

- My first book is titled The Confidence Formula. In regards to niching down are you saying it should be The Confidence Formula for Millennials Men?

Yes. At a bare minimum your subhead should state the niche. The Confidence Formula How to Boost Your Confidence by 100% for Men Under 30. Something like that. Ideally yes, you would put the niche in the topic but you don't have to. Big Income on Little Work, does that define the niche? Not really. It defines the benefit though. The Confidence Formula is a pretty good title.

Book Titles

The title of your book is super, super, super important. This is how you make a book title. You get a spreadsheet and you number it from 1 to 50. This is hard. You force yourself to brainstorm 50 titles. They could be stupid. If you're just running out of ideas make them stupid. Make them slightly different than each one and get 50 in there. Go back and pick out the best ones if you're really serious. This is what I did. This is what Tim Ferriss did. You take your top four or five titles, book titles and you go on Google AdWords or even Facebook and you write ads with those titles as the title of the ad and you split test them. You find which ones pull the best. That is how I came up with The Unchained Man. I had about eight titles. I had about 60 titles. Narrowed it down to 10. Narrowed it down to about six. I split test all six against each other and Unchained Man won. That was the best one.

- Do you have fear that you will run out of things to talk about as part of your Alpha 2.0 Lifestyle?

No. I'll talk about that in a second.

- You've written tons about dating, time management, business, international travel. Is the fear that you have covered all or most of what you need to say and that going forward what you say will just be a rehash of your previous material. If so how do you deal with this situation and find more material to talk about in your areas of expertise?

Great question. Two answers to that. I am a natural writer. That is my natural talent. I don't get writer's block. People talk about writer's block. I have never experienced writer's block. Every time I need to write anything blog posts, book, chapter, newsletter, I write it. I could write double what I write. My brain is full of ideas. I don't have that problem. That is my natural gift. A lot of you may not be like that. A lot of you just think about it and brainstorm and things like that. That is fine.

The Alpha Male 2.0 lifestyle is pretty comprehensive. There are maybe 50 topics within the Alpha 2.0 Lifestyle so it's dating as a non-monogamous relationship. That includes dating and relationship management. Then it's location independent income, international lifestyle, blah, blah, blah. Under each one of those you could find another 20 topics. What is the topic of this online training? How to write a book. I have about 10 of these planned. The first one I did of this was How To Do a First Date. What was the one I just did? I'm drawing a blank. I have so many ideas I forget them all. Hang on a second. How to Monetize a Blog. I got 10 of these planned. I will never run out of things to talk about.

As my life changes I gain new skills that I can talk about. Was I talking about sugar daddy game five years ago? No because I wasn't doing sugar daddy game five years ago. Was I talking hardcore about five flags 10 years ago? No, I wasn't doing five flags but now I am. I am continuing to do new things that fall right in line with the Alpha 2.0 lifestyle. That is by design. I will never run out of shit to talk about.

I have told my audience I reserve the right to stop talking about Alpha Male 2.0 in 2024. I could stop whenever I want. I am not probably going to stop but I can. I don't have to write this shit for the rest of my life. If I could I would be just fine.

- When publishing anonymously and you have to send receipt payments Amazon, does your real name not occur at all?

Let me think a minute. How does IngramSpark pay me? They pay your company. They would pay your company. IngramSpark pays DCS International. They don't pay me. I guess no. The answer is no.

- What is your opinion on guys who talk their book on a recorder and then send it off to a transcriber?

That works for some guys. There are some men who do that. A really good example of that is Ken Blanchard. He is the guy that wrote One Minute Manager and all those books. Raving Fans is probably his best book. He is more auditory. Some people are kinesthetic. Some people are visual. Some people are auditory. If you're more auditory yes, perfectly fine. If you're just not the kind of guy who sits down and

types, that is not just how your brain works. Dictate it and send it to a transcriptionist. That is perfectly fine. I like to type but that is me. You might be very different and that is fine. There is nothing wrong with that at all. Perfect, do it.

Brian Tracy, one of my big mentors. That is what he does. He dictates all of his books. He'll do it in his car. He'll dictate, dictate and send it off to this staff and boom, they make the book for him. Fine, fine, fine.

- Sales page, should we create a specific domain dedicated to the book and create a sales page for it?

Yes. I didn't mention that. Thank you for asking. Everyone of your books needs to have its own individual sales page or at a minimum individual page on your main site. Historically the best way to do it for SEO purposes was to make its own page and its own domain with the name of the book or the benefit in the same. This book is at HaveOpenRelationships.com not UltimateOpenRelationshipsManual.com would be too long to type. You sell nothing but that one book on that page. My understanding today is that SEO has changed. You don't necessarily have to have it on its own page. It's on site I should say. You could do it on its own page on your main site. That is probably okay today. My understanding is that is probably okay if it's a page on your main site nothing else shows up when they click that page on your main site, if you have a side bar it goes away, if you got menus on the top it goes away. You only want to be able to have them click the buy now button and nothing else. Very important.

This has been great. Thank you I'm glad. Good.

- During the first draft, how can you tell if what you write is just absolute shit?

It will be shit in the first draft. Assume it will be shit. Assume it is going to be shit. At the end of the second draft it should be good. Assume it's going to be shit. Just assume it. At the end of the first draft it's going to be shit. Just assume it in advance. That way when you go back you go back and say oh my God, this is shit. You're not surprised. When I write my first draft it's shit. There's chunks of goodness in there but it's shit. It's terrible. I am a good writer. I don't say that as an arrogant bastard although I am. I write well. This was shit. This first draft was shit. This is one of the best books that I've ever written. This one right there. This is one of the best ones. It's hard to say. This is probably my best Blackdragon book, this one right here The Ultimate Open Relationships Manual, probably in terms of the writing quality I think although I'm writing a new one. I'm updating The Online Dating Manual so maybe that would be the best one because it will be new but who knows but it was shit the first draft.

- Any advice on increasing book sales through affiliates and partnering with others?

Absolutely. You should do that. It's difficult. Now you can sign your book up on Clickbank. The easiest way to do it is go to Clickbank.com and sign up there and start selling your book there. The disadvantages of this it takes some extra work. You cannot swear in any of your books if you sell them on Clickbank. You have go through your fucking book and take out all the shits and the fucks and the damns. You have to do that stuff and then you put it on their marketplace so that people can sell it and pay them 60%, 70%, 40%, whatever you want. That is the easy way to get started with affiliate stuff.

- Do you have a word goal per day, a thousand words per day? Time goal, three hours per day?

I don't have a word goal. I know some authors do. Some authors have a page goal, two pages. I think it's Stephen King. Is it Stephen King? Maybe someone else. Two shitty pages a day is his goal. Two pages even if it's shit. If I want to keep writing I can but I need at least two pages. I do time goals but that is just how I think. You might be more of a page guy or a word guy however you think, every personality is different. I am a time management consultant and a time management nerd in terms of time. I set time goals but a lot of guys and you've got to be nice to yourself too. If I said right now go write a book for three hours most of you guys are like three hours, I can't do that. I'm an experienced writer so I can say to myself three hours, two hours, one hour, an hour and a half, 30 minutes. You might be better off stating a word goal or a page goal. It depends on how you think.

- How do I know which one I am Caleb?

Just think through. Time goal, word goal, page goal. Which one resonates with your brain and your brain is going to lock on to one of those. I like that. That is what you should probably try. Everyone is different.

- Any advice how you bundle to increase sales and offer discounts?

If you have multiple books, yes. Whenever you go buy one of my books and I used to be shitty at this and I got reasonably good at. Now I'm amazing at this. If you go to any one of my books' sales pages HaveOpenRelationships.com and you could feel free to copy my websites, copy my shopping carts. OnlineDatingSuccessNow.com, GetToSexFast.com. When you click buy now it not just gives you the book but several other options. Do you want this book? Do you want the book? Do you want the better version of the book? Do you want the book plus this other book? There's 50% off this other book. Do you want that? You click one of those and then it says hey, for an extra \$20 you can get this too. For 50% you want that too with one click. You want to upsell and bundle on every sale you do if you have multiple books. This is why you need multiple products. This is why you need multiple books, multiple courses, multiple services, not just one book. This is how you can make the real big money with having multiple books. That's an example.

- Just a suggestion. Your blogs are so epic. You should do a best of Blackdragon blogs into a book series.

That is a tentative item on my to do list, on my project list. I may do something like that. I might do that. This is me being a snotty asshole. I look down on people that do that. Hey man, you just took your blog post and made a book. Who is going to buy that? I'm sure that would sell very well. That is on the list. I will probably do something like that at some point.

- What is the best place to outsource the writing of a book?

Upwork.com for all this stuff. I have a ghostwriter now. I have never used a ghostwriter before until this year. Here's a little secret, I think I have revealed this one to the other webinars that I did. The Big Income on Little Work book was ghostwritten. For the first time I tried it as an experiment because I want to write multiple books. I want to write books and have other guys write my books for me and publish multiple books at a time. I gave this guy all the content. It's still my content but he wrote. I edited it a lot but he wrote it. I found him on Upwork. He is very good. It is going to cost money. You are going to spend a few grand. It's not cheap. I'm able to afford it because I already have a viable, mature business. You can if you want.

There are guys I know, guys I work with, clients I work with, people I work with, friends, they want to sell books but they hate writing. They're not writers but they just write up an outline and they hand it to a ghostwriter. A ghostwriter just literally writes the entire book. Perfectly fine.

- How profitable are books for you?

Extremely profitable.

- What percentage of your revenue are books versus your SMIC versus your video courses?

My video courses. My video courses you can't compare my video course income because I do course launches. If you watched my business over the last two or three years I've launched a course over a set period of time and during that time I make a gigantic mountain of money more than any other income stream I've got. You can't really compare it. Courses are not a regular monthly thing for me. They're launch income. The graph looks kind of like this. My book income and my SMIC income is like this. My launch income is like this. That is how it looks. You can't really compare it.

If you don't compare this what percentage of my income is books. This fluctuates so I make about if you don't count course income which is huge. I make about, these are rough numbers, maybe 40% of my gross from eBooks, 10% from printed books, 40% from SMIC and then the rest miscellaneous. Then a huge amount of money for my courses. Those are rough numbers. I don't mean them to be exact but that is about right. I make thousands and thousands of dollars just from selling my own books, my eBooks not including Amazon, not including Audible, not including SMIC. I make thousands of dollars amount from some of my books mainly because I have so many and I price them well and I sell them correctly.

➤ Do you recommend using affiliate links on your books to products you recommend?

Yes, absolutely if they're worth doing. If you're just mentioning the thing on Amazon, a special kind of toothpaste or toothbrush that costs \$6. You're going to get 12 pennies. No but if it's something that is a margin product with a real margin on it yes. Put your affiliate link in there on your eBook and hyperlink it. Hell, yes. Yes, absolutely.

This has been really helpful. Good. As always I appreciate advice. It's time to go see my shitty, first draft through the end. I will feel good about this if I get a number of you to finish your first draft because that is the hardest part. Everything about it is easy and kind of fun even doing your audiobook is kind of fun. Get your first draft done. That will make me happy and that will make you very happy.

This part of the talk is most of those who cheers. Good, thank you. I appreciate it. I'm very happy I could help. It can be really entertaining especially audio version includes some of the comments and roast them on them societal programming. I do have some plans to go back through some of the psycho comments on my blogs and evaluate them on YouTube. Definitely going to be doing that. That is going to be a lot of fun. Oh yes. I can't wait to do that.

Best advice is the brain dump and write that shit. Good. This has been great. Great. Do more of these webinars. I am going to do one a month. There is a new topic every month. I'm going to do one a month from now on during Corona Virus because none of us are going anywhere. Love the Q and A.

All right. I think we'll wrap this up. In a few days, please be patient, you're going to get a link to a copy of this video plus the notes and that's it. You'll get a copy of all that stuff. Don't delete your blog comments. I am not going to delete my blog comments when I switch to the new blog. I'm going to keep the blog comments. You won't be able to make new comments. Trust me, I want those comments there forever. Trust me. Mostly because of the good ones but the psycho ones too.

You are very welcome. I hope this has been useful. I'm going to end it right now but you'll be getting a copy of this very soon. Write your first draft. I'm going to leave you with this and I'm going to hang up. Put a date on your calendar when your first draft is done. If you get one piece of homework out of this, the one thing that is going to change your life the most in terms of your life as a writer put a date on the calendar, a deadline for your first draft to be done. Put it on there. Do it tonight or tomorrow and then get to work. That is hardest part. Then when you have that done write your next book and your next book. Every new book is easier and more fun. Thank you guys. You're very welcome. I'll see you guys very soon. Bye.

~Caleb Jones.