

Speaker 1 ([00:02](#)):

Well, Hey everybody. This is Jeff Herring with Linda Sterling <laugh> and welcome to our special breakout session where we create live together. The, um, promised bonus of a custom 10 page short book, genius template. And what we're gonna do here is I'm gonna go through this template that we're gonna show you a little bit of right now. No, yes. A little bit of right now. And Linda, I'll bring you back in just a second, right over here. We're gonna make this bigger for you. So don't worry about that. Um, and then Linda's gonna show me how to make it better from, from her expertise, cuz she's the, the short book expert. So this will make us littler Linda <laugh> and this will shrink us and this will make us disappear altogether. So it's nice and big for the folks. All right. So a couple of things here, you may be wondering, um, where you can ask questions, do that right in the, in Facebook.

Speaker 1 ([01:10](#)):

And I'll see 'em over here on these this screen. Um, and you also may be wondering why am I doing this in medium? Well, a couple of reasons, one, I recommend you guys get involved with medium.com, but the main reason is I'm doing multiple things today. And so here's a couple side tips for you. Um, the main thing I'm doing is creating this for you guys because it's promised and I thought, you know, it's better if we just do this live because this is gonna be broken into six parts later on today, this video training, the template and the checklist, um, and then a copy and paste section where you can just copy the template and paste it wherever you want to build it out. And then examples, when I call examples from the wild where other people are using it out there. So Linda, I may wanna link to one of your, your 10 books, tell me 10, 10 books, 10 page short book.

Speaker 1 ([02:07](#)):

Um, and then you'll get an audio that's downloadable. So you can take this in the car to work out or whatever. And then for those of you that like to read and mark things up, you'll get a transcript. So, um, you're getting that and the reason I'm doing it here on medium now listen carefully part of this, not all of this, cause this is gonna be a paid product. You're getting it free. It's gonna be a paid product later, but I'll turn some of this into an, an article that will promote, um, Linda, um, short books, fast profits. So that's one of the things going on here. We're creating a bonus template for you. Um, this will also become a full-fledged \$97 genius template that sells on its own. And it will also become part of the, um, complete set. So there's lots of stuff going on here today.

Speaker 1 ([03:00](#)):

And so one tip to take from that is when you're doing a demo, try to set it up. We can have all those uses, right. Um, and you know, create, do something, demo, something you're gonna create for yourself too, while you help the folks. Okay. So title up here, the 10 universal laws of niche topic. So whatever your topic is, those are the 10 universal laws you're gonna create. So, you know, shoot us your niche, topic ideas in the, um, in the chat here now, universal laws can also be rules, rules of the road, um, laws, guidelines, tip it's, whatever else you can come up with. All right, I've been doing the universal law stuff for chunks and God it's been 20 something years, maybe since I first started in 97. And what happens is people love these small bits of, um, information that, um, actually all of the genius templates can be turned into short books, but I chose the easiest one to make it easy for you guys. So you can do this fast part. Remember how we were talking about fast stuff a little while ago, Linda. Cause I asked Linda, I said, okay, how long in the traditional book world from idea to on the bookshelf is average. And, and what was the answer Linda?

Speaker 2 ([04:29](#)):

Well, it depends on the publisher, but the traditional publishers will take up to two years, you know? And there's another part that I didn't talk about with you, Jeff, as that, um, when you're with a traditional publisher, then you may get some money up front, but it won't be all of the money anymore, right? It, it will be a portion. And then maybe depending on the contract, maybe a portion after certain amount of contents delivered and then some at the end. So you could be the, the paychecks now you're really, really fortunate if you get 10,000, most of the paychecks are two to 3000, so you'd be waiting, um, a full at least year before you got, um, all of your payment and then they don't pay the, uh, royalties right away. Either you wait another year for those

Speaker 1 ([05:30](#)):

Holy smokes. Mm-hmm <affirmative> holy smokes talking about royalties. I was reading something in Quora today that, um, remember when the Beatles anthologies came out, the red albums in, in the, in the, what was it? The seventies, I guess, nineties, somewhere in there. Um, apparently Pete best the drummer that Ringo star replaced mm-hmm <affirmative> um, contributed to some of those early, um, things. So Paul McCartney called him up and said, there's a little bit of royalty money coming to you if you want it. Um, and it turned out, it was like hundreds of thousands of dollars. So, you know, he got a little bit of, um, soothing for, <laugh> not being a Beatle. All right. Art is saying that guidelines overcomes my problem with universal laws. Yeah. He's in the legal world. So he wouldn't be able to use that. So, yeah. Guidelines. Cool. So let's build this out the law of, and it's a niche specific topic. I'm gonna demo some of this for you in a minute, and then you're gonna explain the law. Okay. So for instance, I could pick the, the niche topic of talking, talking with your team. Okay.

Speaker 1 ([06:51](#)):

One of the, say, same with me since I write about grief tips or guidelines will work for me more easily. Great. I mean, it's just flexible, not written in stone. So for me, 10 universal laws of talking with your teen. Okay. So the first one's gonna be the, the law of unsolicited advice. Okay. And you can do the same with your stuff and you only gotta think up Ken. I mean, come on the beautiful thing about what you've got with these short books, Linda is you can make this stuff up and, and have it out there in a day. Okay. So then you explain the law. And so what I would say is the law of UN solicited, vice tells us that in conver conversation with your teens, any unsolicited ice stands a great chance of being taken as criticism.

Speaker 1 ([08:16](#)):

And now that might be hard for some of you to believe that's not correct criticism. You guys try talking and writing the things on cry. It's two see in there. <laugh> uh, no, not come on Justin. No, you wanna see instead of AEZ all right. You know what it's supposed to be heck with it. Um, all right. Now some of you may be having a hard time, um, uh, understanding that because all you're trying to be is helpful, right? Well, why don't you do this? Or why don't you do that? It's just the way it works. And even though I used to work for a living with teenagers, even though I still volunteer with them. And even though I've raised two, some people say are pretty good adults. I blew this the other night, Linda with my 19 year old Caleb. He and I are having a great text conversation about a, um, what he told me was the most beautiful girl he'd ever met, um, at college.

Speaker 1 ([09:22](#)):

And so we're talking about it and I, and I did the mistake of suggesting unsolicited something they could do. And he goes, dad, I know what I'm doing. Whoa, where did that come from? And then I looked back at what I said, and I went, oh, I blew that law. I blew my own law. And so I wrote my, I texted back my apologies and I have complete confidence that you do know what you're doing, son, period, and a strong period because I resisted the urge to say, because I taught you. Um, but I decided that wasn't a good thing to add. Okay. And so I would tell that story here, folks, as part of explaining the law of unsolicited advice, Linda has one how to handle unsolicited advice on how to deal with your grief. There you go. There you go. Cuz yeah, you get a lot of that there in a better place, all that kind of stuff.

Speaker 1 ([10:19](#)):

Um, so that's an example and you would say a lot more than I'm gonna say here. Okay. Um, and then I've got some action questions for you. Okay. Now these are ones I typically use. Feel free to use them or create your own. So what part of this law stands out the most for you? Why, what part of this law will you take action on before your head hits a pillow tonight? What roadblocks or barriers can you predict? What's your advance plan for getting around and past those roadblocks or barriers and other thoughts you're invited to journal about them here when all is said and done, um, Linda, this is gonna be a lot more, it's probably gonna be closer to 20 pages, um, because unless you keep each lot on one page, um, so we're, overdelivery here, right? So you've got one law here.

Speaker 1 ([11:19](#)):

I won't go through creating the other nine, but what I want y'all to think about, and this is just one of, a lot of genius templates. You can do this with, um, you can start with a, this is what I love about Linda's stuff. You can start with an idea in the morning. Okay. And come up with 10 guidelines, rules, laws, whatever, on any specific niche topic, list them out, talk about 'em copy and paste this stuff. Um, and would it be reasonable to say you could have this out on Kendall by the end of the day, Linda?

Speaker 2 ([11:59](#)):

Um, I, I don't think so. Jeff, um, because you still have to put together your, um, your cover, even if you, even if you are, but that can be done in you're writing too. Yeah. Um, so you have to have your cover. If you're doing a print book, then you need to, um, not very many people are capable of, you know, putting the, uh, barcode and everything on the back. So you probably have to send it off to maybe a fiber or, um, uh, Upwork person to do that. Okay. So it's not instant, but it's faster than anything else that you're going to come across. So what you can do to accelerate things is if you know exactly how many pages you're gonna have, if you determine, okay, I I'm gonna condemn until, until I have only 20 pages say or 10 pages, whatever it is.

Speaker 2 ([13:02](#)):

And then, well, so I, I misspoke there. I'm gonna have 40 pages because that's what we need for, for print. So if you know, gonna have 40 pages and you stick to that, no matter what, you can have all your cover stuff done in, in advance. Um, the, the cover designer is going to need to know, um, how many pages and then they'll ask you, will this be in cream or white? So non for fiction is gonna be white and cream for fiction because the, the paper weights are different and that dictates the size of the spine. So that's one of the things that, like I say, you can do in advance and then just box yourself into like 40 pages. It's gonna be really good cut. Now that's if you're going with print. Yeah. Um, if you're not going with print, then all you need to worry about is getting the, um, front cover because eBooks don't have a back cover getting the front cover done in advance and, and, um, going from there.

Speaker 1 ([14:13](#)):

So you might could bump this up to 10 universal laws rule. I'm sorry. Bump this up to 21. Universal laws, rules, guidelines, and get real close to that 40 page mark. Huh?

Speaker 2 ([14:26](#)):

Oh yeah. You know, I think that if people follow, um, what, what I recommend for their research, so they're going in and they're look at the other books on the topic like we did in the, the demonstration. Um, if you look at the other books on your topic and you just really hone in on what the, the values are in one distinct area, you're gonna have plenty to write about. And especially if like, um, handling grief, you know, obviously that's something you're well equated with. I, I believe it was Linda, right. Um,

Speaker 1 ([15:06](#)):

Linda meet Linda, Linda <laugh>,

Speaker 2 ([15:08](#)):

Um, you know, your topic forwards and backwards. So you're gonna have plenty to say, but you want to, you want to shape it to answer the, the questions that people feel aren't being answered. And when you do that, then you're golden. You've got something that will be, um, ranked. Well, assuming your cover is good. You, you know, it's appropriate for the genre and you have edited your material well. So, um, I was, um, in the Facebook group and I'll just repeat this. One of the, the things, when, once you start to sell your book, once your book is up there, the things that will make you fail is if you don't have enough value in your content, you don't have a cover that's specific to your genre and you haven't set up your keywords appropriately. So you wanna make sure you're doing all of those things and that's where you find success. So I think you guys are gonna all be knowledgeable about that. You've been working with Jeff for a while, so I'm confident everybody's gonna have

Speaker 1 ([16:21](#)):

Adding value, cover specific to niche and keywords mm-hmm <affirmative>.

Speaker 2 ([16:27](#)):

And, uh, I forgot another one. Um, at least decent edited. You don't have to pay thousand dollars for a top editor, but it can't be riddled with spelling mistakes and, you know, just kind of a, a mess it has, has to, has to be at least halfway decent,

Speaker 1 ([16:47](#)):

Pretty darn close mm-hmm <affirmative> all right. So now folks, again, what's gonna happen later on today when I put this together is only be a section where you can come and copy and paste this. Uh, and then you just, you know, you make up this part or you can change the action questions. Um, so Linda I'm, I'm the template guy. You're the book woman. How do we make this template better for a 10 page, age, short book?

Speaker 2 ([17:16](#)):

Um, well, you're you remember, I'm seeing this for the first time here, Jeff. Oh, I know. I know. So what I would would think about is, um, I'd, I'd want to outline more of maybe, um, what do you, what do you

feel is missing in other books? Okay. And how can, or how can you condense what lengthier books deliver?

Speaker 1 ([17:59](#)):

Oh, I love that idea.

Speaker 2 ([18:03](#)):

Yeah. That's actually a really good way to do things. Um, you, some of you may have seen there's books on the market that are abbreviated really abbreviated versions of popular books, because people wanna step to speed and know what their peers are talking about. Well, those books sell better often than the, uh, original longer books.

Speaker 1 ([18:30](#)):

So is that like a cliff note version of a book? I guess

Speaker 2 ([18:33](#)):

It, it, it is, yes. Okay. Yeah.

Speaker 1 ([18:37](#)):

You know, who's doing something really interesting. Have you heard of Andy Andrews? Yes. Okay. He's a buddy of mine and a mentor. And on his, um, wisdom Harbor, um, membership, they're taking a lot of the books that are in, um, oh, come on. The thing that Tony does, um, they're free to everybody. There's a, there's a

Speaker 2 ([19:01](#)):

Free, yeah, no, I'm get a space on it too. Somebody can type in the box if they can think of it. Yeah.

Speaker 1 ([19:06](#)):

Help me out guys. But they, um,

Speaker 2 ([19:08](#)):

There books that have run out of copyright. Yeah.

Speaker 1 ([19:11](#)):

He they're taking them, you know, especially the ones that are, you know, too wordy or difficult to understand, and they're turning them into Audi public domain. Thank you. Yes. And, and they're turning them into, um, audio books or written, thank you, Monica or written in a different language. Not, not Spanish or for, but in a, a more street language kind of thing. Mm-hmm <affirmative> so I love that idea. Condense what length of your books deliver. So that's kind of like the, the internet thing of, if you're creating a product on a topic, find out what the biggest deliverable is of your competition and make that the bonus. So, okay.

Speaker 2 ([19:49](#)):

Well, and another tip be because you'll want to be advertising is make sure you use that other book in your ad words so that you're using that as one of your, your key. You can't put it in your keywords inside Amazon, but you can put it in your keywords, in your Amazon ads.

Speaker 1 ([20:13](#)):

That's, that's worth the price of admission for this training. These are the books on topic in keywords. I

Speaker 2 ([20:23](#)):

Love it in keywords in ads. Yeah. And I I'm real spec specific if I can say about that because, um, it's against Amazon's terms of service to list other books in your keywords.

Speaker 1 ([20:39](#)):

Oh, okay. Okay. So in ads mm-hmm <affirmative> okay. All right. I'm gonna keep this in the, in the template so you guys can, can benefit from this stuff too. Um, so if you're looking for a, you know, a, a, a, a, a 60 minute, 90 minute, three hour training folks that ain't this, um, you know, me, I like to make things as quick and short as possible. And so that do this 10 times. Okay. And with, with Linda's tips and y'all, that have been with me a while. Really, really what I want you to think about. I picked what I thought was the simplest of the content creation genius templates to expand into a short book. You could do it with any of 'em and, and what's, uh, Linda, what's a, uh, what's how many pages is a 300 word article, approximately?

Speaker 2 ([21:38](#)):

How many pages? Yeah. How many pages? Oh, 300 word. Um, oh, that's, that's gonna be depends on your book size, but probably about two and a half pages.

Speaker 1 ([21:54](#)):

Okay. So two and a half pages is 300 words. So if you took, gosh, I'm doing math in public, this is terrible. <laugh> um, if you took, you know, to get to a, a 10 page book, you could take four articles, bundle them together. Boom. Add this stuff with action. Questions is bigger. Um, and then what is that? 15 peer let's just use my, um,

Speaker 2 ([22:27](#)):

Yeah. Don't ask me to do,

Speaker 1 ([22:29](#)):

Oh yeah. I, I believe me. So 40 pages divided by 2.5. So that's 16 articles would equal a 40 page book. So 16 bundled articles, kids on the same topic, or three sections of a topic or whatever, um, would get you a 40 page book. So you've got an ebook, a Kindle book and a book with a spine, right?

Speaker 2 ([22:59](#)):

Yeah. I I'm to throw out another idea because I really like the idea of people having both the ebook and the print book. Right. Um, people really like to have a choice on that. And a lot of people, they don't even own an e-reader, so they want something in print. So you're just gonna get more, uh, reach if you've got both, but here's another thought you've got the same content, have it formatted for a large print book that makes an even larger book, but it also goes to an O another audience, an audience that

just can't read that, um, you know, 11 or 12 point type. So it doesn't, you you've already got the, the cover. Um, you'll need to have the spine adjusted by whoever does your cover. Right. Um, but you've got one more piece out there that is bringing in income for you.

Speaker 2 ([24:02](#)):

And another thing that, that I would really encourage is, think, um, think about building that, that income pyramid, you've got one book, but tie in other related topics and make sure that you've got links to those books. And so you might want to publish 'em, you know, all within about a week of each other, you don't wanna publish 'em all in the same day. I won't get into the why of that, but within about a week of each other, so that they all show up, that's gonna give you so much more presence in that area of the market. And again, uh, my stress this before, but make sure in your, your blurb on Amazon, that you mentioned that these are short and actionable, um, because they're shorter or however you wanna word it, but, but put that kind of, of wording in there. So larger print book, more books, as fast as you can, you want more books on your topic then, uh, when you list your books on Amazon they're, um, they're, they give you a choice to show that it's a series. And so you wanna say that it's a series that too is going to give you more disability.

Speaker 1 ([25:24](#)):

I have kept personally myself have kept all the, um, writers that write, you know, end of the world, dystopia and fiction and survival, all those fiction books. I have kept them in business. I know <laugh> cause I just love those books and boom, Kendall, boom, boom, boom, boom. So, yeah. And, and I always look for, I look for two things, are there more books in this series? And then if I really like a series I'm waiting for the next one and sometimes buying it in advance. So yeah.

Speaker 2 ([25:55](#)):

I love that. Yeah. And, and that's what everybody does. If you are really delivering on what people want, they're gonna remember you and they're gonna buy other products of yours. So yeah, it's a,

Speaker 1 ([26:09](#)):

On the, on the 40 page book with the spine, what can be, what can be on that spine? How wide is that? Or help? Not

Speaker 2 ([26:18](#)):

Much. Okay. Um, the type on that is gonna be pretty small. Um, I think it's less relevant. What can, and beyond that spine than the, than it is the fact that people like books that are bound. Yeah. Instead of, um, stapled and Amazon doesn't even staple, but that's another route you could go with a different publisher. Okay. Um, but people like books that are bound, they're just easier to, you know, pack around their purse or their pocket or whatever. So, um, it, it's advantageous to have, have a bound book in addition to

Speaker 1 ([26:58](#)):

The ebook. And I love what art is saying. Um, this is great advice. All I can find on male, female communication are articles and longer books. Condensing is my forte. I can fill the gap. I love this last sentence. I can fill the gap with short guideline books.

Speaker 2 ([27:16](#)):

Perfect art. Yeah. And, and people who, who want to fix something, they, they don't wanna read 300, 400 pages. They wanna something they can take action on right away and feel like they're, they're getting their issues resolved or their questions resolved. And so I, I think that's perfect. Lovely. Looking forward to seeing those.

Speaker 1 ([27:42](#)):

Yeah. Me too. Art and mine too. And all y'all's all right. Um, here, here, down here, Linda in the south, the plural of y'all is all y'all. So <laugh> in case you didn't know that. Um, all right. So there is the template, like I said, um, when we wrap up this call, which we're gonna do in a, just a few minutes, I'm gonna send the recording to Linda that she'll have for y'all there. Um, it'll be in the Facebook group as soon as we hang up and then this afternoon I'm putting it, probably get it done today, maybe tomorrow, um, putting it all together. You'll have this video training, the template, the checklist, the, uh, the copy and paste the examples from the wild, um, the audio downloadable and the transcript. Okay. So I think that's a pretty good bonus and I was starting to put it together and I thought, let's just do this live. It'd be more fun with the folks and you were able to make it better, Linda. And so was art. And thank you, Linda, and all these other good folks. And

Speaker 2 ([28:50](#)):

My, and we'll be putting this in the membership site too. Right. Jeff, what's that? And, and I'll be putting this up in the membership site,

Speaker 1 ([28:59](#)):

Please, please do what I'll, what I'll do is, um, this will all be on one page and I'll send you the link for that. Um, and so people will be able to get there from there. Awesome. Okay. Kids, um, now it's time for Q and a, you bring the Q and Linda and I will bring the a, if you have any QS. So go, I know there's a, a few second lay here on stream yards. So that'll allow me to take art down here. Sorry, art. Um, so we can see more things. I really like that I can fill in the gap with short guideline books. Mm-hmm <affirmative> I wrote that as number five here, kids.

Speaker 2 ([29:45](#)):

Yeah. On number four. Um, just write the word additional before, uh, the word format.

Speaker 1 ([29:53](#)):

Okay. Where do I put additional?

Speaker 2 ([29:55](#)):

Um, you've got the number four and then write additional that.

Speaker 1 ([30:01](#)):

Oh, okay. So additional, additional here. Mm-hmm <affirmative>.

Speaker 2 ([30:08](#)):

There you go. Okay. Got it. That gives you that gives you three products from one piece of work. And if you, if you felt really ambitious and you've got the kind of voice to do it, or you wanna hire somebody to do it, let's say that you've got you, you build your, uh, pyramid of, of short books. Then you can have somebody do audio for you and have audio in addition.

Speaker 1 ([30:40](#)):

Now, is that for versions or is that three?

Speaker 2 ([30:44](#)):

That would be four that you, you have

Speaker 1 ([30:46](#)):

To have? What, what are the four again? I thought there was only,

Speaker 2 ([30:50](#)):

There's a, so you have your ebook, right? Your, um, your soft cover and your large print book. Oh, okay. Then, um, once you have enough of the smaller books, you can combine those and have a larger book, which would actually give you count all my fingers here and give you another product. So that'd be four. And then if you did, um, audio, cuz you ha you need to have quite a bit of content to do audio, right? So,

Speaker 1 ([31:23](#)):

So this, each of these becomes, becomes a profit center. I love it. Yeah. Monica, you're welcome. She says appreciate the short and sweet deliverance. I love it. I like, um, Diana's question too. Is there a recommended number of books we should have in a series?

Speaker 2 ([31:38](#)):

So a series should be at least three. Um, you know, it really depends on your topic and how wide you want to go now fiction writers. I, I know fiction writers who, who have 20 books in a series, um, for, for nonfiction. Um, you, you definitely want the minimum of three. It's not, not really a series unless you have three, but you could have five or six, but I would start with three because you want to see what kind of momentum you get, really do your, your testing and by, by testing, I'll, I'll talk about that for just a second by testing. You wanna make sure that you are, are, um, you're only changing one thing at a time, so you're maybe you're changing some of how you wrote your, your, um, blurb that's up on Amazon. Or maybe you change the cover of your book. You don't wanna change everything at once because then you don't know what's working and what's not working. So change one thing, give it about a week and then change another thing if that's still not working. Um, but yeah, back to that question, start with three. And then once you know that you're solid on those, you can add on to those.

Speaker 1 ([33:01](#)):

That's a great tip. That's a great tip. Okay. What have we got here? When we already have the content? Our research should look for what is already out there to see how we would position our short book, create the cover and modify our content to satisfy what's missing complaint. That sounds like a statement, but she means that she means it means that it's a quest,

Speaker 2 ([33:26](#)):

Uh, yeah. The, what the what's missing or how can I tell this in a shorter manner, um, you know, a, a more, a abbreviated books. So people get what they need faster. So yes, that would be the approach. Okay.

Speaker 1 ([33:46](#)):

Awesome. Awesome. Okay. Another call for questions, kids. You guys are doing great.

Speaker 2 ([33:59](#)):

Yeah. That's thing about these platforms is it takes about two minutes. It seems like for the

Speaker 1 ([34:05](#)):

Question. Yeah. I try to keep ahead of them, but, um, yeah, there's a lag time. Yeah. Diana, since I work with nonfiction authors, a series of short books on the topics they most struggle with or are confused by will be easy. You,

Speaker 2 ([34:19](#)):

Yeah. Perfect. Diana,

Speaker 1 ([34:21](#)):

Good way to think about it. Really good way to think about it. Mm-hmm <affirmative> yeah. Cuz this is, I mean, if you know your audience and you know, your topic, this is, this is, I don't know if I wanna use the word easy, but it's certainly simple.

Speaker 2 ([34:39](#)):

Um, well, and the authors that I publish because I not only coach people on how to do this for themselves, but I also work as a publisher. You know, I can tell you that some of the nonfiction books really could be cut down at least by a third. Um, but people like to write longer sometimes. So,

Speaker 1 ([35:04](#)):

So what, so most non-fiction books could be cut by a third mm-hmm <affirmative> wow. And what gets cut?

Speaker 2 ([35:16](#)):

Um, well it's up to the publisher on what's cut. Um, you know, I'm, I'm kind of the different publisher in, in that, um, it's, it's equally as important to me that the author is happy as it is that I make money on the project. And so I work with them and, and see, you know, what's of value to them. And sometimes, you know, people have just put so much of themselves into a topic that they really want, whatever it is that they all left in to stay there. Okay.

Speaker 1 ([35:51](#)):

Yeah. That's true. All right. One last question from Linda, how many other, but in our topic, should we look for, for our market research? All of Lin, all of them.

Speaker 2 ([36:03](#)):

Well, what I, what I recommend is that you, you remember how I showed you to narrow down on your, your, um, your category. So you find the top 100 in your category. So I would look at that those top 100 now, not all categories, maybe year in, I don't know, raising, I don't know, raising worms for fishermen or something's, I don't think that's a category, but if you, if you don't find, if you, if you go say 20 deep and you don't find, um, any other books that are really in your area that you wanna write about, um, then you only go 20 deep. But the other thing you wanna be really careful of is if you, if you go 20 deep and number one in that category, doesn't rank somewhere under 400,000, then that's not a category you're gonna make money on. So don't waste your time. Okay.

Speaker 1 ([37:11](#)):

Under 400 K. Okay. So other questions that come in after this, we, we can answer in the, um, in the Facebook group, Linda, you're talking about, I love how you brought up, um, you know, raising worms for fishing. Cause we're closed with this story and I'm not making any of it up. <laugh> some of these folks have heard of it. Okay. The capital of Florida, Tallahassee, where I spent 26, 27 years has dozens of outlaw cities that, that one county away are like a step back in time or at least a step back in culture. Okay. And we go through these on the way from Tallahassee to the beaches, right? One of them is called stop choppy, Florida. Okay. Now, one of the, of things we, this part's made up, um, during grad school days, we decided to make up our own, um, um, college that was called the, the so choppy higher Institute of technology, you can y'all can figure that out.

Speaker 1 ([38:15](#)):

Um, but this is what's real. Okay. Every April and I have a picture of a sign somewhere that I use every now and then every April. So choppy on a Saturday, I think it's the second Saturday of April has the annual, so choppy worm, grunting contest. Okay. Cause there is an actual way with some kind of tool that makes the sound to drill it into the ground and it makes the worms come out and it's an entire day long festival <laugh> with food and bands and activity. I mean, it's a, it's a, a go-to thing. So folks put that on your bucket list. <laugh> one day visit second week in April 2nd Saturday in April, you

Speaker 2 ([39:00](#)):

Notice how he knows exactly when it is. <laugh>

Speaker 1 ([39:03](#)):

You know, why, you know why one of the last times Caleb and I were down there, um, one of our favorite places to go is a place called well color Springs, um, which is beautiful. It's where they filmed the first Tarsan and where they filmed feature from the black lagoon. Um, but it's got like a two or three story tower to jump off of it in the cold water, which I watch Caleb do. And I'm like, oh hell no. <laugh> um, but anyway, we were driving back and I had told the boys, my son's about this thing and so choppy and because I'm known to make up stories occasionally they didn't buy it. So I saw the sign and pulled over. I said, Caleb, look, look, and I took a picture of it. So that's why I remember <laugh> I haven't ever been, but it's on my list of things to do. Um, I want to go, all right, thanks Linda for your time. And thank y'all for being here. Thank y'all for, um, taking the step to join us. And, um, man, I can't wait to see all the stuff these folks create Linda.

Speaker 2 ([40:05](#)):

Yeah, same here. And any questions that we didn't get answered or any that come up later, just post him in the Facebook group. And one thing I was talking with Jeff before we started today, one thing I'm

This transcript was exported on Jan 31, 2022 - view latest version [here](#).

going to be doing is I've had other, um, people go through the, the short books, fast profits course, and I've got a bunch of different Facebook groups. So I'm gonna be merging so that everybody can benefit from, um, some of the, the things other people have learned. So be watching for that probably over the next couple of weeks.

Speaker 1 ([40:37](#)):

Cool. I love that idea cause yeah, it can get, believe me. I know you can get too many Facebook groups. I've done that. Well,

Speaker 2 ([40:45](#)):

And I, I do like to pop in and sometimes as you've seen in this group, do a little recording to answer some questions. Yeah. And that way, um, if I'm doing it in a group that you're not in, you're not benefiting for. And that, and I want everybody

Speaker 1 ([40:58](#)):

To benefit. Thanks for thinking of us, Linda. Okay guys, go use this stuff and we'll catch you next time and you'll get your template very soon.