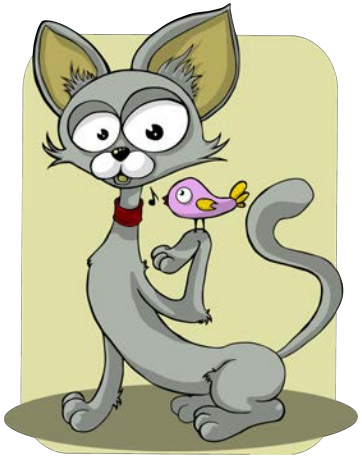
The Kid's Book Challenge for 2018!

In This Training...

- The Power of Kid's Books and Why YOURS Is Important!
- The Six Steps to Creating an Awesome Kid's Book.
- The Stories You Tell…
- Illustration 101.
- The Best Publishing Platforms.
- And Much More!

The Six Steps…

- One attractive feature to creating kid's books is that they are largely illustration driven…much easier to write.
- Creating and publishing a kid's book can be broken down into 6 essential steps:
  - Story Planning and Writing
  - Illustration Planning
  - Illustration Creation
  - Book Design and Layout
  - Publishing Your Book
  - Pre-Sell and Marketing



The Stories You Tell…

- Many different types of stories.
- Character Story (Beginning, Middle, End).
  - Telling the story of an experience or lesson.
- Concept Story (Explores a question or statement).
  - Alphabet or number stories, What is? Questions.
- Non-Fiction Story (Topical Stories).
  - Historical Stories.
  - How It Works.
  - Educational Topics.

The Stories You Tell…

- Can be very basic or more developed…rhyme or not.
- Write it yourself or ask input from a child.
- Your story can also be based on an existing story in the Public Domain.
  - Fairy Tales (https://en.wikipedia.org/wiki/List_of_fairy_tales)
- Characters can be original, generic, classic or repurposed.
- Some of the best stories come from play and life lessons.

Illustration 101…

- What's the "visual story" of your story?
- Your illustrations introduce the visual style and rhythm of the book.
- The illustrations should move the story forward (in the case of a character story).
- What "visual" elements of from your story could communicate the essence of your story without words?
- Is it location-based? Period-based? Style-based? Time of day or season-based?

Illustration 101…

- Illustration style also has a huge impact on your book's visual appeal.
- Some of the most popular illustration styles include:
  - Inks, Watercolors
  - Acrylics, Pastels
  - Vectors, Digital, 3D
- Software makes it possible for nearly anyone to create illustrations in these styles and many more.
- Software also allows you to create quickly!

Illustration 101…

Illustration 101...

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Illustration Planning…

- Children's books are typically laid out with either one illustration per page or 2-page spreads.
- An exception might be a page featuring the story against a solid-color background.
- When it comes to adding the story, there is no decisive "rule" to determine what goes where, like "two sentences per page."
- I go through my story and break it up in sections.

Illustration Planning…

- Use your story breaks to “storyboard” your story.

The Boy Who Loved Space

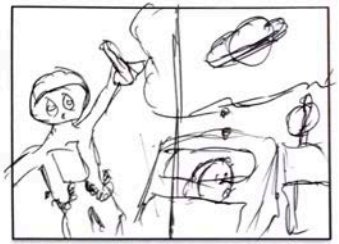
Zoom was an odd boy who loved outer space.
And each night he dreamed of his favorite place.

Flying his ship both near and far.
To the moon, to planets and distant stars.

With his faithful robot Spike by his side
He visited his alien friends on every ride.

Storyboard Template

Storyboard for: The Boy who Loved Space (Book Title) by: _____ (Author)



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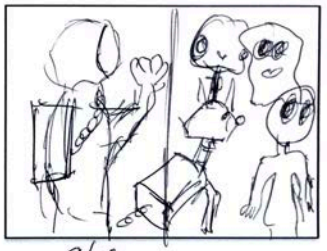

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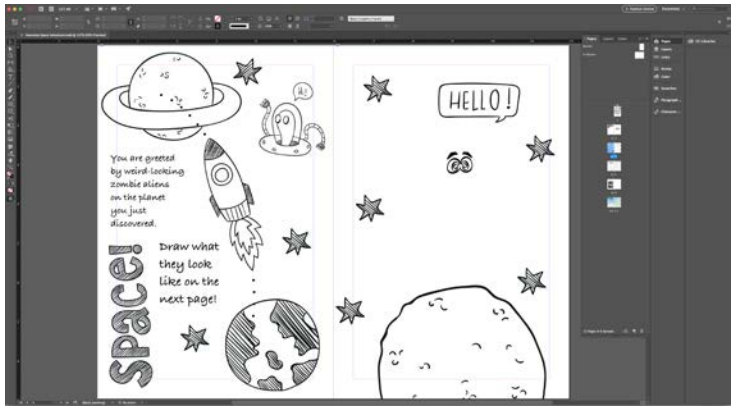
Your Book Layout...

- For creating the actual layout, I prefer Adobe InDesign.
- Other options include:
  - QuarkXPress.
  - Scribus.
  - Powerpoint.
  - Canva.
  - LucidPress.



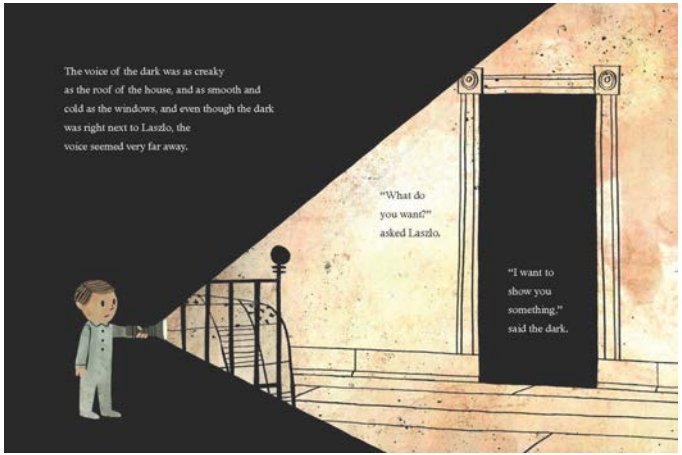
- Always include the Title Page, Copyright Page, Dedication or Acknowledgements and About the Author.

Your Book Layout…

- Stick with Industry Standards!
  - 7x10, 8x10, 8.5x11, 8.5x8.5
- Always plan for bleed!
- Consider 2-Page spreads. Make sure proportions are correct.
  - 7 + 7 + .125 + .125 = 14.25”
- Allow 4 pages for front / back matter.
- Final resolution MUST be 300dpi @ 100%.

Your Book Layout…

- Always make sure your fonts are easy to read.
- Many books use a serif font…at least 16pt - 18pt, depending on the age group for your book.
- Some fonts to consider…
  - Cambria
  - Calisto
  - Georgia
  - Adobe Garamond
  - Minion Pro



Choosing a Publisher...

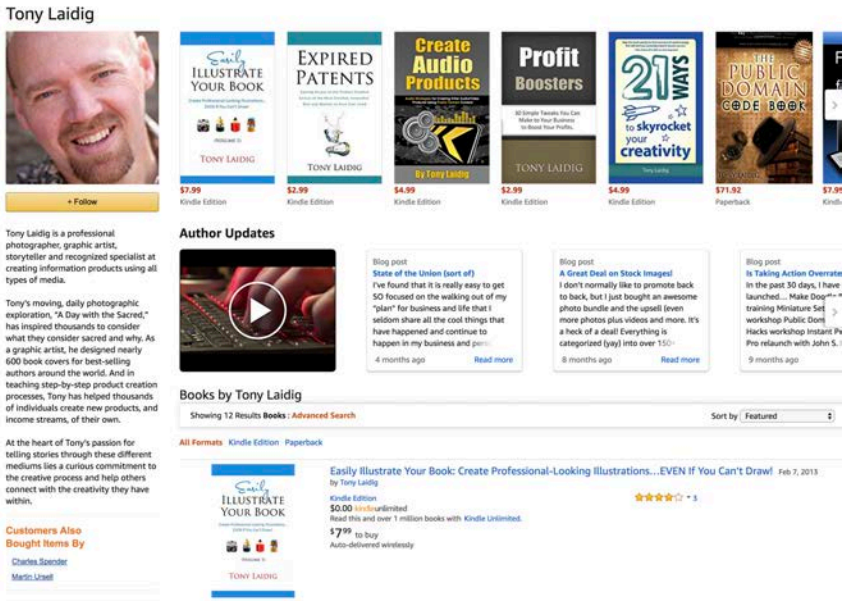
- There are a number of excellent options available for self-publishing your book!
- CreateSpace: https://www.createspace.com.
- IngramSpark: http://www.ingramspark.com.
- NookPress: https://www.nookpress.com
- Lulu: https://www.lulu.com.
- Blurb: http://www.blurb.com.
- PrintNinja: http://www.printninja.com

Publishing Checklist...

- ❑ Upload completed PDFs to printer (CreateSpace, IngramSpark, etc.)
- ❑ Choose interior and cover paper
  - ❑ 50# or 60# Opaque for interior (use heavier 70# paper if available for full color photo books.).
  - ❑ 14lb. C1S Coated cover stock (unless printing hardcover or with a jacket).
- ❑ Enter all needed info for uploading
  - ❑ Book Description, Author, BISAC Subject Codes, etc.

Marketing Your Book...

- Presell Your Book
- Dedicated Website
- Amazon Author Central
- Giveaways
- Social Media Buzz
- Videos / Trailers
- Press Releases
- Live Events



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Kid's Book Challenge 2018...

- Brand-New, Weekly Course Series & 90-Day Challenge!
- Beginning to End, Step-by-Step Process!
  - **Week 1: Module One - Story Planning and Writing**
  - Week 2: Follow-up Q&A and Hot Seats
  - **Week 3: Module Two - Illustration Planning**
  - Week 4: Follow-up Q&A and Hot Seats
  - **Week 5: Module Three - Illustration Creation**
  - Week 6: Follow-up Q&A and Hot Seats
  - **Week 7: Module Four - Book Design and Layout**
  - Week 8: Follow-up Q&A and Hot Seats
  - **Week 9: Module Five - Publishing Your Book**
  - Week 10: Follow-up Q&A and Hot Seats
  - **Week 11: Module Six - Pre-Sell and Marketing**
  - Week 12: Follow-up Q&A and Hot Seats

Kid's Book Challenge 2018...

- Access to all 12 weeks of LIVE training.
- Ongoing access to all replays.
- All slides from the 6 training modules.
- **Bonus:** Dedicated Facebook Group.
- **Bonus:** EBI: Character Studies.

Just ~~$297~~ $197

Or 3 Payments of $87

http://tonylaidig.com/danielkbc