

# Low Content Books



*I had heard of low content books before, but didn't initially think of them as a product category with any special potential. I had just "lumped them in" with other print on demand products. However, after seeing this video (below) that gives a rundown of how the best selling low content book on Amazon makes an **estimated \$200,000 per month**, I thought I'd better investigate!*

*What I discovered highlights **key** factors in the extreme success of some products – and this module is partly about low content books but more about overall product design and marketing.*

Here's the video:

## The Best Selling Low Content Book On Amazon Makes \$200,000 Per Month From JUST ONE BOOK:

<https://www.youtube.com/watch?v=P7D3PkMhWzg>

## Low Content Book?

First things first: *What is a low content book anyway?*

It's a book that has **minimal original written content**. While at first glance, this uninspiring-sounding type of book sounds like it might be some kind of rip-off of the end user, it in fact isn't – and they are extremely popular when done well.

Low-content books are **interactive** books that are (typically) designed to be filled in by the user. A common format is to feature attractive, stylish design and a layout that blends inspiring or useful words (such as “journal prompts” intended to encourage creative writing) with blank space for the user to fill in. Very often the printed pages are on the left with a blank page on the right.

Some examples of low content books include:

- Planners
- Journals
- Coloring books
- Recipe books
- Notebooks
- Checklists
- Guest books

## A Deep Dive Into The Shadow Journals

The books in question, that generated such massive revenue on Amazon were the two “**Shadow Work Journals**” by [Keila Shaheen](#).

Sure enough, going into the Best Sellers tab and then selecting [books](#) shows that these journals (1<sup>st</sup> and 2<sup>nd</sup> edition) are currently #3 and #6 respectively. Two books in the top 10 by the same author is an astonishing result!!

The book is presented as a sort of therapeutic workbook for ‘inner work’, with the [shadow](#) drawing from Jung’s model of the psyche. The two journals are 132 and 225 pages in length. They have a 4.6★ average review and this high rating indicates that they are evidently extremely well received.

A search for “shadow work journal” on Amazon reveals that there are in fact actually *mountains* of these Shadow Work Journals for sale, from different authors.

But what’s interesting is that while this one has had runaway sales, most of the others have had minimal success.

*Why was this particular shadow journal so incredibly successful?*

The answer is simple (but not easy): **Top level marketing and branding!**

It’s worth studying this marketing campaign in depth because it’s really a masterclass. On a personal level I’m not enormously impressed with the journal itself, however it has clearly touched its target audience in a very big way. She knows her audience, knows what they respond to and has delivered it to them.

Investigating, I learned that those shadow journals (now #4 and #6) were promoted mainly a very successful **TikTok** marketing campaign, which is the predominant reason for their crazy sales volume. You can see in the Amazon reviews loads of reviews from people saying they saw it repeatedly on TikTok.

Looking at her [TikTok channel](#), I could see that the books’ viral success was no accident. Her channel (“Zenfulnote” - that’s her brand name) has 7 million

followers and **around 500 (!) videos focused on the journal**. Continuing to scroll, one can see that the content drifts into covering her previous book “369 Method” and then some other random consumer products.

[This](#) is one of the most viewed videos (57M views) and it’s literally just her reading from one of the pages of the book! She’s found an unusual way to encourage comments by writing “Comment section is a safe, supportive space!” This is a genius move, subtly reminding people to comment, encouraging them to open up and creating a sense of community, a feeling of “us”. 13.2K comments! This “vibe” reflects the overall mood of the product. It’s all about the emotions.

These simple, short videos end by encouraging the viewer to check out the journal by following the **link in bio**. The Tiktok channel uses its bio link (the one permitted link out from Tiktok) to send traffic to a [beacons.ai](https://beacons.ai) page. The topmost link on the beacons.ai is an invitation to earn 20% commission as an affiliate for the product. This is a genius marketing strategy as I am sure that numerous other Tiktok users are going to post similar videos / reactions in order to promote the book far and wide.

Zenfulnote’s other socials are nothing special, really – 49K followers on Instagram and less than 1000 on Youtube. It’s clearly all about the Tiktok.

The other links on the beacons.ai connect directly to Amazon. Interestingly they don’t even connect to her website and it’s strictly focused on pushing maximum traffic to Amazon.

However I found it. Looking at the website was insightful; it is extremely well presented: <https://zenfulnote.com/>

This is an extremely professionally-put together ecommerce site running Shopify and a custom theme from [fluorescent.co](https://fluorescent.co)

So they are making sales directly on their own website as well as Amazon!

There's no way to tell the sales volume but they might be running paid ads to drive traffic.

## **Key Takeaways:**

Hopefully you can now see clearly that the marketing is absolutely vital. Anyone attempting to replicate this success merely by making a similar book, without the skill of expert viral social media marketing, will not get anywhere near this level of success!

When you see “extreme success” it's always worth doing a **deep dive** – mapping out their social media structure, how they are connecting everything, which channels they are using and how they are using them. Use all the “legally available intel” that is available online to learn as much as you possibly can. You can see how I did this and mapped out my observations in the paragraphs above.

You can really see that at least as much effort went into the promotion of the product as the production: 500 Tiktoks, while they are easy and fast to produce, takes consistent effort.

This conforms to my own observations of what success takes: I now work by a “50/50” rule of dividing my efforts 50% on productivity and 50% on promotion. After years of making money online, I can confirm that this has been what worked best for me. Just putting products out and “hoping for the best” is a fail. It's almost certain not to work. *You have to put it in front of them* and **visibility** is really the “secret weapon” that has catapulted the massive success of this simple but extremely effective product.

You can see overall that this is an extremely skilled and successful viral marketing campaign.

What's super interesting is that she is even **outselling bestsellers by famous**

**authors and major publishers** with a purely “grass roots” social media campaign!

Such is the power of **influencer marketing**. You wanted to learn how to make money. This is it. Social media now gives the potential to anyone “coming up from the streets” to compete in the major leagues. But you have to know the “platform hacks” because success at this level is not an accident. There are artfully design systems “under the hood” that trigger the social platforms to unleash their powerful potential for massive visibility.

Hopefully you are gaining a lot of insight from this module. You can learn tons from analysing successful marketing and just “back engineering” what they did. Examples of success are out there everywhere and you can learn so much just by looking at them – but it helps to have someone with a trained, experienced eye guiding you through it. The more experience you gain in this field the more easily you will be able to see and recognize the tactics being used.

After 10 years of social media and building over 4.5 million followers for my own brands, I can quickly see what they have done.

And all this because I stumbled upon that Youtube video by accident! (But that accident would never have happened if I had not been **doing my research**.)

## “Begin With The End In Mind”

One other hallmark of this entire campaign is that it’s hard to see where the product ends and the marketing begins. It’s as though the two things are fused together.

You can see this hallmark in other hyper-successful products. The first one that comes to mind is the iPhone. Design, product and marketing are all interwoven; it’s not as though they built a product first and then asked themselves “how are we going to market this?” The marketing and branding are seamlessly



integrated into the initial product design and the product is not introduced to the marketplace without the entire campaign being orchestrated.

## Price Points

It's also interesting to observe that this is not by any means the cheapest low content book available in this genre. It's somewhat expensive for what it is – a book with somewhere around 50% blank pages!

However it is attractively presented and made to look stylish. It's intended to be an **experience** rather than merely a “thing” and this is another hallmark of successful brands. It's all about those emotions at the end of the day.

The higher price probably contributes towards the perception of higher value, although I'm personally somewhat against this tactic because I often see it being misused, as a form of psychological manipulation. Overcharging people to give them the perception that the product is of higher quality than the competition is somewhat dishonest, but (sadly) it works all too well.

The opposite also works; giving people a solid deal. It takes longer to build a reputation but being associated with value gives longer lasting success.

## A different success model:

Here's a Kindle Direct Publishing low content book publisher giving a full rundown of her “3 year journey” - including a full reveal of her stats and how long it took to achieve success. She seems very honest.

### **My Journey To Success With Low Content Books On KDP: 3 Years In Review**

<https://www.youtube.com/watch?v=JAUMl3Bu6Ew>

This is a totally different strategy to the first one! The main key? Turns out that

she is extremely productive and reports that she now has **750 products for sale**, mostly low content books.

Her 2021 report was particularly interesting because she reports that she did not publish many books, but still generated \$52,724 which is pretty amazing passive income!

She has generated \$142,000 so far (by Feb 2023, when the video was published).

Q4 (especially December) outperforms the rest of the year by a huge margin and this starts to make sense when you see that she is selling a lot of **planners**.

**The key takeaway** from the above business comparison is that there is more than one road up this mountain! She doesn't have any sort of massive social media following but she has achieved success through **volume** – having a large body of work and by being **consistently productive**.

## Consistent Productivity

Whether you are consistently producing new products or new social media content, time after time I see that the winners are those who focus on **getting stuff done** and maintain a solid output day after day. It's a marathon, not a sprint!

I've found in my own case that one of the best **productivity hacks** is setting deadlines. I will deliberately set myself an "impossible deadline" to get something done because it causes me to **change gear** in a big way. I might not always reach the finish line but even if I don't I get way more done than if there was no time limit.

I will sometimes even set a stopwatch and race against the clock, especially when doing repetitive tasks such as uploading batches of posts. Try this!



## Further Research

The Youtube channel [My Freedom Empire](#) that gave the rundown of the Shadow Journals is a good one and she has a number of further tutorials on Kindle Direct Publishing and other types of low content books. I think that channel is worth a binge to learn more!

You can also try Youtube searches such as “Which is the best type of low content book to publish”, “How to sell more low content books”, “how to publish low content books” and will certainly bring up more mentors... of varying quality of course but I am sure there are many other high quality tutorials in amongst the rest!