

# MAKING MONEY 101!

ABUNDANCE IS WAITING FOR US  
ALL.  
WE JUST HAVE TO ACCEPT IT'S  
POSSIBLE.



WHY YOU **DON'T** HAVE TO BE A  
STRUGGLING ARTIST!

WITH ADAM WALLACE

# SECTION 1



# INTRODUCING THE COURSE!

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# INTRODUCTION

## WHO IS THIS COURSE FOR?

What an excellent question, and the one we all want the answer to ... all of us doing the course, at least.

This course is for people who want to make a career out of being a children's book author or illustrator, who believe it ***IS*** possible. And it is. ***Totally*** possible. Has someone done it? Yes? Then it's possible. It's not just for the select few, it's for anyone prepared to put in the work, take some risks, be prepared to diversify, and hold onto that belief.

Don't listen to the naysayers, and there are and will be plenty of them. If a career in children's books is your goal, then I will do all I can to show you how you, yes ***you***, can make that possible. If J.K. Rowling and I have done it, anyone can.

## WHAT IS IN THIS COURSE? WHAT CAN YOU EXPECT TO LEARN?

This course has a number of different sections, covering lotsa stuff, man! This lotsa stuff includes all the ways I have made money from being an author/illustrator, and a couple of others too. We'll cover:

1. **Defining "Making a living" or "Having a career"**
2. **Moving out of the struggling artist mindset.**
3. **Traditional Publishing: How it works.**
4. **Partnership publishing: How it works and things to be aware of.**
5. **Self-Publishing: How it works and how you can make it *really* work!**
6. **Flat-fee publishing: How it works and how it can help you.**
7. **ELR and PLR**
8. **School visits**
9. **Markets.**
10. **Book Launches**
11. **Leveraging your books and brand in other areas**
12. **Some Resources**

**NOTE:** Homework ***will*** be assigned! Reading a workbook and watching videos is great, but the rubber really hits the road when you put these things into action ***yourself!*** I'm giving you my experiences. Not everything I did will work for you, but may spark ideas so you can go in whole new directions!.



I want to give you a base, an idea of what worked for me and what didn't. I hope that through my experiences you will find your way to "making a living" even quicker than I did.

So why am *I* doing this course? Well, when I started out with dreams of making it as a kid's book creator, all I heard was, "**You can't make a living writing children's books in Australia,**" and "**I hope you're not in it for the money,**" and "**Hope you're doing this for love, you can't make money out of it,**" and "**Better have a good job to fall back on.**"

What the hell? Seriously! **Why can't we have both?** Why can't we do what we love **AND** make money out of it? (on this, check out [www.zenpencils.com/comic/98-alan-watts-what-if-money-was-no-object/](http://www.zenpencils.com/comic/98-alan-watts-what-if-money-was-no-object/) This sums up, well, everything.)

"What about Andy Griffiths?" I would ask. "And J.K. Rowling? John Marsden? Paul Jennings? Mem Fox? Aaron Blabey? They all do pretty well from their books, I would have thought."

The list could go on, but for every name I threw out there, I got the same answers.

"Oh, they're different." "They're the lucky ones." "You're no Andy Griffiths."

Again ... what the hell? One thing I have learnt since starting in this industry is Andy Griffiths wasn't Andy Griffiths when he started. Neither was J.K. Rowling ... she **definitely** wasn't Andy Griffiths! Andy Griffiths did hundreds of school visits and markets. Aaron Blabey was on the verge of giving up and going back to advertising. J.K. Rowling was basically homeless, for crying out loud.

So maybe the naysayers were right. Those people **were and are different**. They were **WORSE** off than many others! But they had drive and persistence and grit and a love of creating and a belief that they would make it.

We have to change the mindset of the struggling artist, and the badge of honour associated with it. **Making money as a kid's book creator is possible. SO** possible. I've done it., So have many, many others.

Is it easy? Not always, but sometimes. Is it instant? Not always, but sometimes. Is it amazing? Hell yeah, it is!

So **you being here is awesome**. Maybe it's because a part of you is as anti-suggestable as me. Can't make a living as a kid's book creator? We'll show you!

And now I want to show **you** the ins and outs of how I did it. Everything I tried, everything I did. I want to give you the shortcut, the secret map. It's not guaranteed to bring in millions ... but it might! If nothing else, I hope it gives you the inspiration to see that it's possible.

## **HOMEWORK: WHAT DO YOU WANT TO GET OUT OF THIS COURSE?**

Below here and on the next page, write down the things you want to learn from this course. Check back once you're finished, and if there's anything that wasn't covered, email me at [wally@adam-wallace-books.com](mailto:wally@adam-wallace-books.com) and I will do my best to fill in the gaps!

