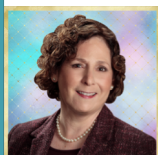


Create Printable Products for Fun & Profit

Create Journals and Workbooks for Print Publication



What We'll Cover Today

- Discussion on journals and workbooks for download and for print.
- Differences between workbooks, journals & take-action journals.
- Things to consider when designing your publication.
- Software options.
- Publishing options.
- Demonstration – Adobe InDesign
- Action Steps.



Discussion on Workbooks and Journals for Download and For Print

- Workbooks and journals are wonderful tools.
- Compliment your book, course, each other and can stand alone.
- They can provide people with a tool to capture what they learn and accomplish, which they can look back on over time.
- A workbook has more long-term value than individual worksheets or a downloadable workbook.
- When people can hold something in their hands, and are actively involved in creating something, they are more likely to keep it.

Journals and Workbooks Make Great Stand Alone or Companion Products

- Create a companion resource to go along with:
 - Your book
 - Your journal
 - Your workbook
 - Your course
 - Your coaching
- You can multiply your income by offering companion products.

Occasions for Workbooks

- When learning a topic.
- When going through a process.
- When working on a project.
- When you want to record and keep information.

Occasions for Journals

- When you want to track progress.
- When you'd like to record activity and results.
- When you want to develop new habits.
- When you want to be mindful of where you're spending your time, energy, money, etc.

The Differences Between Workbooks, Planners, Journals and Take-Action Journals

Workbook	Planner	Journal	Take-Action Journal
Training Action Steps Process Book Companion Course Companion	Productivity Dev. New Habits Calendar Track Activity Track Results	Lined or Blank Page Record Feelings Record Experiences Record Progress Modern Diary	Hybrid of All 3 Specific Focus Training Action Steps Journal Pages

Things to Consider When Formatting a Journal or Workbook for Print Publication

- Leave margins to account for cut lines and center gutter.
- Less is more – make your pages inviting.
- Be consistent with:
 - Font size
 - Spacing between sections
 - Number of lines for each
- Use a few fun images or icons
- Use whimsical bullet points

Note: When Publishing Physical Books... Create in black and white and convert all images to black and white. It's very expensive to print in color. Reserve color print for photo books, etc.

Ways to Publish Your Journals and Workbooks

Print Publication (for Physical books)

- Amazon's KDP
- Lulu
- Etsy

eBook Publication (for PDF download)

- Your website
- Etsy

Software to Consider for Formatting Your Journal **PowerPoint or Keynote**

PowerPoint or Keynote

- Pros
 - Software included in MS Office Suite for one-time or monthly fee.
 - Easy to use the program, once you learn your way around.
 - Easy to create templates for future use.
- Cons
 - Book gutter challenges – add/delete pages
 - Page numbering challenges
 - Seeing page spreads side by side



Software to Consider for Formatting Your Journal **Canva.com**

Canva

- Pros
 - It's fun and easy to use.
 - You can replicate content
 - You can download at print quality in PDF format
- Cons
 - You can only create 100 pages at a time. (Up from 30)
 - You have to manually number pages and change page numbers and TOC when you change page order.



Software to Consider for Formatting Your Journal **Adobe InDesign**

InDesign

- Pros
 - Official book design software.
 - You can create page masters.
 - A snap to number your pages – and keep page numbering even when you move pages or sections around.
- Cons
 - A bit of a learning curve.
 - Monthly fee



Demonstration: Format a Workbook in InDesign



What Type of Workbook
Would You Like to Create?

Action Steps

- Consider the goal and purpose for what you might create.
- Brainstorm possible titles and topics.
- If you'll be offering it as a download, you can use any software program you'd like.
- If you'll be preparing it for print publication, consider PowerPoint, Canva or Adobe InDesign.
- Schedule times in your calendar for creating content your workbook and/or journal. **Go for it!**



Course Wrap Up and Next Steps

Over these past four modules we've:

- Seen a wide variety of printable products.
- Created downloadable printable products.
- Designed digital art and created physical products.
- Explored creating workbooks and journals, formatting options and publishing options.

Time for Reflection

- What types of printables will you create?
- What have you enjoyed most about this course?
- Continue to “learn as you earn.” Don’t put it off. Create now!
- Hot Tip: Schedule a recurring time to work on Printables.



Here's to Your Success