



# LOW-CONTENT BOOKS THAT SELL

## Assignment 2: Product Ideation and Customization

Task: Based on the audience personas developed in Assignment 1 & 1B ( **YOUR CLIENT< READER< AUDIENCE**) brainstorm ideas for low-content books that cater to the specific needs and interests of each segment of the target audience. Explore different themes, designs, and formats that align with their preferences. Develop a product ideation portfolio showcasing potential low-content book concepts, along with mock-ups or prototypes demonstrating customization options tailored to each audience segment.

Document:

Product Ideation Portfolio

## 1. Journaling Enthusiast Low-Content Book Concept:

- Title: [Insert Title]
- Theme: [Describe theme tailored to journaling enthusiasts, such as mindfulness, gratitude, or goal setting.]
- Design: [Outline design elements, including cover design, interior layouts, and additional features (e.g., prompts, quotes).]
- Customization Options: [Offer customization options such as personalized covers, embossed logos, or customizable sections/pages.]

## 2. Adult Coloring Book Low-Content Book Concept:

- Title: [Insert Title]
- Theme: [Describe theme tailored to adult coloring book enthusiasts, such as nature scenes, mandalas, or geometric patterns.]
- Design: [Outline design elements, including intricate illustrations, perforated pages, and premium paper quality.]
- Customization Options: [Offer customization options such as different paper types, spiral binding, or digital download versions.]

## 3. Business/Entrepreneur Branded Low-Content Book Concept:

- Title: [Insert Title]
- Theme: [Describe theme tailored to branding and marketing purposes, such as branded planners, notebooks, or promotional materials.]
- Design: [Outline design elements, including branded covers, custom pages for branding messages, and space for contact information.]
- Customization Options: [Offer customization options such as logo placement, color customization, or bulk order discounts.]

