

How To Write & Publish A Book That Will Change The World & Make You Money

WRITE IT!

For Vegan Bloggers, Authors, Speakers, Activists, Entrepreneurs, Business Owners & Individuals with a Passion and Story to Share

Tell Your Story, Share Your Passion, Start a Community, Build a Website, Publish on Kindle, Make Money Online, Keep the Conversation Alive



Joanna Slodownik

Write It!

How To Write & Publish an eBook That Will Change The World & Make You Money

**For VEGAN Bloggers, Authors,
Speakers, Activists, Entrepreneurs,
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Passion and Story to Share**

***Live Your Passion
& Change The World!***

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Joanna Slodownik

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Why Publish a Book

Lots of people feel that they have a message they want to share with the world by publishing a book, but never do anything about it.

As vegans, we are doing ourselves, our audience, the world, and of course, the animals, a disservice if we are not getting the message of ethical vegan lifestyle out in the world in a big way.

In the past, it used to be really hard to get published. Today, opportunities are practically endless. There is really no excuse not to do it.

Now, I won't be talking about going the traditional route: finding a publisher, getting your book printed, and sold in local bookstores—although that would certainly be wonderful, and who knows—it may happen, too, if that's your goal.

However, right now, I'll be talking about simply publishing your book on Amazon Kindle and other e-publishing websites.

This is super easy (or, at least, not as difficult as you probably think).

Especially if you already have a website filled with insightful blog posts, delightful recipes, photographs and other content.

And even if you don't, it's not as difficult as it may seem to create it—you just have to decide that you are going to do it and go for it.

Publishing a book has never been easier, and if you publish a series of books—which you should be planning right from the start—you'll not just grow your readership and be able to share your message with far more people than before, and you'll probably make money in the process, too.

You can make just a little money from your ebooks, or you can make a lot, and by a lot I really mean not just a little income on the side, but replacing your current income from your job (if you are employed), and even going on to make six or seven figures.

You may think it will be difficult to achieve by selling ebooks, and you'll be right. But you can use your book as a starting point to creating and selling higher-priced items: courses, coaching programs, webinars, membership

sites and mastermind groups. In essence, you'll be creating an online business.

Not only will you be able to be successful financially. You will also make sure people really absorb the information you'll be teaching them by participating in your programs and interacting with you. It's a truly win-win-win situation. Win for you, win for your readers, and win for the animals.

17 Reasons You Should Write a Book

Just in case you are thinking—this is not for me, I could never write and publish a book, or even if I did no one would buy it because I'm not an expert and no one wants to read what you have to say, or whatever — let me assure you, that to be a successful author you don't need to be the next Dostoyevsky, and the knowledge you'll need is NOT rocket science.

I believe that today, we have an unprecedented opportunity—and MORAL OBLIGATION, that was not here even 10 or 20 years ago, to spread the vegan message and reach new audiences on the GLOBAL, MASSIVE SCALE.

It's called the Internet.

Any chance that we will achieve what we want to achieve—a VEGAN WORLD—depends on spreading our message and growing our movement—and not just a little at a time, but A LOT.

Writing and publishing books is one of the best ways to do just that.

With that said, here are some of the reasons why you should consider writing a book:

- Spread your message
- Tell your story
- Let your voice be heard once and for all
- Create a legacy
- Establish a bigger platform
- Build authority, establish credibility and gain expert status
- Generate publicity and get exposure
- Create a community

- Find your tribe
- Attract a wide audience
- Grow subscriber list
- SEO-Search Engine Optimization- books from Amazon show in search results
- Attract clients
- Create and sell products and services
- Create multiple streams of income
- Launch a rewarding business that truly makes a difference
- Make money

According to a recent survey, 81 percent of Americans feel they have a book in them -- and that they should write it. However, most people never do it.

As Seth Godin, the bestselling author, pointed out, writing a book is slow, hard, and a horrendous return on investment.

“The return on equity and return on time for authors and for publishers is horrendous. If you’re doing it for the money, you’re going to be disappointed. On the other hand, a book gives you leverage to spread an idea and a brand far and wide. There’s a worldview that’s quite common that says that people who write books know what they are talking about and that a book confers some sort of authority.”

There are a lot of reasons why people don’t write a book. What's keeping them from writing one is one of the following:

- Thinking I cannot write or I hate to write.
- I'm not an expert, I don't know enough, so I can't write a book.
- I don't have anything to say. Don't know where to begin.
- It's too hard.
- I'm horrible at writing.
- I don't have time.

There are many people who have those feelings, so if you are having doubts, you're certainly not alone. Fortunately, you can get through these limiting beliefs and fears and become a successful author.

That's why I wrote this book, and my ebook writing course--to help you get past these hurdles and limitations.

Everyone is an expert in something. Everyone has some unique experiences, perspectives, unique way at looking at life. Everyone has solved some problems in their lives and can help others do the same. Even just showing a different perspective, personal journey is helpful.

Everyone has something valuable to share, and the world needs to hear your story, understand your point of view.

Even if you don't choose veganism as your main topic--which I don't think you should do, anyway, unless you truly want to--just by being YOU and talking from a perspective of someone who is vegan will make a huge difference.

Attention Vegan Bloggers: Convert Your Blog to EBook and Sell on Amazon Kindle

If you've been thinking about writing an eBook but aren't sure where to start, why not take a look at your blog? You probably already have a ton of content that could potentially be included in your book.

Lots of vegans write blogs about food, filling them with insightful articles, delicious recipes, and stunning photography. They build a loyal audience, but after a while, the audience stops to grow, and the authors may feel like they are talking to the same people all the time, not reaching new readers.

If you are one of the vegan food bloggers who wishes they could grow their readership to reach more people, create more leverage, and have more impact, then writing and publishing a book may be the perfect solution for you.

Now, I'm not talking about writing your blog and growing your readership to the point when a publisher (or an agent) notices you and contacts you with a book deal. This certainly happens, but it usually takes lots of time, sweat and tears, and is not really necessary to be successful.

I'm also not talking about signing up your blog for Kindle. Some people do it, but that's not what I mean.

What I'm talking about here is putting together and self-publishing an actual ebook.

Yes, it's more complicated than simply getting your blog syndicated on Kindle, but it's well worth the effort.

There are a few reasons for that. One is that you can rest easy knowing that when people find your book you'll know exactly what they are reading and the exact order that they are reading it. Most blogs are like magazines where the most recent posts stand out, but it's difficult to read from beginning to end like a book. With a book, you'll be giving them the best chance possible to connect with the information and really learn something. Meanwhile, you'll be building a relationship with your readers and earning their trust as they see that my information really is helpful.

With a blog, few readers read it from beginning to end. It will be difficult to do, anyway, because, by definition blogs display the most recent content first. So, in order to find older articles, the readers have to dig into the archives. There are too many chances that they would get distracted in the process, and click on other links, or encounter something that made little sense without proper explanation and leave.

Another issue is that you may find yourself repeating the same things over and over, explaining the basics concepts for the benefit of new readers, while boring your old audience to tears.

Also, remember that people tend to skim blog posts. With books, they usually read it much more slowly and carefully to be sure not to miss anything. So if you really want your writing to connect with people properly, you better start publishing books.

Basically blogging is more of a way of entertaining the people you've already convinced of your awesomeness. Fact is, many vegan blogs, are only attracting other vegans, so the authors may be feeling like they are preaching to a choir.

To reach new audiences, you have to venture beyond the comfort of your vegan blog. Publishing a book gives you a great opportunity to do just that. By publishing your content on Amazon, as well as other websites, you'll expand your reach and gain access to new readers.

Last, but not least, you'll be able to make money.

If you've been trying to make money from your blog, you know that it's not easy. Even if you've been trying to sell your own books from your website, it's just difficult. The main reason is that no one goes to a blog to search for things to buy.

On the other hand, when people go to Amazon, they usually already have an account with their current credit card information ready for one-click purchases.

It makes all the difference.

Yes, some people go to Kindle searching for free books, but there are enough serious buyers out there to make it worthwhile for you to sell your books on Kindle.

Besides, as you will learn later on, giving your book for free is not always a bad idea either.

Au contraire (or quite opposite, if you excuse my French), giving your book and other content for free makes a lot of sense.

But it only makes sense if you are being strategic about giving away your stuff, which simply means you know why you are doing that and what you want to achieve as a result.

Tips on Writing Your First Book

So you've decided you want to write and publish a book.

Don't be scared, it's not that hard. Especially if you already have a website filled with blog posts and recipes. And even if you don't—you just have to decide that you are going to do it and go for it.

Here are a few tips on how to get started.

Choose Your Topic or Ingredient

"But I already know I'm going to write about vegan food!"

Even though your mind may be set on writing a vegan recipe book, you'll be better off if you don't just publish a general recipe book. It's better to narrow down your niche or your audience, or both, at least initially.

Here are a few thoughts about choosing the topic. These are not rules set in stone, so take that advice with a grain of salt.

I recommend – at least initially – concentrating on one ingredient or a handful of ingredients, or choosing a theme for your book to narrow down your niche. For example, desserts, juicing, smoothies, quinoa recipes, pizza recipes, juicing recipes, grilling, or gluten-free recipes. You can choose to focus on a specific group, for example, moms making lunches for school. Perhaps you'll write a book about creating vegan versions of your favorite mainstream dishes, such as lasagna, pizza, or meatloaf.

You may choose to focus on personal story and healing and may or may not include recipes, for example the theme could be "Healthy Recipes for diabetes - how I conquered the disease via healthful, plant based diet," "Easy & Tasty Low Fat Recipes to Help You Lose Weight and Lower Blood Sugar Levels." You can even capitalize on current diet fads - Paleo, Mediterranean, ethnic cuisines, etc.

Select something that you like and would be easy for you to write about. A topic you are familiar with or are willing to experiment with and learn.

Choose a specific topic, not just "vegan recipes" or "vegan diet". There's a subtle difference between writing about "vegan food" and "recipes that are vegan." If you write about *vegan food*, your book will most likely be found only by people who are searching for vegan recipes, i.e., they are already vegan or interested in becoming a vegan. If you want to target a wider audience, you may want to think carefully whether or not to call your book "vegan."

I'm not saying that because I think that we should be embarrassed to use this word, or that we should use sneaky tactics to trick people into downloading or buying our book.

But consider this: We want our recipes to be found for all kinds of people, vegan or not. I think some people may be turned off (at least initially) if you

talk about “vegan food” or “vegan ingredients”. This may not even be on conscious level. They may just subconsciously decide that this is not for them.

For lots of people the word “vegan” brings into mind images of imitations that are inferior in taste and nutrition to what they consider “real food”. They might be suspicious of ingredients, such as tofu or tempeh. So in this case, a little bit of sneakiness won't hurt. Hey, whatever works, right?

In psychology they call it "come without warning."

I read about it in the book "Change of Heart. What Psychology Can Teach Us About Spreading the Social Change" by Nick Cooney. Research confirms what many of us may know from personal experience, that when people know in advance that you're going to try to change their mind about something that's important to them, they may become defensive, avoid hearing the message, and are less likely to be influenced or change their position. This is especially true when something is important to them, and food is important and very personal to many people.

Choosing a topic like “soup recipes” and posting delicious recipes for soups that don't use animal ingredients will help people start experimenting with vegan food without any reservations.

Sample topics/angles for the book:

- Detox/juicing reboots, etc.
- Gluten-free cooking tips and recipes
- Allergy-free cooking tips and recipes
- Low cholesterol recipes
- Cooking for diabetes
- Healthy baking recipes
- Recipes for weight loss
- Italian/Mexican/etc. recipes
- Recipes for special occasions: Thanksgiving, Easter, etc.

A note about processed soy products, vegan meats and cheeses: While some audiences may be more adventurous than others, not focusing and overusing exotic or hard-to-find ingredients may be a good strategy, at least initially, depending on your target audience. Some people are scared

of soy in any form, that they run the other way the moment they hear about soy milk, tofu, or soy burgers.

Recipes for tempeh, seitan, and tofu burgers are great, and we certainly need those, but many omnivores will be turned off by recipes containing such rare (what they consider “weird”) ingredients, and some of them may be hard-to-find in regular grocery stores. I believe there is value in just creating simple, vegan versions of every-day dishes, using ingredients that are easy to find in any grocery store.

Personally, when I was still new to veganism, I didn't (and still don't) love many of these products. Many of them have been on the market for a relatively short time and may still leave a lot to be desired as far as taste and texture.

I don't like some of the brands, and it takes time to find the ones you like, especially the processed soy-based burgers or sausage (which, by the way aren't very good for you anyway) and I eat them rarely.

I had tried to sneak them into various dishes for my omnivorous husband and son, and they were immediately suspicious, and refused to eat them. Of course, they can be useful when transitioning to veganism, so I'm not saying avoid them completely. However, for greater readership, don't make rare ingredients the cornerstone of your recipes.

In order to attract more people to this compassionate way of eating and ethical lifestyle, we need to show people that make it simple, delicious and easy, which it really, truly is.

But I Don't Want To Write a Vegan Recipe Book!

You may be thinking: "But I don't want to write a vegan recipe book!"

Let's say writing about food isn't your thing.

Not to worry!

If you don't want to write about food, you don't have to do it!

There are plenty of topics that are available to vegan authors.

In fact, you can write about whatever you like and are interested in, and still be able to weave in the message about veganism somewhere in your books, regardless whether this is fiction or non-fiction.

So what should you write about?

My basic answer is simple: Write about what you know and what interests you!

That's it! I wouldn't recommend writing about something that doesn't interest you, simply because you think there's enough demand in that topic.

I also wouldn't recommend writing about something you don't have experience with at all.

Now... that doesn't mean that you need to be an expert on that topic. But you need to have a certain level of interest in the topic. You can find your information from different sources, including interviewing other experts in that field.

So the main considerations for choosing a topic are as follows:

1. It's best to choose a topic/niche that you have a good amount of personal experience and a high level of knowledge about - OR - a niche that you are willing to spend a lot of time to actively research, learn about, and get experience in. Hands-on experience is essential. It will give you an air of authenticity and authority that cannot be faked. This doesn't mean you need to be an expert from the get-go. You can be learning along the way, trying out popular advice for yourself, and running your own experiments is a great way to build an audience.
2. Choose a niche/topic that you are passionate about or that interests you. Choose something you'll enjoy. You don't have to create another recipe book if you don't like to cook. There are plenty of ways to promote compassionate lifestyle while writing about other topics.
3. You can choose any topic, really, that interests you, even one that's completely unrelated to veganism and food, and still be able to educate people about these issues.

4. Choose a topic that other people are interested in too. Don't be afraid of the competition. Usually, competition is good. It means that there is interest, and that people are spending money in that niche.

5. Think about your ideal reader. Who is he or she? What are their characteristics? What do they have in common? It's best to choose your audience based on who you are, and imagine that you are talking to them as you are writing. This will make it easier for you to relate to them, and vice versa. It will make it easier for you to build your tribe.

Best Niches for Vegans

From the activism point of view, just as there are three main reasons for going vegan (ethics/spirituality, health and environment), people who are already interested in these issues are more likely to become interested in the topic and taking the next step to veganism – making our job easier.

- Health and wellness, including nutrition, fitness, weight loss, conquering disease (personal stories).
- Eco-friendly living, environmental protection, stopping climate change, simplifying life, etc. – many people who are trying to live their lives in a more eco-friendly, sustainable way are not aware that one of the greatest contribution to the problems we have today is animal agriculture.
- Spirituality and personal transformation. Advice on meditation, yoga, etc. Mix in discussions about participation in various forms of violence, with the most obvious being the violence on our plate.
- Yoga and meditation -- despite the tradition of ahimsa, most modern-day yogis are not vegan or even vegetarian.
- Fitness: yoga, weight lifting, swimming, tennis, running marathons, etc. Exercise plans, nutrition for athletes, etc.
- Gardening – how to garden without using any animal fertilizers, healthy plant-based dishes to prepare with the ingredients, etc. Advice on how to create an organic garden, what fertilizers to use, why manure is unnecessary, how to protect your crops from other creatures without the need to kill them (for example, snails).

- Fashion & makeup: educating about cruelty free choices. Natural cosmetics and makeup, hair products, etc.
- Home and interior design: educating about cruelty free choices.
- Pet care, dog training, and advice for pet owners and animal lovers. You can talk about various aspects of caring for the animals. In addition to that, you'll discuss vegan topics, such as: Why we should be taking pets from animal shelters and not from breeders or shops that sell animals captured in the wild. Healthy vegan diet for dogs. Why do we eat pigs, wear cows, and love dogs? What if we tried to do the opposite? Etc.
- Parenting: games and activities, for example Easter activities that involve no eggs (and explain why), best places to visit (circus with animals versus no animals, zoos versus animal sanctuaries),
- Travel, travel with kids – recommended places to visit and activities. Why we should avoid SeaWorld, zoos, aquariums, etc. when going on vacations with kids. Fishing tours versus snorkeling tours, whale watching, nature watching.
- Simple living, simplifying your lifestyle, reducing environmental footprint,
- Traditions and celebrations: Easter, Thanksgiving, Christmas, etc. Why did they evolve to be celebrated the certain way?
- Children's books. Children's non-fiction is probably one of the easiest books to write. I'm talking about simple books about animals, nature, nutrition, etc. with lots of quality pictures and interesting facts.
- Personal stories. You can write about something interesting that happened to you, how you healed disease, retired to Caribbean paradise, sailed around the world, homeschooled your five kids, etc., you can write about it telling people how you did what you did.
- Fiction: if you are up to it, you can choose any genre, any topic; you can always weave in a vegan hero, or vegan message in some way.
- Other, not-so-obvious topics: any topic really is suitable, as long as you are interested in it and can find an audience.

As you see, you don't have to write books that specifically teach about veganism. You don't even need to be a writer. You can write a synopsis of your book and hire someone more qualified to write the book for you.

Or, another secret to fast book writing, is interviewing others who are experts on the topic. Then you can compile their answers into one publication.

Remember, the goal here is not to get on the New York Bestseller list, although that would be nice, too, wouldn't it. We want to expand our audience and reach as many people as possible with our message.

You can really write a book about any topic that suits you, providing there is an audience for it, weave in the vegan message—whether it'll be a hero who is vegan or including a note in your bio that you are vegan and why.

We want to plant in peoples' heads the idea that veganism is mainstream and vegans are everywhere.

Choose Your Ideal Audience

I already mentioned it, but I want to stress it again. Ask yourself: Who is my tribe? Who is the group of people who I want to talk to? Who do I want to reach the most? What is the group I really resonate with that I can help most, based on my own background, personality and desires? That's your audience. That's your tribe. Don't speak to everybody. Speak to them. Those are the people that will resonate with you and listen to what you have to say.

Tell Your Story

People LOVE reading other people's stories.

Nothing holds attention and influences people like a story.

A good story is like a "veggie soup for the soul."

Storytelling is a magical thing that can change the way many people look at life. Stories have an impact beyond any realm of thinking, and it can incite people to do remarkable things.

Most people like a story that is both entertaining and emotional, so make sure that you have that when you're trying to tell a story.

You have to have them feel what you felt, whether it's good or sad. They can feel sad and feel like they have to do something, or they could be happy and want to do something. Emotions can help create a picture for the person, and it will incite them to do something.

Emotions and the conveyance of emotions in stories can have a significant impact on the person. It could cause them to do something, and just through the use of emotion alone, you'll be able to create an impact on the person's life and cause emotions and other things to bubble up from within.

Especially, if you have lost weight, improved your health, overcame an illness or a physical condition, got rid of acne, improved your sex life, etc. by changing your diet, it's something you should definitely talk about. Experiencing ethical or spiritual transformation is another interesting topic.

The story doesn't have to be about you. It can be about someone else you know, or even someone that you don't fully know. It can be a customer, or someone else altogether. You want to pick someone who will be understood by the person when they hear your story, and a hero that is memorable as well.

Unless you are a doctor or a registered dietitian, you probably don't want to give medical advice in your book, but you can definitely talk about your own experiences and how you overcame your challenges and it would be an interesting topic for many people to read about.

When someone hears a story, magical things happen.

They actually listen. Distractions fade into the background along with the brain's "inner critic" and the "sight, sound, taste, smell, touch" parts of the brain light up as they get involved with the sensory details of your story.

In other words, people listen to stories like they're 5 years old. You have their undivided attention. They become reflective. You can take them on a journey, and the brain believes it's actually happening.

When you take your prospect on the right journey, at the end of the story, they're ready to take action. Why? Because if you did it right, your story has

a built-in journey and transformation that your prospect not only wants in their own life, but they believe they can actually do it.

Another thing that's important is that it's impossible to argue with a story. People can challenge you on and you can discuss certain topics until you are blue in the face, and still not convince someone that humans are not meant to eat meat, Paleo people didn't eat as many animals as it's commonly believed, or that plants don't have feelings, too.

However, a story is just a story. It's impossible to argue with it.

So let's talk about our personal transformation and how veganism affected our lives.

How it changed the way we eat, drink and think how we celebrate, have fun, and see the world.

Let's not hide any more.

Let's not wait for the world to notice.

Let's tell our stories.

Get Educated About Nutrition

If you are a bagel-and-pasta kind of vegan and you want to write a book with recipes for donuts and pies, that's fine, people need those too. Being a vegan is not about deprivation, so it's important for people to know that these foods are still available to them when they choose this lifestyle.

However, if people feel crappy eating this food, they will be less likely to stick to it. Just switching to vegan diet is not a guarantee of a health, so you still need to get educated about nutrition.

Being a healthy vegan is important because we want people on this diet to THRIVE, to feel so great that they never want to go to the old habits again. I think the best resource for that is Dr. Joel Fuhrman. He is a respected MD, and that gives him big credibility. I highly recommend all of Dr. Joel Fuhrman books, especially "Eat to Live" and "Super Immunity."

I've heard from many people that they tried to go vegan or vegetarian, but they didn't feel good, they couldn't lose weight, were feeling constantly hungry, or something similar, and they had to go back to eating meat (and/or fish, dairy, eggs). The fact that they were feeling that way does not mean that vegan diet is unsustainable. It simply means that they didn't have the right information available to make it possible for them to stick to veganism long-term.

We must educate people why this is happening, and what they can do to be successful in their switch (again, I recommend Dr. Fuhrman's books.)

Get Educated About Veganism

If you are vegan for longer than a few weeks, you've probably already read some books, participated in Meetups and potlucks, and have impressive knowledge about veganism compared to the general population.

However, if you haven't already, I encourage you to dig even deeper and educate yourself about the abolitionist approach to animal rights, and how it differs from the welfarist approach.

So, what is it and why is it important?

Animal welfare focuses on treatment of animals, and seeks to make that treatment more humane. Abolitionists seek abolition of animal exploitation. Welfare seeks regulation, or aims at regulation. Now, these are fundamentally inconsistent positions. See what [Prof. Gary Francione](#) says about it (emphasis mine):

"Is it likely that the pursuit of more 'humane' animal treatment will eventually lead to the recognition that animals have the basic right not to be treated as things, and the consequent abolition of institutionalized animal use? Answer: No, it is not likely. Anticruelty laws requiring the humane treatment of animals have been popular in the United States and Great Britain for well over a hundred years, and **we are using more animals in more horrific ways than ever before**. Sure, there have been some changes. In some places, like Britain, veal calves get more space and some social interaction before they are slaughtered; in some American states, the leghold trap is prohibited and animals used for fur products are

caught in 'padded' traps or raised in small wire cages before they are gassed or electrocuted. (...) All in all, the changes we have witnessed as the result of animal welfare laws are nothing more than window dressing."

Here is how Prof. Francione explains the welfarist position:

"Think about this:

Joe the Bully is hitting a little child with a big stick. He then picks up a slightly smaller stick, which causes the child a bit less pain, and proceeds to continue to hit the child.

Is it better that he uses the smaller stick? Yes.

It's always better to do "less bad" rather than "more bad." But "less bad" and "more bad" are both still *bad*.

Should we have campaigns to urge that bullies like Joe use smaller sticks when brutalizing innocent children? No, of course not.

But that is *exactly* what animal groups are doing with their welfare reform campaigns promoting "cage-free" eggs, "crate-free" pork, etc.

Should we praise Joe because he's taking a "baby step" toward not being a bully by hitting the child with the smaller stick? No, of course not.

But that is *exactly* what animal welfare groups are doing when they encourage people to eat "cage-free" eggs or "crate-free" pork, or when they give awards to animal exploiters.

Should we claim that those who criticize what Joe is doing in hitting the child with the smaller stick are not being "compassionate" toward Joe because he's taking a "baby step" in the "right" direction? No, of course not.

But that is *exactly* what animal welfare supporters claim: if we say those who consume "happy" animal products are engaged in action that is morally wrong, we are not being "compassionate."

Should we claim that those who criticize what Joe is doing in hitting the child with the smaller stick are "bashing" Joe? No, of course not.

But that is *exactly* what animal welfare supporters say. If an abolitionist says to a welfarist or a welfarist group that promoting “cage-free” eggs or “crate-free” pork (or other “happy” animal product) is not a good idea, they are accused of “bashing” the person or group.

The choice between the abolitionist approach and the welfare approach is crystal clear. You just have to decide where your moral compass points."

The bottom line is that we have limited time and limited resources. We can campaign for abolition or we can campaign for welfare. "Creative vegan abolition education—that's where our time and resources ought to be devoted to." For more information, visit www.AbolitionistApproach.com.

Don't Strengthen the Myths and Misconceptions

In your writing, be careful when you discuss myths, misconceptions, or misunderstandings people hold about veganism. Although "Facts and Myths" articles are very popular, they can do more harm than good if not done right.

Research shows that 30-40% of facts presented as false are going to be remembered as true, which means it's a bad idea to deny something by saying "**XYZ is not true.**"

The problem is that after certain amount of time after reading the information, the memory whether the statement was true or false declined, and statements that sounded familiar (because they'd been read before) were likely to be accepted as true. As a result, the number of fact believed to be true increases, while the number of true facts believed to be false doesn't change. So, for example, instead of saying "Myth: Vegan Diet is Nutritionally Deficient," or constructing a negative statement "Vegan Diet Is not Nutritionally Deficient", it's more effective to simply state what is true "Vegan Diet Provides All the Necessary Nutrients."

Start With One Book, But Plan Writing a Series

"Whoa, I haven't even started my first book, and now you want me to write not just one book but a series?!"

The reasons you should think in terms of publishing a series or at least a few books on a related topic is that it will give you a better leverage when building following.

For example, you can offer one book for free, and encourage people to sign up for your email list to receive another book for free. Then you can offer more books for sale to people who signed up for your list, as well as other products and services.

Writing and publishing more books will allow you to reach even more readers and make more money - even if that means shorter books, so don't put all your knowledge and expertise into one publication. It's much better to organize your content into several books and create a series.

Writing Your Book

There are three ways to write your book:

1. You can “lock yourself up” in a room and work non-stop for 1 or 2 days and get everything done that way.
2. You can work on it on and off... according to how you feel until you get it done.
3. You can work on it consistently, every day, by writing a certain number of words a day.

The first method could work, but if it's the first time you're writing a book it may not be the best one to choose.

As for method number 2: it simply doesn't work. If you just rely on your own energy levels, you're never going to actually find the time to do it. You'll never “feel” like doing this!

So that's why I'm recommending that you use to use method number 3:

Set your deadline, and plan on writing a certain number of words every day, consistently, until you get it done!

Here's how to accomplish this:

First, find the right time to do this. What is the one time of the day you can actually find your “zone” and write without interruptions? For most people morning or early afternoon is best. Choose the time when you can have no interruptions, and when my mind is fresh.

Set a timer for a specific amount of time. For example one or two hours per day. If you can do more, go ahead, as long as you can commit to it every day.

Set yourself a word target. Make sure you write a certain number of words every day. The minimum should be 500 words. Ideally, try to write 1000 words a day. If you’re not able to write at least 500 words or 1000 words in that hour, you will have to find some additional time during the day to do it.

Don’t make excuses. You’re not allowed to skip a day. That includes weekends. The reason is that if you skip a day you’ll stop your momentum. It’s actually much easier to write every day until it’s done... and then take a break on writing.

If you just write 500 words a day... which is actually a little over one page (not a big deal), it will take you 24 days to complete that eBook.

If you write 1000 words a day, it will take you 12 days to finish it! Remember, the time you spend writing your eBook is an investment that will come back to you several times over!

How Long Should Your Book Be?

As I said before, don't cram all your content into one book. Today books are shorter than they used to be. People don’t have time to read hundreds of pages; they want the message delivered quickly and to the point.

People who buy ebooks are usually looking for a solution to a problem (non-fiction) or entertainment (fiction), but they don't have the time to read the next Anna Karenina.

The minimum you should shoot for is 5,000 to 10,000 words, but not more than 30,000-50,000 per book. Somewhere between 15,000 and 20,000 is probably ideal, but that depends on your topic. Most “how-to” types of eBooks are in the range of about 20,000 words, or about 80 typed pages. Children’s books are much shorter.

Set Your Writing Goal

Before you begin writing... ask yourself the following questions:

How much material do I want to cover?

How much space do I need to cover this material?

How confident do I feel about writing this material?

How excited am I about writing this material?

How inspired am I about writing this material?

The last two questions are important. If you feel really pumped and inspired, like when you have something to get off your chest, then the writing process is going to be easy.

If you feel absolutely confident about how much you know your topic, and have some experience writing, go ahead and plan to write a 20,000 word eBook.

But otherwise, plan on writing a 12,000 word eBook. 12,000 words is going to become your target length. Once you add your cover page, your resource page, about you page and so on, the final length of your eBook will be about 15,000 words.

Creating Your Outline

Before you actually start writing, you need to create an outline for your book. This will help you organize your content by giving it structure.

It will make it easier for YOU to write it, and will be easier for your readers to read it.

There are many ways to approach the process of creating an outline. If it's a recipe book, simply list recipes that you'll want to include. If you are teaching people how to solve a specific problem, think about what things people need to know about your topic and start writing them down. Then break each of the bigger sections into sub-sections. For example, you can list 10 level 1 headings, and break each into 5-8 sub sections. Move things

around until it makes sense. You can use one of the outlining tools to do that.

To write a 12,000 words eBook, use a maximum of 10 to 12 questions or topics.

Initially, you just want to create an outline for yourself! It will evolve over time as you're writing and you can rename the chapter names and so on.

If you're not sure what to do for the outline, just think of 10 to 12 questions you could answer about your topic or "problem" that you're trying to solve.

Then simply list those questions and that's it! Write a few notes about how you're going to answer each, and you're done.

How to Format the Outline

If you haven't already, I recommend you start using "styles" in your word processing program. The great thing about using styles is that you only have to do the work once... to create your initial template. Then after, you can use the same template over and over again.

Your book will have a consistent look, and it will also be a lot easier for you to create table of contents and then format it for Kindle.

That's why I recommend that you use a template right from the start.

Do not just write raw text and then apply the proper formatting to it. Start by creating the formatting and then write your outline on it!

Use Quality Pictures

If you are writing a recipe book then great photos are a must, in my opinion. Although cookbooks without images exist, most readers in the digital age expect them, but it's ultimately up to you.

One option if you don't want to take photos yourself is to find quality stock photos, or hire someone else to take them for you.

If you want to take the pictures yourself, you'll need to learn some basics about composition and technique, as well as photo editing, so that the pictures that you take are good quality.

I've actually seen blog posts with terrible pictures, where the author admits the picture is awful, but they post it anyway with a caption "*Worst picture ever, but I promise it tastes amazing!*"

Maybe it does, but if the picture is terrible, do you really think I'll be trying the recipe?

Well maybe I will, but my point is we are competing with other recipe sites, so we need to use all the weapons at our disposal.

People are afraid that this way of eating is restrictive and borrrrr-ing. We need to prove them otherwise by showing them the beautiful, tasty and healthy food in its full glory. Think about TV commercials: the food is presented in the most vibrant colors, with all its natural juices, textures, appealing to the senses, making people crave it and salivate just by looking at it.

Nobody in the mainstream media is doing this for kale and tofu, so that's what we need to shoot for.

We have to make these foods seem not just palatable, but enticing, titillating, and desirable.

This is not an easy task, but not impossible either. Today's cameras and editing tools make it easy to take quality pictures and then enhance them with a few clicks of the mouse.

To edit a picture, you don't need to be a Photoshop expert any more. Photoshop is great but expensive and it takes time to learn. There are many free websites that you can use to experimenting with photo-editing, various textures, background, collages, etc. This is so much fun, too. My favorite is PicMonkey. It allows you to crop your image, adjust the colors, It's super easy to use and a lot of fun to boot. Another one is iPiccky.

If you are not up to the challenge, you can find quality photos available for free or small fee, for example, I like BigStockPhotos.com.

Recipe Writing Cheat Sheet

For all of you who are writing and publishing recipes, here is a power list, straight to the point from [Justin Schwartz](#), an Executive Cookbook Editor for Houghton Mifflin Harcourt. Copy it. Print it out. Tape it next to your computer screen for when you're writing recipes. And follow it until it becomes second nature. I know you can do it. No touchy-feely stuff here, just the nuts and bolts.

- List all of the ingredients together at the top of the recipe, rather than interspersing them through the directions.
- List **every ingredient** in the ingredients list that is used in the directions.
- List the ingredients to match the **exact order** they are used in the directions.
- Pro Tip: If you add multiple ingredients at once, list them from biggest to smallest measure.
- Offer **substitutions** for unusual ingredients or else people might just omit them completely.
- Explain unusual ingredients in the headnote, if possible.
- It's better to explain things like toasting nuts in the directions or a tip, rather than say "1 cup toasted walnuts".
- Directions like "chopped" come right after the measure **if you are measuring them chopped**, like "1 cup chopped mushrooms".
- If you measure something whole **and then chop it**, you say "1 cup walnuts, chopped".
- It's helpful to give multiple measurements like butter stick measures along with the weight or tablespoons, or nuts in cups and ounces.
- Weight measures are great, especially in baking recipes, but it's nice to include volume measures too, for people with no scale.
- Try to **be really clear** about things like light or dark brown sugar, sweetened or unsweetened almond milk, dried or fresh herbs, etc.
- Consider buying [The New Food Lover's Companion](#) (*my comment: this is definitely not vegan, but may be worth having, or at least perusing in your local library*).
- Try to avoid misunderstood cooking terms like "sauté" or "sweat".
- If people should be stirring or tossing or mixing while cooking on the stovetop, say so.
- Always say what to look for when cooking on the stovetop ("until golden and softened"), and **give cooking times**.
- Always say what heat to use.

- Always say to preheat the oven in the first step unless there is chilling or marinating time in the directions.
- Always say how to check for doneness when food is cooked in the oven.
- And ***never*** say something like “Serve with hot white rice” in the last step of the directions without mentioning it in the headnote or ingredients list too.

Come Up With a Must-Click Title for Your Book

Developing an attention-getting title is perhaps the most challenging aspect of book marketing. Do not take it lightly as it will have a profound effect on sales. The first thing you should remember about titles that sell on Kindle is this: People don’t read. They scan. Simply put, if you’re trying to reach me— the book reader, don’t make me work to figure out the meaning of your title and what your book is about, because I’m not going to take the time to do it.

If you don’t grab the reader quickly, they’ll move on.

The reader should be able to read your title in less than five seconds and know exactly, without question, what your book is about. This is easier to do with nonfiction titles, but you fiction folks should adhere to this rule too.

Ideally the title has two sections.

- 1) The first one is what your book is about.
- 2) The second with a verb – what results can I get if I read your book.

Be as specific as possible. If it’s a recipe book, how many recipes will I get? If it’s a solution to a problem, how many steps are involved, how long will it take, etc.?

Examples:

Decadent Gluten-Free Vegan Baking: Delicious, Gluten-, Egg- and Dairy-Free Treats and Sweets

Gluten-Free Vegan Comfort Food: 125 Simple and Satisfying Recipes, from "Mac and Cheese" to Chocolate Cupcakes

Green & Lean: 20 Vegetarian and Vegan Recipes for Building Muscle, Getting Lean, and Staying Healthy

The Ultimate Book of Modern Juicing: More than 200 Fresh Recipes to Cleanse, Cure, and Keep You Healthy

A Foodie's Guide to Tuscany: Places, Flavours, Itineraries, Must Do for the Epicurian Explorer; 20 Fabulous Recipes

Eat Green Get Lean: 100 Vegetarian and Vegan Recipes for Building Muscle, Getting Lean and Staying Healthy

Level Up Your Day: How to Maximize the 6 Essential Areas of Your Daily Routine

Finding Your Element: How to Discover Your Talents and Passions and Transform Your Life

This applies to fiction too:

Wild: From Lost to Found on the Pacific Crest Trail

Eat, Pray, Love: One Woman's Search for Everything Across Italy, India and Indonesia

To Do: Brainstorm 10 titles for books in your series.

Getting Your Book Published

Design a Book Cover That Attracts Clicks

“If you have already passed that hurdle of having a customer be attracted to the cover, and then they pick up the book,” said Patricia Bostelman, VP for marketing at Barnes & Noble, “an enormous battle has been won.”

When was the last time you bought a book with an awful cover from an author you’ve never heard of? I know I haven’t.

Covers form instant opinions in a single snapshot. In seconds, you attract a reader’s attention away from the competition. They have the power to shape the perception of the story and the strength of your writing. In the

mind of a book buyer, covers mean quality. **The better the cover, the higher the quality.**

So unless you are getting paid for graphic design by other people (i.e., you are a professional designer), don't design your own book cover. Of course, hiring designer costs money, but you should see it as the single best financial investment you can make in your book. Although hiring a professional designer is expensive. Depending on the complexity of the cover and the depth of the designer's experience it may cost as little as three hundred dollars to as high as a couple of thousand. The good news is that today, there are other options available, and you may be able to find a great designer and have him or her design your cover for under \$50, or even cheaper using sites such as Fiverr or Odesk.

Tip: The main parameter to consider when publishing on Amazon and other sites is this: The cover has to be readable in a tiny format. Think postage stamp.

Edit, Proof-Read & Format Your Book

Spelling errors and grammatical mistakes detract from the content. Getting your book properly formatted and converted to formats that are acceptable by Kindle and other publishers can be overwhelming. Not everyone has the patience and time to edit their book to be presentable.

The easy and inexpensive solution is to check out a site like Fiverr.com and paying someone \$5, \$10 or \$20 to format your book. If you need help with formatting your book for kindle, email me at joanna@worldgoesvegan.com.

Editing and proofreading will cost a bit more, but maybe you can find someone with a good eye for writing to do it for you.

Get Reviews That Make People Want To Buy Your Book

Good reviews significantly increase book sales. Having at least 4-6 positive reviews is ideal as it fill out the page, providing ample social proof for the buyer.

Bad 1-star reviews have a greater power to decrease sales than 5- star reviews have to increase them. They create instant distrust and make people hit the back button and keep browsing.

The problem is that most people who love your book will not leave a review. Think of your own behavior. When was the last time you read a book, returned to Amazon, searched for it, found the link to leave a review and wrote it?

The best way is to ask your audience, family and friends to write honest reviews. Make sure they read like a true book reviews. Some of the things you may ask your readers to consider include:

- Brief Synopsis. The basic themes of the book.
- A recommendation of who should read the book.
- A summary of what happened and what it meant (without any spoilers).
- A judgment on writing style.
- How it made you feel and what it made you think.
- What you loved or hated and why? How well did the book achieved its goal?
- Whether you would recommend it to others and why.

Start Building Your Email List TODAY!

Building an email list is online marketing 101. It works for ecommerce sites, info-product sites, and for Amazon Kindle too.

Building a list will give you an easy way to communicate with your readers. If you have their email addresses, you can send them more information and resources, ask them for their feedback, encourage them to leave reviews, buy your other books or your products and services.

Even if you have thousands of people buy your book and visit your website and social pages, until you have people's email addresses, you have no reliable way to reach them.

Even in this day and age of social media platforms, the most effective method of mass communication online is still email.

Here's why you need to focus on email:

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1. Unlike Facebook and Twitter (where you're lucky if 10% of your followers even *see* your posts, let alone *do* anything with them), email reaches nearly everyone. It also has the highest click-through rate, meaning people will actually receive and open your emails.
2. You own your email list. Nobody can take it away from you or change the rules. Companies go out of business, websites disappear, but no one can take away your email list.
3. You dictate the content. You can write whatever you want in your emails – promote whatever product you want, cover any subject you like, and you'll never have to pay a cent in advertising or conform to ever-changing Terms of Service.

Sign up for auto-responder account, create a subscription box or pop-up window on your website (for example, Pop-up Domination WordPress plugin, or Opt-in plugin) and start building your list.

It's best to use one of the major auto responder companies, i.e., companies whose main business is delivering emails. They host the auto responder software, handle all of your correspondence, track how many of your emails are actually delivered, and work with the email companies to make sure your emails don't end up in the SPAM folder.

I recommend MailChimp since it's completely free until you hit 2,000 subscribers.

Make Money with Your Book

Blogging, being active on the social media, volunteering and activism is great, but wouldn't it be nice to be able to support yourself while living your passion? How would you like to be able to have the ability to share your gifts with others AND do it for a living? For me, this is the ideal scenario.

You can make just a little money from your ebooks, as a side income, or you can make a lot, and by a lot I really mean not just to pay your bills, or but replacing your current income from your job (if you are employed), and even making six or seven figures.

You may think it will be difficult to do by selling ebooks, and you'll be right. Most books sell for just 10-20 dollars, and ebooks tend to be even cheaper. But you don't need to be on the NYT bestseller list to be financially successful.

You can provide a range of higher-end products or services that help people implement the information and advice from your book.

Truth is there is so much free and low cost information available today, that people suffer from the information overload. They are often overwhelmed with all the conflicting advice, and they'll gladly pay for more in-depth training, coaching or done-for-you services.

In other words, you can use your book as a launching point to building an online business, creating and selling higher-priced items: courses, coaching programs, webinars, membership sites and mastermind groups.

There is an important shift in the mindset of free going on right now and much of it is being led by the adoption of paid applications, paid coaching programs, ebooks and membership sites.

Not only will you be able to be more successful financially. You will also make sure people really absorb the information you'll be teaching them by participating in your paid programs.

Now I understand that many people feel uncomfortable when they think making money, especially if it's related to something they are passionate about – like spreading the idea of veganism—in fact they are so passionate about it that they are willing to do it all for free. I get that.

You want to spread ideas and may not feel comfortable charging for information that you feel should be available for free. You may also feel like you don't have anything valuable to sell. That nobody would pay for what you have to say.

If that describes you, consider this.

The right information presented in the right time to the right person, can have life changing effect that's priceless.

While free information has value, the right information, in the right format, delivered at the right time is game changing and well worth paying for.

Time to Be an Activist is NOW!

Each day, 22 million animals are slaughtered; that's 919,000 an hour; 15,000 per minute and 255 every second. Ninety percent of the large fish in the ocean and 80% of the world's forests are gone. Each day, 200,000 acres of rain forest are destroyed; 100 plant and animal species go extinct; and 13 million tons of toxic chemicals released across the globe. Every square mile of ocean hosts 46,000 pieces of floating plastic.

That sounds pretty bad!

In fact, that sounds overwhelming.

So overwhelming, most people choose to do nothing.

What a time to be an activist!

Consider it an opportunity knocking. What we do (or don't do) in the next few years could quite possibly tilt us all toward either the point of no return or a far more sane form of society. In other words, each and every one of us can take part in creating the most important social changes ever imagined.

If not now, then when; if not us - than who?

As Colleen Patrick-Goudroux says:

"Once we know better, we can do better, so, let's!"

Get More FREE Books

To receive more free books and resources, visit <http://WorldGoesVegan.com> and sign up for my newsletter.

Other books in this series - coming soon:

- Vegan Online Revolution 2.0. Spread the Message, Tell Your Story, Live Your Passion and Change the World

- Vegan Activist Guide to Viral Social Media - how to build following, spread the message, and use your time more effectively on social media - Facebook, Instagram, Twitter, LinkedIn and other social platforms all allow you to build large following.
- Vegan Online: Guide to Email
- Vegan Online: Guide to Building a Network
- Vegan Online: Guide to Building an Online Business and Making Money Online

Thank You!

Thank you for reading this book!

If you enjoyed this book, please leave a review.

If there are errors, or anything you would like to see changed, please email me at Joanna@WorldGoesVegan.com and I will respond personally.

If you'd like to share this book, I'd be delighted if you posted your thoughts on Facebook, Twitter, Google+ or Pinterest.

For my vegan recipes for soups, smoothies, and other delicious dishes, visit my blog GreenReset.com Also, check out my recent Amazon Kindle book "Easy Smoothie Recipes for Kids and Adults!":

If you have any suggestions for content, case studies, collaboration, or just to say "hi," email me at Joanna@WorldGoesVegan.com.

Joanna Slodownik

About the Author

Joanna Slodownik is a Vegan Success Coach and Online Marketing Consultant on a mission to help vegans (you!) leverage the power of online technology and business building strategies to stop playing small and take our online presence, activism, and profits to the next level, to reach the tipping point faster.



She believes that by building a MASSIVE PLATFORM online for positive change (and making money in the process)—including creating websites, exploding social media presence, publishing ebooks, creating information products, ecourses, newsletters, webinars, podcasts, and membership sites; as well as using various business building strategies—list building, joint ventures, launches, and mastermind groups; vegans can create more LEVERAGE online, reach more people faster, build more MOMENTUM, and start taking our MESSAGE out to the world in a BIG WAY to make a bigger difference for the animals, while living the ethical lifestyle that they desire.

Why should you join me?

- * Are you FRUSTRATED because you feel like you are NOT doing ENOUGH to help the animals?
- * Are you OVERWHELMED with the enormity of the problem and the apparent indifference of the majority of people?
- * Are you STUCK in a situation – a job, relationship, friendships — that question or are in conflict with your values. You would like to build your life, career and perhaps even a business promoting veganism and helping animals, environment, but you heard that there's no money in veganism and you don't think it's realistic or something that you could do.
- * Are you UNCERTAIN what is the best use of your time and money? You end up just making a donation to the first charity that sends you their promotional materials at the end of the year claiming a victory for the farmed animals?
- * Are you UNSURE what to say to people and how to be a vegan in the world with so much disinformation, conflicting messages, sarcasm and even plain hostility towards this message of justice and compassion. Even vegans seem to be clashing among themselves, so it's not surprising that people are suspicious when they hear the word VEGAN. They don't want to feel challenged, inconvenienced, and overwhelmed— they prefer to stay “comfortably unaware.”

* Are you just plain BUSY with lots of things to do on your plate, and you don't have much time to contribute to activism? Since you have little time and few resources, you are wondering how to spend them right and how to efficiently use time and resources that you have at your disposal?

* Do you wish you could devote more time and resources to promoting veganism, perhaps, even make a career out of it, but have heard that "there is no money in veganism," the few jobs that are available working for vegan companies and non-profits are difficult to find and don't really provide the income that you need to live comfortably.

* Do you have the feeling that TIME IS OF ESSENCE, of being PRESSED FOR TIME – time is running out /with climate change, environmental destruction, deforestation, species extinction, overfishing, etc. — plus, of course, millions of farm animals slaughtered daily for human consumption. Some predictions are really catastrophic. Why cannot other people wake up and see the truth.

Did you answer yes to any of these questions?

If so, then I invite you to join my community of vegan authors, bloggers, speakers, activists, online entrepreneurs and business owners, who are ready to take their activism to the next level.

Go to: WorldGoesVegan.com

Veganism is gaining momentum — let's help reach that tipping point faster.

The tools that are available today give us the ability to speed up the process, if we only step up our game a little...

..or a lot.

With the right tools, tactics, and resources we could be doing so much more!

Whether you have one hour per day, per week or per month, with the right tools you could probably do much more that you are currently doing — you'd really be surprised!

I invite you to join me by signing up for Book writing Course where I'll guide you through the entire book creation and publishing process.

I also provide help with ebook formatting for kindle, web design, email list setup, and more.

Go to: WorldGoesVegan.com to receive FREE ebooks, tips and resources.