PRINT ON DEMAND

MASTERY

step by step guide to printing
& publishing coloring books
on popular POD platforms

TABLE OF CONTENTS

PART 1

INTRODUCTION TO PRINT ON DEMAND PUBLISHING

Introduction to Print-on-Demand for Adult or Childrens Coloring Books

What is Print-on-Demand?

Print-on-Demand (POD) is a publishing model where books are printed individually as orders come in, rather than in large batches.

For coloring book creators, this means:

- No upfront inventory costs
- No need to store physical books
- The ability to offer a wide range of designs without financial risk
- Easy updates and modifications to your books

So you're able to create these books in a way that has very minimal cost outlay and are able to print as they're required rather than having to (like the old days), print hundreds of copies and potentially be left with a ton of them that just didn't sell.

This is a much easier way to do it, so the company manages printing and delivery, you just create them, set it up and get paid if/when people buy a copy.

Why is POD So Great for Coloring Book Creators?

1. **Low startup costs**: You only need to invest in creating your designs.
2. **Minimal risk**: No unsold inventory to worry about.
3. **Global reach**: POD platforms often offer worldwide distribution.
4. **Creative freedom**: Easily test new ideas and concepts.
5. **Passive income potential**: Once set up, books can generate ongoing revenue.

The POD Process for Coloring Books

In this report we'll outline the steps to creating and publishing coloring books using one of the more commonly used platforms. This is great for low cost, quick turnaround publishing and works in the case of most coloring book styles. Here's the basic setup flow we'll use when creating these kinds of books.

1. Create your coloring book designs
2. Choose a POD platform
3. Prepare your files according to platform specifications
4. Upload your files and create product listings
5. Set pricing and royalties
6. Market your coloring books
7. Fulfill orders automatically through the POD platform

What You'll Need: Essential Resources

To begin your POD coloring book journey, you'll need:

1. **Design software**:
   - Adobe Illustrator (paid): https://www.adobe.com/products/illustrator.html
   - AI image generation software (free/paid options)
   - Inkscape (free): https://inkscape.org/
2. **A computer with internet access**
3. **Basic understanding of file formats** (PDF, PNG, JPEG)
4. **An account on a POD platform** (we'll cover options in Chapter 2)

The Exciting World of Coloring Books

While traditional coloring books remain popular, innovative formats are emerging. Watercolor coloring books, for instance, offer a unique twist on the classic concept, allowing for beautiful blended effects and a more artistic experience.

> "Watercolor coloring books open up a whole new world of creativity, blending the relaxation of coloring with the flowing beauty of watercolors."

Part 1: Introduction To Print On Demand Publishing

In this report we'll be sharing about the commonly used strategy of creating coloring books that people can publish and then use coloring pencils or markers etc to complete.

If you're interested in accessing a MUCH MORE open and fresh audience (hungry for pieces to paint...!) I highly recommend you visit Watercoloring Coloring Books. The process is similar to what you'll learn here except:

- Watercolor coloring pages need a few very important adjustments to the way they're created via AI
- They have special printing requirements (we'll show you where/how) that are different to the commonly used methods we'll explain in this book
- They're MUCH more popular, as there are so few people creating them for this audience, it's much easier to have your books accepted more readily.

=> Find out more about Watercolor Coloring Books here (includes dozens of DFY pieces!)

Ready To Get Started?

Keep reading and let's get your first coloring book up and running!

PART 2

CHOOSING YOUR PRINT ON DEMAND PLATFORM

Choosing Your Print on Demand Platform

Introduction To Amazon KDP

While there are many print on demand platforms, the most commonly used one is of course, Amazon's Kindle Direct Publishing (KDP). This is a top choice for many coloring book creators and here's why:
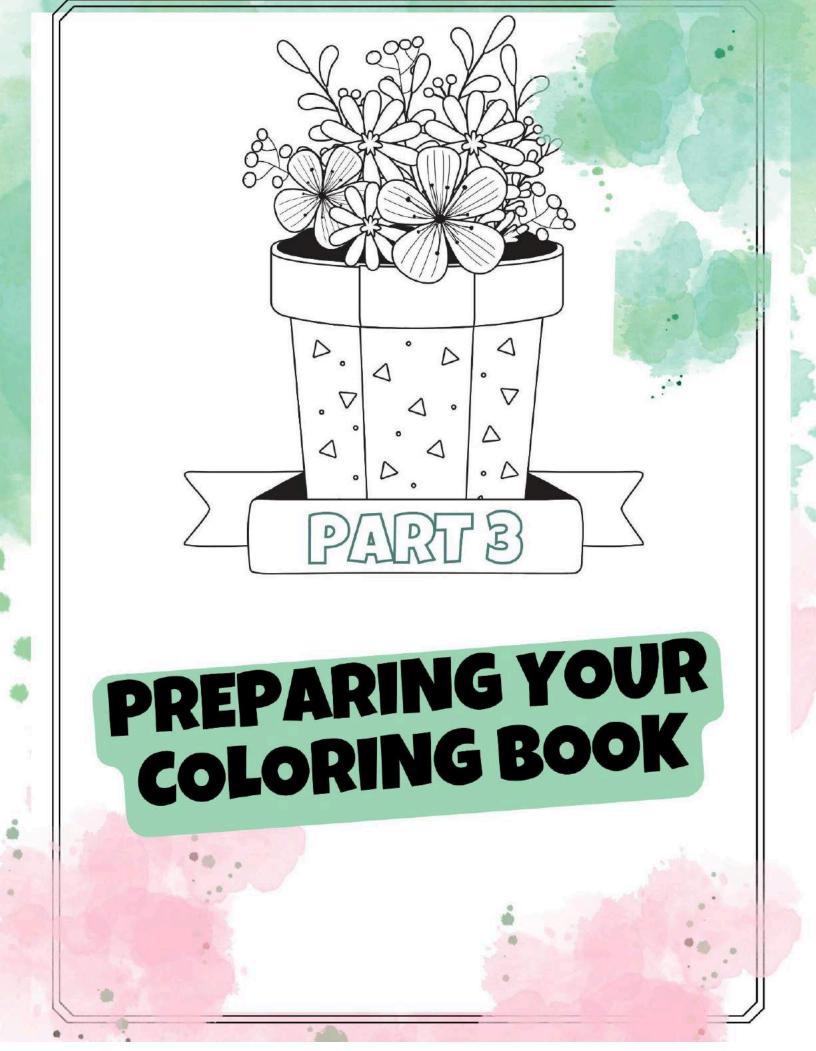
- Huge potential audience: Amazon is the world's largest online retailer
- Easy to use: Simple interface for uploading and managing your books
- No upfront costs: It's free to publish your coloring books
- Quick turnaround: Your book can be available for sale within 24-72 hours
- Decent print quality: Good enough for most coloring book needs
- Built-in marketing: Amazon's algorithms can help promote your book

As I mentioned earlier, there are other options depending on your type of content. If you're wanting to create Watercolor Coloring Books for example, we recommend a whole different platform and the setup and process varies considerably.   Amazon KDP is great for regular coloring books, especially for children or adults using colored pencils. Mixed media or painting, we recommend you follow the training in [Watercolor Coloring Books](#) training.

Setting Up Your KDP Account

1. Visit https://kdp.amazon.com
2. Click 'Sign up' and use your existing Amazon account or create a new one
3. Fill in your author/publisher information and tax details

That's it! You're now ready to start creating and publishing your coloring books on Amazon KDP. Next up, we'll start creating the content for your books focusing on some free AI tools allowing even the most non-design skilled person make great books!

PART 3

PREPARING YOUR COLORING BOOK

Preparing Your Coloring Book

Design Tools for Coloring Books

While traditional design software like Adobe Illustrator (paid) or [Inkscape](#) (free) can be used to create coloring books, there are also free online alternatives like [Photopea.com](#) that offer similar functionality.

However, for those who aren't confident in their design skills, AI image generation tools offer an exciting alternative. These tools can help you create unique and appealing coloring book pages with just a few text prompts.

AI Image Generation Tools for Coloring Books

Let's explore some free AI tools that can help you create coloring book pages:

1. **DALL-E 2 Mini (Craiyon)** Website: [Craiyon](#)
   Prompt examples:
   - "Simple line drawing of a magical forest with trees and flowers, coloring book style"
   - "Outline sketch of a whimsical underwater scene with fish and coral, for coloring"
   - "Black and white mandala pattern with intricate details, ready for coloring"

2. **Artbreeder** Website: [Artbreeder](#)
   Prompt examples:
   - "Create a line art portrait of a fantasy creature with detailed features"
   - "Generate a black and white landscape scene with mountains and clouds"
   - "Produce a simple outline of various cute animals in a playground setting"

3. **DeepArt** Website: [DeepArt](#)
   Prompt examples:
   - "Transform a photo of a cityscape into a simple line drawing style"
   - "Convert a nature photograph into a black and white sketch suitable for coloring"

- ○ "Turn a still life image into an outline drawing with clear, defined lines"

4. **RunwayML** Website: RunwayML
   Prompt examples:
   - ○ "Generate a line art scene of a futuristic city with flying cars"
   - ○ "Create a black and white outline of a fantasy garden with mythical creatures"
   - ○ "Produce a simple sketch of various geometric shapes and patterns"

5. **NightCafe Studio** Website: NightCafe Studio
   Prompt examples:
   - ○ "Design a coloring page featuring a zentangle-inspired animal"
   - ○ "Create an outline drawing of a steampunk-themed machine"
   - ○ "Generate a black and white line art of a whimsical treehouse"

6. **Deep Dream Generator** Website: Deep Dream Generator
   Prompt examples:
   - ○ "Transform a photo of flowers into a simple line drawing for coloring"
   - ○ "Convert an image of sea life into black and white outlines"
   - ○ "Turn a landscape photo into a sketch-like drawing with clear lines"

When using these tools, remember to adjust settings (if available) to create high-contrast, clear line drawings suitable for coloring. You may need to experiment with different prompts and settings to achieve the best results for coloring book pages.

While the free tools mentioned above can produce good results, Midjourney stands out as a premium option for those serious about creating exceptional coloring book images.

Although it comes with a cost, Midjourney's advanced AI capabilities allow you to generate stunning, detailed, and highly customizable illustrations perfect for coloring books. Its ability to understand complex prompts and produce consistent, high-quality outputs makes it a favorite among many professional creators.
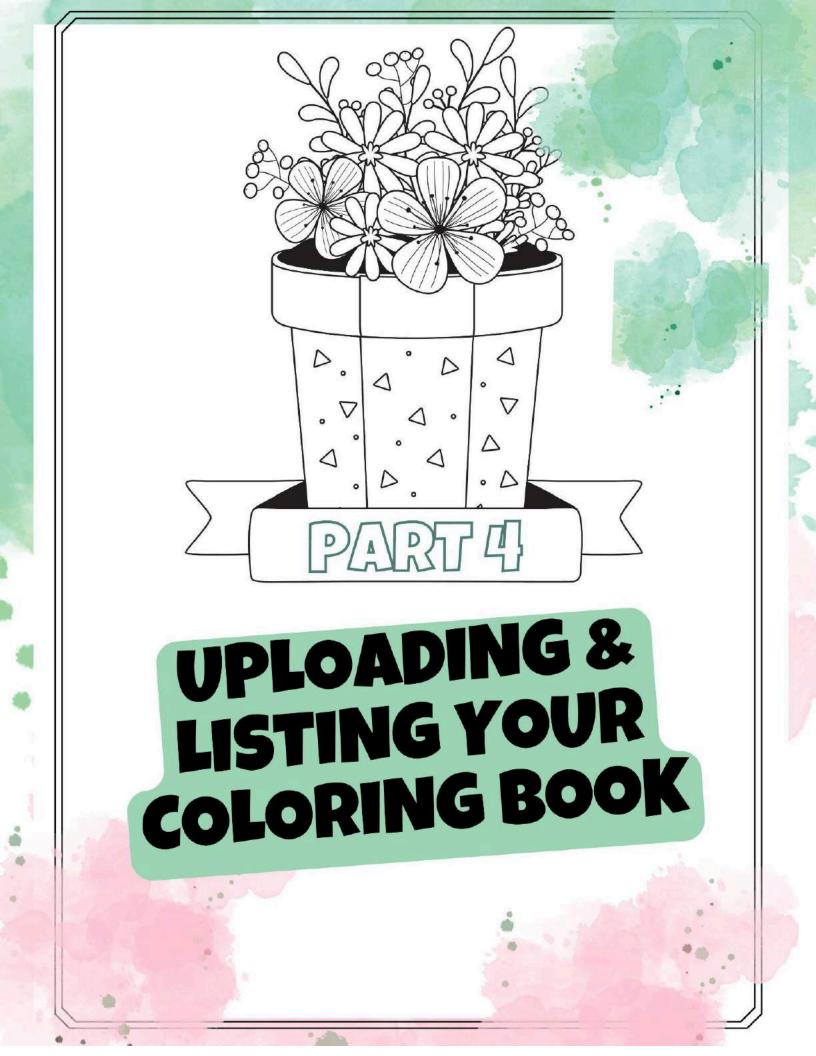
Here are 10 Midjourney prompts designed to get good results for black and white coloring images:

1. "Intricate mandala with floral elements, black lines on white background, coloring book style --no shading"
2. "Whimsical treehouse in an enchanted forest, line art, suitable for adult coloring book --no color"
3. "Zentangle-inspired sea creature, detailed patterns, black outlines on white, coloring page design --no shading"
4. "Steampunk cityscape with gears and clockwork, line drawing, coloring book style --monochrome"
5. "Fairy tale castle with intricate details, black and white outlines, ready for coloring --no fill"
6. "Abstract geometric patterns inspired by Art Deco, line art for adult coloring book --high contrast"
7. "Detailed garden scene with flowers, butterflies, and a hidden fairy, black lines on white --no shading"
8. "Underwater coral reef with various fish and sea life, line drawing style, coloring page --monochrome"
9. "Fantastical alien landscape with strange plants and creatures, black outlines for coloring --no fill"
10. "Ornate vintage hot air balloon with detailed patterns, line art suitable for coloring book --high contrast"

When using Midjourney, remember to include parameters like "--no shading", "--no color", or "--high contrast" to ensure the images are optimized for coloring books. There are a lot more tricks and techniques for image sizes, quality upgrades and highly effective prompt customisation that we've included in the Watercolor Coloring Book training - giving you all the prompts you need for platforms like Midjourney as well as variations custom created for other premium image generating tools too.

In the next chapter, we'll cover how to prepare these images for upload to Amazon KDP, ensuring they meet the platform's requirements for coloring books.

PART 4

UPLOADING & LISTING YOUR COLORING BOOK

Uploading & Listing Your Coloring Book

Now that you've created your coloring book pages, it's time to get your book listed on Amazon KDP. This process is straightforward, but attention to detail is key.

Step 1: Log into Your KDP Account

Visit https://kdp.amazon.com and log in to your account.

Step 2: Create a New Paperback

From your KDP dashboard, click on '+ Create paperback'.

Step 3: Enter Your Book Details

Fill in the following information:

- Language
- Book title and subtitle
- Series information (if applicable)
- Edition number
- Author name
- Description (make it enticing!)
- Publishing rights
- Keywords (use coloring book-specific terms)
- Categories (choose appropriate coloring book categories)

Pro tip: Use keywords like "adult coloring book", "stress relief", or "mindfulness" to help your book appear in relevant searches.

Step 4: Set Up Your Print Options

Choose the following:

- ISBN (use Amazon's free ISBN as the easy option or add your own)
- Publication date
- Print options (color interior for coloring books)
- Paper type (white is better for coloring)
- Trim size (common sizes for coloring books: 8.5" x 11" or 8.25" x 8.25")
- Bleed settings (no bleed for most coloring books)
- Paperback cover finish (matte or glossy)

Step 5: Upload Your Content

- Interior file: Upload your PDF containing all your coloring pages
- Book cover: Use KDP's Cover Creator or upload your own design

Remember, your interior file should be:

- In PDF format
- 300 DPI resolution minimum
- RGB color space
- With embedded fonts

Step 6: Preview Your Book

Use KDP's online previewer to check how your book looks. Make sure all pages are in the correct order and the images look clear.

Step 7: Set Your Pricing

- Choose your primary marketplace
- Set your list price (consider your costs and competitor pricing)
- Decide on expanded distribution (optional)

Step 8: Submit for Review

Once you're happy with everything, click 'Submit for Review'. Amazon will review your book within 24-72 hours.

And that's it! You've successfully uploaded and listed your coloring book on Amazon KDP. Once approved, your book will be available for sale on Amazon's stores.

Remember, while this process works great for standard coloring books, specialized formats like watercolor coloring books (or anything in sub niches like mixed media/colored markers etc) will require different approaches. It's worth going through this process to familiarize yourself with how it all works, but if you really want to create these books that are in a less competitive and overloaded space - I know we keep banging on about it, but Watercolor Coloring Books is a great place to start!

PART 5

MARKETING YOUR PRINT ON DEMAND COLORING BOOK

Marketing Your Coloring Book

Now that your coloring book is live on Amazon, it's time to get it in front of potential buyers. Here are some effective strategies to market your print-on-demand coloring book:

Use Amazon's Tools

1. **Amazon Author Central**: Set up your author page to showcase all your books and share your bio.
2. **Amazon Advertising**: Use Amazon's pay-per-click advertising to boost visibility.
3. **Kindle Countdown Deals**: Offer limited-time discounts to attract bargain hunters.

Utilize Social Media

1. **Instagram**: Share snippets of your coloring pages and repost customer colorings.
2. **Pinterest**: Create pins showcasing your book cover and sample pages.
3. **Facebook Groups**: Join coloring enthusiast groups and share your work (follow group rules).

Create a Website or Blog

- Showcase your coloring books
- Offer coloring tips and techniques
- Provide free sample pages to download

Email Marketing

- Build an email list of coloring enthusiasts
- Send regular newsletters with coloring tips and new book announcements

Collaborate with Influencers

- Reach out to coloring book reviewers on YouTube or Instagram
- Offer free copies in exchange for honest reviews

Run Promotions

- Offer bundle deals if you have multiple books
- Create holiday-themed promotions

Engage with Your Community

- Respond to customer reviews on Amazon
- Host coloring contests on social media

Offline Marketing

- Attend craft fairs or book festivals
- Partner with local art supply stores

Remember, marketing is an ongoing process. Consistency is key, so create a marketing plan and stick to it. Don't be afraid to try new strategies and see what works best for your specific audience.

Keep creating more books too, once you've got this system honed you can generate a whole series quite easily on Amazon KDP. So have a go and see what you can create!

PART 6

WHAT NEXT? TAPPING INTO BIGGER AUDIENCES

What Now? Tapping Into Much Bigger/Hungrier Audiences

Congratulations! You've now got the foundations to create, publish, and market your own print-on-demand coloring book. But this is just a taste of what's possible, with much bigger opportunities available if you know where to enter and how to do it!

Where Is The Coloring Book Market Headed?

The adult coloring book industry has seen explosive growth in recent years, and it shows no signs of slowing down. From stress relief to mindfulness practice, people are continually discovering the joy and benefits of coloring.

Even better? All of these topics are exactly what people love to share on social media. So when your customers complete one of the coloring pieces and share on social media, you can benefit even more with 'word of mouth' type traffic as their friends are often curious about which book they're coloring etc, growing the sales of your books.

However... With this growth comes increased competition and the need for innovation.

Consider these market trends:

- The global adult coloring book market is projected to reach $1.1 billion by 2027
- Digital coloring apps are on the rise, but physical books remain popular
- Niche markets are emerging, catering to specific themes and interests
- Coloring is increasingly being recognized as a form of art therapy

Standing Out in a Crowded Market

While the strategies we've covered will help you create and sell traditional coloring books, truly standing out requires thinking outside the box. This is where innovative formats come into play.

The Untapped Potential of Watercolor Coloring Books

One of the most exciting developments in the coloring book world is the emergence of watercolor coloring books. This format offers a fresh twist on the traditional coloring experience, appealing to both novice artists and experienced colorists looking for a new challenge.

Why watercolor coloring books are the next big thing:

1. **Unique Experience**: Blending the relaxation of coloring with the flowing beauty of watercolors, where the whole theory is 'let watercolor do its thing!'
2. **Broader Appeal**: Attracts both coloring enthusiasts and aspiring painters
3. **Higher Perceived Value**: Can be priced higher than traditional coloring books
4. **Less Competition**: Still a relatively untapped niche in the market
5. **Artistic Results**: Creates stunning, frameable art pieces they'll be proud to share

Taking Your Coloring Book Business to the Next Level

If you're excited about the potential of watercolor coloring books and want to stay ahead of the curve, it's time to expand your skills and knowledge.

Our comprehensive Watercolor Coloring Books training program offers:

- Specialized techniques for creating watercolor-friendly designs
- Tips for choosing the right paper and print options & POD platforms
- Advanced marketing strategies for this unique niche
- Ready-to-use watercolor coloring page designs
- AI prompt collections made specifically for this niche and audience
- So much more...

It's just getting started, you're here at exactly the right time to take advantage and lock in your authority position using our super simple training, AI prompts and a little bit of your play time to make something amazing - setting up these little books that sell, publish, print and deliver themselves after your initial step-by-step setup process.

Ready To Find Out More?

The world of coloring books is huge and full of opportunities. While you now have the tools to create traditional coloring books, why not explore the cutting edge of this exciting industry?

> **Click Here To Visit Watercolor Coloring Books** <

Discover how you can dive into the world of watercolor coloring books. Learn how to create stunning, unique books that stand out in the marketplace and tap into a growing audience hungry for new coloring experiences.

Innovation is key. By embracing new formats like watercolor coloring books, or even adapting them for other types of painting or mixed media art styles, you're not just keeping up with trends – you're setting them.

Are you ready to add a splash of color to your publishing journey? The world of watercolor coloring books awaits! I can't wait to see what you create!