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Wordy Worded Words: How Easy It Is, How People Take Advantage, and Getting Something Real Up on a Limited or $0 Budget

> The focus of this talk: how easy it can be to put a book up, how some use that to appear as something they are not, and how you can get up a real, authentic book at a limited or zero dollar budget.

The talk overview

In seven hours, at a $0 cost outside of the Claude subscription and the Canva subscription I already had, to be fully transparent, I had a book up on Amazon, both a paperback and an ebook. Within an hour of the submission to Amazon, the ebook was up, and two hours later, the paperback was available for sale.

The reason I did this is a joke, and I made sure to be very careful to list that it's a satire. But it's also not a joke. My intention was more so to bring light to this, that this is how easy it is.

I would say right now, the majority of these books coming out are coming from people that have limited experience, limited knowledge, but an excess of ability in how to use AI and how to use these marketing tactics to appear as something that they're not. One of my warning signs for a lot of the false business books is when every opening thought or closing thought or quote in the middle is from somebody else, because then where does that show their authority?

From what I have seen, some take their stories, whether with AI or themselves, and wrap them in other people's work. To me, it's a form of plagiarism. Then they pop the thing into some category that nobody's using, get three purchases, and get their little bestseller picture. For two minutes or 60 minutes, it can look like a bestseller, which, in my view, it's not.

The other side of this talk is that what I did here is something you can do for a real book too. I asked Claude to load in all the regulations and the requirements of what a book needs, from spine sizes to cover sizes to where the indent should be to font size to spacing. So it wasn't

just make me a book. It was going a little bit further and making it so that it could happen a little bit faster and a little bit more compliant.

From what I have seen, many people are formatting off of guesses, or they're working with designers that are not laying out the book correctly. It's inside of the detail that you can get things done faster and on a first pass.

I asked Claude to use a mixture of the layouts of my other five books to create a professional layout, set up the KDP, which costs nothing, and looked at the keywords, the A+ content and the words that can get a book flagged. But I also knew that I didn't want to deceive. So I made sure to put satire, and Claude also recommended putting satire on the cover.

Takeaways and touch points

- Some ways to know what a specific book may need before the build, from spine and cover sizes to indents, font sizes, spacing and other elements of compliance.
- Building from your own layouts, your own stories and your own words, so other people's quotes and authority are not carrying the book.
- Setting up KDP and other distribution methods that do not cost anything.
- Adding A+ content and other free pages that can help cross-promote the book.
- Clarity around what your book is about online, from keywords and descriptions to SEO and AEO.
- Elements to consider and things to watch out for before buying a book, hiring an editor or paying for book promotion.
- Checking your own work for possible unintentional plagiarism.
- Some ways to vet sources, professionals and consultants who may claim to have all the answers for your book.
- Identifying some of the red flags of books released by frauds.

Closing the talk

Wouldn't it be better to take the time to vet, to verify, to look for the honorable foundation, the expertise, the proof, and then from there decide where you're considering guidance, considering who you're going to listen to, considering who you might want to work with?

Take care of your dream, of your business, of your vision. Treat it like a living, breathing child.

This is one set of ideas, parameters and strategies that are worth considering. It is not the answer. It may be part of an answer in how you look at the books you buy, and how you put up your own.

Speaker and presenter bio

Loren Weisman is a Brand Communications and Optics Strategist based in Orlando, Florida, working worldwide. He helps businesses and individuals build authentic and authoritative brands by aligning messaging, optics and communication.

His background includes work as a drummer and producer on 700+ albums, television production credits with ABC, NBC, FOX, CBS and TLC, and consulting roles across a range of industries. He has written five books. Four are published under his own name, including Music Business For Dummies from John Wiley and Sons, The Artist's Guide to Success in the Music Business from Greenleaf Book Group, and Alphabet Animal Adventures Across America, written with his daughter. The fifth is a 2026 book released under a pen name. Separate from those five, he also put out the satire Wordy Worded Words as Wordy Worderson, a pen name he uses openly.

As a speaker he delivers down to earth, educational and applicable presentations. Every talk is tailored to the level of understanding and the size of the audience, from small board rooms to full capacity convention centers. There are no locked in slide decks and no one size fits all presentations.

Booking and contact

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The full talk outline

Overview, touch points and booking details in full at lorenweisman.com/wordy-worded-words-talk/