CASE STUDY • SELF-PUBLISHED WORKBOOK

Gig Search Hacks

Quick Start Workbook

Your Action Plan to Fiverr Visibility
by Olamilekan Waliu

JOB	Writing, interior layout, cover design, publishing
TRIM	8.5 × 11 in workbook pages
FORMAT	Digital workbook
PLATFORM	Selar
TOOLS	Canva · Delivered 2025



A workbook readers *use*, not just read.

WHAT CAME IN

- The strategies from my book *Gig Search Hacks*
- No hands-on version for readers to practise with
- Readers needed to turn tips into real changes on their own gigs
- A blank page: no draft, no layout, no cover

WHAT I DID

- Wrote the workbook: niche, keywords & gig SEO, pricing, descriptions & CTAs, gig images
- Laid out every page in Canva: prompts, templates, tag tables, write-on lines
- Designed the front and back cover
- Published it for sale on Selar

PROOF — PALETTE & TYPE, FROM THE FILES

NIGHT
#041330

CHAPTER NAVY
#193962

LINE BLUE
#3B5E88

ICE
#C5DDFF

PAGE TINT
#E1EEFF

FOLIO TEAL
#1D8E96



DISPLAY SERIF
Chapter and section titles — tall, elegant, calm

ROUNDED SANS
Body text and prompts — friendly and easy to fill in

SCRIPT
The word “workbook” on the title page — a human touch

THE GOAL, IN THE BOOK’S WORDS

“This is not just a book you read, this is a system you work.”



1. **Series mark on the back**
   A small copy of the front title lockup ties back and front together.

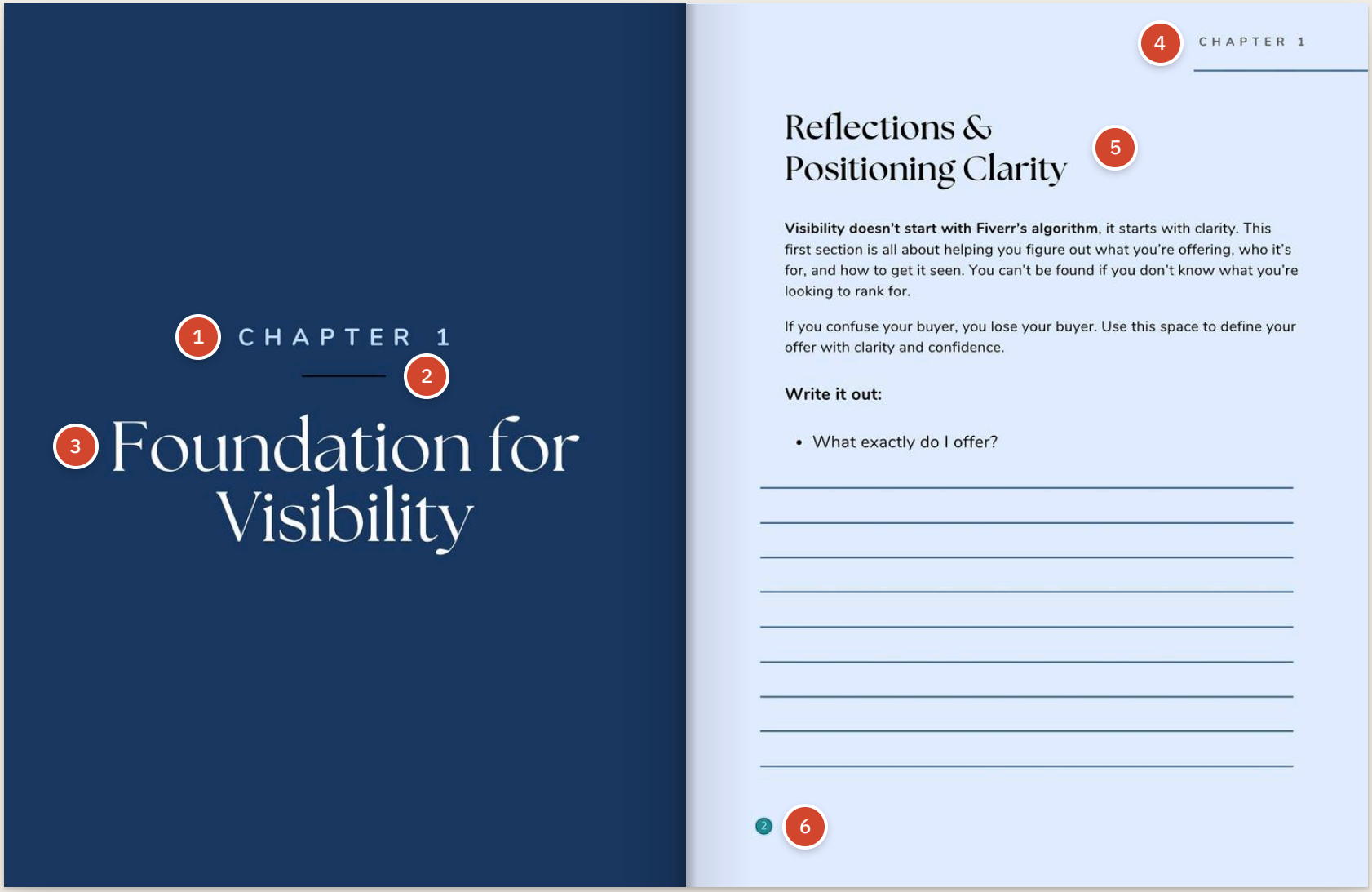
2. **Title + promise**
   Back title states the full name and the promise: an action plan to Fiverr visibility.

3. **Hook and five benefits**
   Opens with the reader's pain, then five check-marked wins they can scan fast.

4. **Boxed title lockup**
   "GIG / SEARCH / HACKS" framed in a box reads clearly even as a small thumbnail.

5. **Mascot + "Quick Start" band**
   A friendly robot and a pale-blue band set this apart from the main book.

6. **Signature author name**
   A handwritten script feels personal — the author is a working seller, not a brand.



1. **Spaced chapter label**
   Wide letter-spacing in ice blue: quiet, but you always know where you are.

2. **Short rule ornament**
   A simple line instead of a flourish keeps the workbook feeling modern.

3. **Full-color opener**
   A solid navy page with a big serif title marks each new chapter at a glance.

4. **Running head + bleed rule**
   "CHAPTER 1" top right, with a rule that runs off the page edge.

5. **Display subhead, bold lead-in**
   The serif heading carries over from the opener; the first idea is in bold.

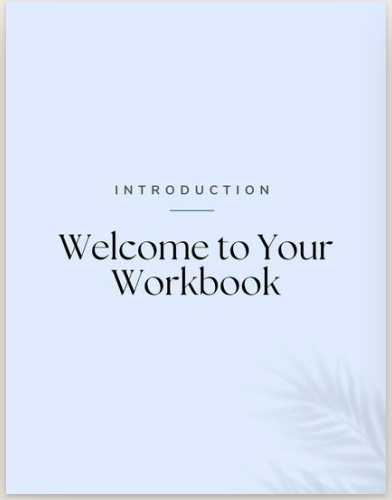
6. **Folio in a teal disc**
   Page numbers sit in a small circle, roman in the front matter.

Six page types, *one* calm system.



Title page

Spaced serif caps with a script “workbook” overlap.



Part opener

Label, short rule, big serif title. Lots of air.



Body text

Rounded sans at a relaxed size, with clear bullets.



Template page

Serif quote bars for fill-in templates and examples.



Two-column table

Broad vs niche tags side by side, then lines to fill.



Worked examples

Numbered lists show the method before “Now your turn”.

From idea to *live* listing.

WRITING

- [x] Introduction + reflection prompts
- [x] Chapters: niche, keywords & SEO, pricing, descriptions & CTAs, gig images
- [x] Examples and fill-in templates

DESIGN · CANVA

- [x] Full interior on 8.5 × 11 in pages
- [x] Front cover
- [x] Back cover with sales copy
- [x] Final workbook file export

PUBLISHING · SELAR

- [x] Product listed for sale on Selar
- [x] Digital download for buyers



WHY IT MATTERED

A workbook gets written in — so every exercise has real write-on lines with room for handwriting, not just an empty gap.

07 YOUR BOOK NEXT

Send me the manuscript. *I'll handle the rest.*

Formatting, cover design and publishing for print and eBook — from first file to live listing.

OLAMILEKAN WALIU · OW PUBLISHING HOUSE

FOR A QUOTE, SEND

01 Word count

02 Genre

03 Formats — paperback, hardcover, eBook, audiobook

04 Launch date