



# **Kindle CRUSHER**

**Your Guide To Finally  
Making Money Online!**

Before we get started, it's extremely important to know that, in this guide, I'll be teaching you the manual methods that I use to make money by selling Kindle books on Amazon.

Now that you own AK Elite, after you read through this guide, know that you can and **SHOULD** use AK Elite to speed up the process of most of the things you'll learn about in this eBook.

Also, it's important to know that anyone, and I mean **ANYONE**, can make money publishing Kindle books on Amazon.

You don't need experience. You don't need to know how to market things online. You don't even need to know how to write.

This is one of the only "fool proof" money making systems I have ever personally used. A system that I would feel comfortable teaching my own mother (no offense mom), knowing that she could make money doing this, with no prior knowledge.

So, if you've never made a dime online, or have tried and tried and have made very little, now is where things change big time, IF you follow what I'll be teaching you.

These strategies work. I can 100% promise you that. And it works nearly every single time, like clockwork. If you don't want to take my word for it, just look up "amazon kindle" on popular marketing forums, like the Warrior Forum and you'll see thread after thread of people that have never earned a dime online, to now making \$1000s monthly.

In fact, I've used some of the ranking strategies in this guide (which are very straight forward, and simple, I might add) to rank #1 for "weight loss" on Amazon, in only **ONE WEEK!**

Here's the simple process we'll be taking for each of our Kindle books we publish:

1. Find a niche topic to write on. One that gets searched a lot, yet has little competition.



2. Choose 7 keywords you want to rank at the top of Amazon for. These need to be highly searched, low competition words.
3. Write the book yourself OR have it written by someone else. I always have it written by someone else for cheap.
4. Publish your book to Amazon
5. Rank highly for the keywords you selected in step 2 above
6. Make money. People find your book by entering 1 of those 7 keywords. They buy your book. Amazon notices you're a valuable book so THEY start promoting you all over their website. You make more money. You need to rank highly and make some initial sales through that, or Amazon won't start promoting you, and you'll be at a standstill. Ranking highly is **critical**.
7. Repeat steps 1-6 on another book.

The process isn't rocket science. It's very repeatable. All of it can be outsourced or done by yourself.

What you'll find will make or break you are 2 things:

1. Knowing what hot topics to write on.
2. Actually ranking at the top of Amazon for your keywords.

99% of Kindle publishers just write on what they feel like writing on. Publish it. And make no money because they don't rank anywhere visible.

In this guide, I'll be teaching you concepts you need to know BEFORE you publish a Kindle book. These concepts will set you up for success and ensure that you can easily do steps 1-6 I mentioned above (with the help of AK Elite) every time, without fail.

Alright, let's get started.

First... the basics...

**IMPORTANT NOTE:** If you already know how to publish Kindle books, feel free to skip to [page 38](#), to the section titled "Advanced Kindle Strategies" where I go into critical components to making money with Kindle Publishing. But for those that have never published a Kindle book



before, I've outlined below, the simple steps you MUST know to be successful.

## How to Get Started as a Kindle Author

One of the most important things you'll need to do when writing a Kindle book is decide on a niche topic. In this section we are going to talk about how to choose a niche by browsing on Amazon and doing a little Google research.

### Choosing a Niche

Everything - whether it's in opening a brick and mortar store, an online store or affiliate site, a service business, or becoming a Kindle publisher ... *everything starts with choosing a niche. A niche, in its simplest form is an area where you'll present yourself as the specialist, a very specific form of targeting your market.*

A quick trip to Amazon.com will reveal numerous categories, however, we are only interested in those sub categories under Kindle Books. Let's say that through your keyword research you've discovered that "Health and Fitness" is a hot target niche. A quick trip to the Amazon Kindle site shows us that "Health, Fitness and Dieting" is listed as a Category. Great. We can start writing on that topic, right?

Not yet.



As illustrated in the graphic image below you need to drill down to the lowest denominator in your chosen niche. You'll have a much better opportunity for success to choose narrow niches known in the Internet world as micro-niches, than to choose the broader niches.



Even though Health, Fitness and Dieting is a very hot broad niche, if you choose to target that category you'll have a hard time ranking in the top 100 for that broad category.

As you can see under that broad category there are 15 sub categories, and each of these sub categories have micro categories. By continuing to drill down, clicking on any link in the Browse list will take you even further into the niche.



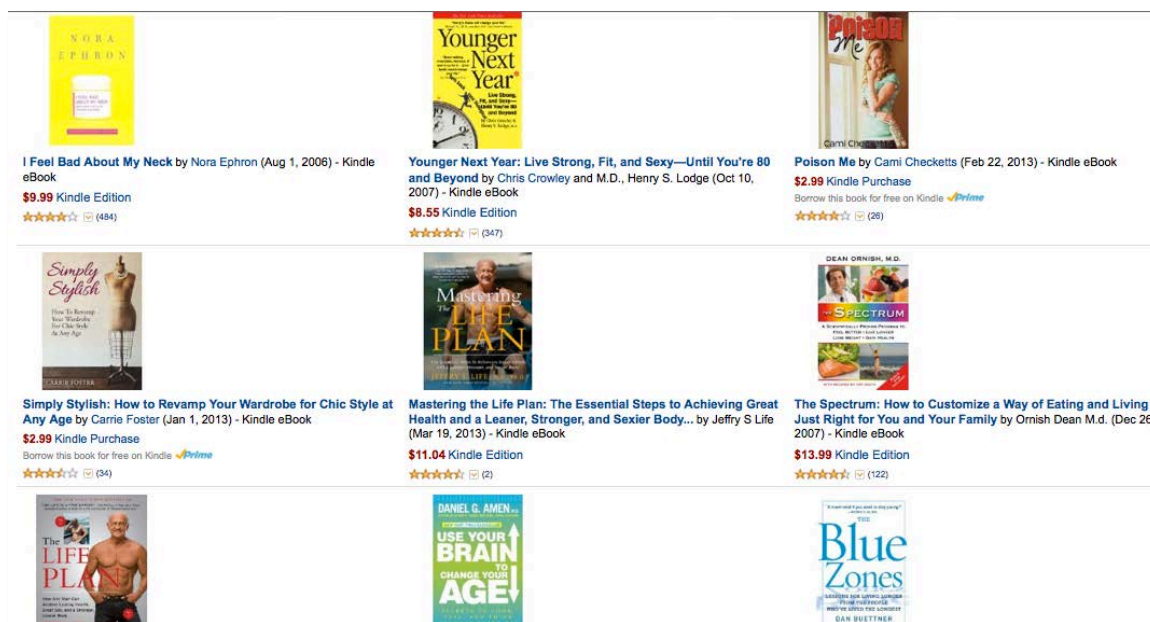


In my example, I've decided to write on anti-aging. A hot topic, I think. I've chosen Health, Fitness and Dieting > Personal Health > Aging. And, when I click on Aging, I find I have come to the end of my category list.

This is the ultimate micro niche I will target in this example - my starting place for choosing a hot niche target for my book.

*You'll have a much better chance of getting to the top 100 by drilling down to the lowest micro-niche category than you'll if you try the buckshot approach under Health, Fitness and Dieting.*

In this example, the topics are limitless because of the huge baby boomer society who are just entering into the "golden" years and finding it not so golden.



Note: When you've finished writing your book and are submitting it to Amazon you may choose 2 categories. I suggest choosing the broad category, Health, Fitness and Dieting in our example, and the micro-niche category: aging. This will give us the ultimate opportunity to crush the competition in that niche.

No matter which niche category, sub category and micro niche category you ultimately choose to get started in, be sure to choose one that is in demand and one that you can segue into other related topics as this is very important to becoming an expert in your field.

### *Verifying the Hotness of the Niche*

Now, to make sure you've a great niche, you're going to want to do some keyword analysis to find out if your specific niche topic gets searched a lot. If it doesn't, it's probably not worth your time. The goal is to find a niche that is searched a lot and has little competition so you can write your book and immediately get ranked highly in the Amazon search results.

I've been secretly using AK Elite for a long time now. And it works PERFECTLY for finding amazing, untapped niches that you can make an absolute killing each month with. For now, you can just head over to the Google keyword tool and do a search for the keyword:

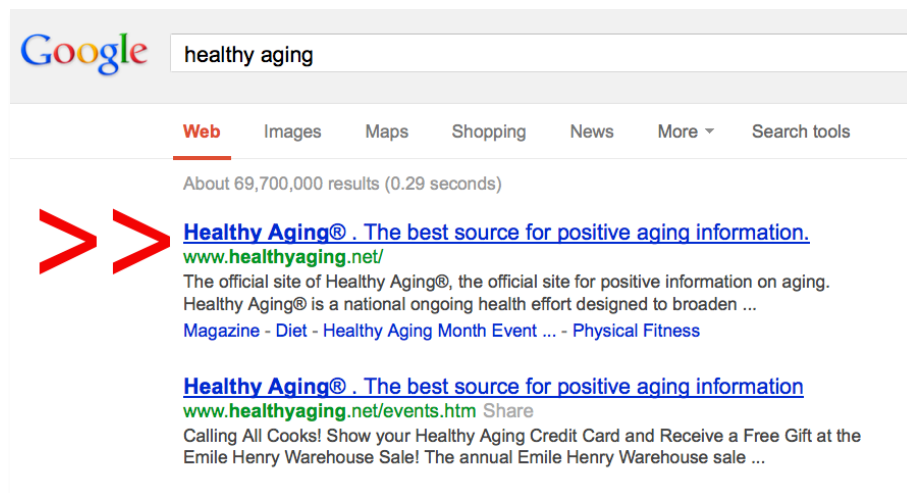
[https://adwords.google.com/o/Targeting/Explorer?\\_u=10000000000&\\_c=10000000000&ideaRequestType=KEYWORD\\_IDEAS](https://adwords.google.com/o/Targeting/Explorer?_u=10000000000&_c=10000000000&ideaRequestType=KEYWORD_IDEAS)



## *Spying on the Competition*

If you're familiar with any of my "Elite" software products then you know that I believe in strong keyword research and in spying on the competition. This, too, will help you hone in on the absolute best niche for your first series of Kindle books. Of course, you may do all of this manually if you've the time and inclination - or you may simply use the tools in AK Elite to target the hottest niches.

One thing you should do is make sure your demographics are suitable for targeting the segments of society that are ready, willing and able to buy your books. Simply go to Google and search for the niche keyword you've decided to go after. In my illustration, that will be "healthy aging" so I do a Google search for that phrase.



Interestingly, one site claims authority in the first two search engine positions, so that will be a good site to feed into Quantcast.net to discover the demographics (i.e., we want to know what kind of people search for





"healthy aging" information). We are interested in several things: their sex, ethnicity, income, age - i.e., we want to know if the profile of those visiting the site at the top of a Google search for our keyword will be a good target market for a series of books on this topic.

Now comes a bit of deductive reasoning on my part. I see the visitors to this site are

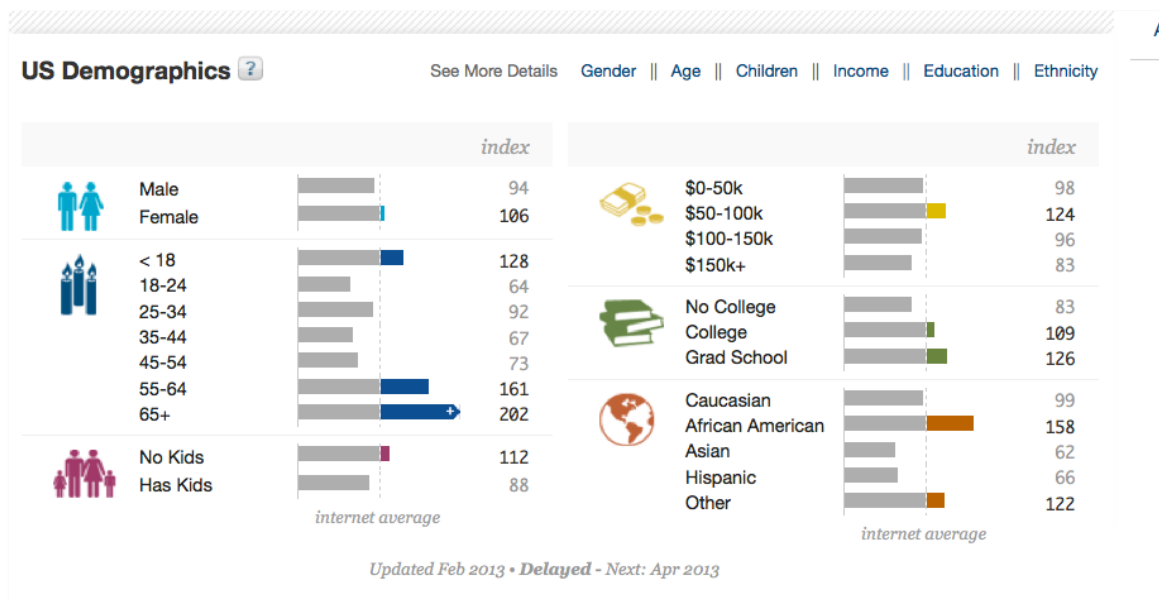
Primarily female

Age 55 - 65+

In an income bracket above \$50,000 per year

Are well educated

Primarily African American



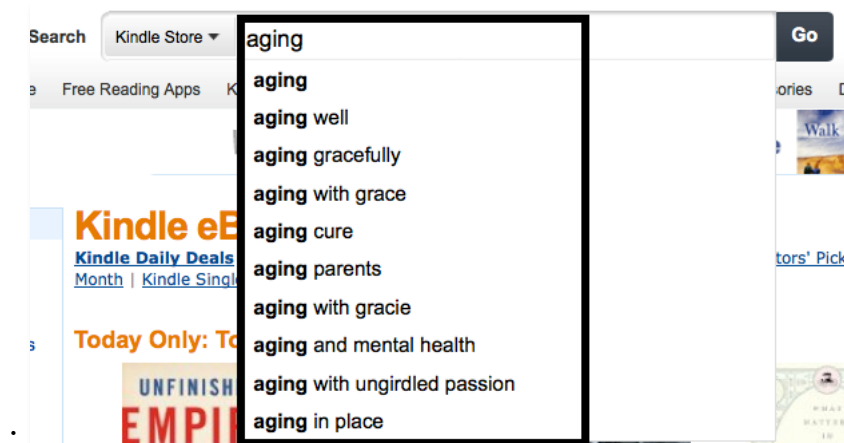
With this information I am confident I have chosen a great niche for my first series of Amazon Kindle books. With the main reason being the avg income



is over \$50,000. You don't want to dive into a niche to sell to people with no money. Sounds obvious, but you would be surprised how many people completely ignore this.

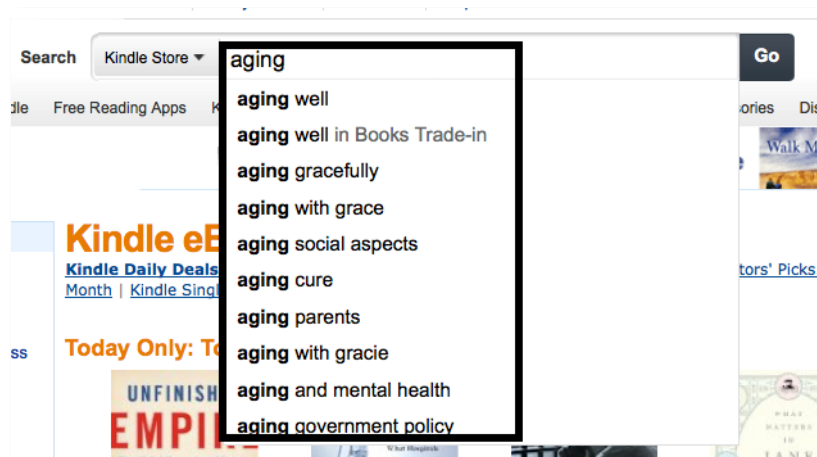
With that said, I now want to verify this niche just a little further by searching on Amazon for what people are searching for in that niche.

To do this, go to the Kindle Books department and type in the word "aging" and you'll see a list of topics people are searching for.

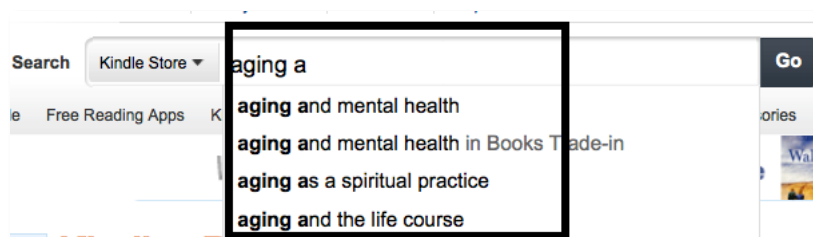


These are topics people are searching for on Amazon. And, there's even more. Just add a space after the word "aging" and you'll see how the list changes.





Now, start adding the alphabet after the space ... like this "aging a" and you'll see even more choices. If you do this with each letter of the alphabet you'll soon have a list of EVERYTHING people are searching for that niche on Amazon. How cool is that?



AK Elite does this all for you, and will return a nice big, ordered list for everything searched on Amazon for a specific niche. But you can do it the manual way above to get familiar with the process/idea.

## How to Become an Expert

When an author writes multiple topics in the same, or closely related categories they are often referred to as "experts in their field". What makes them an expert? It's really no secret, when you write several Kindle books in the same or related topics under the same pen name you'll quickly become



known as a specialist in that field. That's what turns you into an overnight expert in your chosen niche.

## Write "Same Niche" Topics

Continuing with our example target niche, you should write on several related topics that will be of interest to anyone purchasing books on the topic of health and fitness as related to aging, such as "anti-aging secrets", "sex after 60", "how to retire without stress" and numerous other topics. By targeting subjects in the same genre/niche you'll quickly cinch your expert status and make more sales, which is your ultimate goal.

## Choose a Good Pen Name

Amazon allows you to open one Kindle publishing account, however, you may choose several pen names under which to write. This is great for cementing your expert status. If for example, you start out writing in a niche about cooking, and later want to target a niche about finances, using the same pen name will be confusing to people and hurt your expert status. You'll lose sales.



***Little Known Secret:*** Choose a pen name that people in your demographic research will relate to and you'll get more sales.

Think how names have changed over the years. In the early 1900's you saw men named Woodrow, Edison, Josiah and women with names like Martha, Matilda and Cora. These are known as "old fashioned names" today, while names such as Kyle, Aiden, Logan, Mia and Alexis are more common for babies today.

Popularity in 1950		
Rank	Male name	Female name
1	James	Linda
2	Robert	Mary
3	John	Patricia
4	Michael	Barbara
5	David	Susan
6	William	Nancy
7	Richard	Deborah
8	Thomas	Sandra
9	Charles	Carol
10	Gary	Kathleen
11	Larry	Sharon
12	Ronald	Karen
13	Joseph	Donna
14	Donald	Brenda
15	Kenneth	Margaret
16	Steven	Diane
17	Dennis	Pamela
18	Paul	Janet
19	Stephen	Shirley

So, while choosing a pen name can seem to a daunting task, it doesn't need to be too difficult. Simply choose two names that your target audience can relate to. In our example of targeting the "aging" micro niche, this would be a name common to the time period between 1945 and 1965.

Where do you find such a name? Sites that have baby names are a great place to start. The [Social Security](#) site of the US government has a list of the most popular names for any given year. Simply search for a year and choose a couple of names from the boy and girl lists you'll find there. Your target





audience will relate to those names because they were born in that generation. If you need common names for other countries, simply do a Google Search in your country for "common baby names 2013", replacing 2013 with the year that will fit your niche market.

In the graphic image you'll see names from 1950 for male and female babies. To create a great pen name, simply choose a couple of names from the same or both lists and combine these. For example, Robert James, John Michael, Diane Stevens, Dennis Paul. In some instances you may need to add an "s" to the name to make it a surname. However, in a short time you'll have a pen name that will match your target audience, thus increasing your status as an expert in the field.

## Moving right along ...

Okay, now that you've chosen your niche and have determined to write a series of books in that niche, it's time to start writing.

## Writing Starts with an Outline

I know that sounds simplistic ... but you would be surprised what a big help it's to simply outline your book and then fill in the spaces. You learned it in school and it's probably the most important thing you learned about creative writing: Outline first.



With an outline you've a beginning, middle and an ending. It's like having a roadmap of how to get from Atlantic City, NJ to Sacramento CA. With a roadmap you may take a few interesting side trips on your journey but you'll eventually get to the end of the route. The same is true with the book outline.

## Ask Questions

One thing I find helpful is to ask questions. For example, if I am writing on Healthy Aging I might ask the following questions:

1. When do people start noticing the affects of aging?
2. How does aging affect our health?
3. What steps can I take to maintain good health as I get older?
4. etc., etc.

As I progress through a list of 5 -10 questions under each of my Outline topics I will soon have a good basis for my eBook and all I will need to do is add interesting facts and anecdotes to make my story interesting. Make sense?

## Where to Find Information

You can find interesting information almost anywhere you look. I research everything on the Internet - then, I branch out into other areas as the need arises. Here's my list of places to research:

- Internet search engines.



- Blogs.
- Article Directories.
- Libraries
- Book Stores
- Magazines
- Personal Experience
- Interviews
- Television programs (think CNN, FOX, Dr. Oz, Dr. Phil, Katie Courick, PBS, The Biggest Loser, etc.)
- Public Domain works

Note: Don't plagiarize, as that is illegal and unethical. It's acceptable practice to research topics using other people's work, but be sure to credit their work when credit's due. If you Don't want to credit someone else's work, make sure the information you've used is not proprietary to them (meaning you can find it in more than one source), and that you'ven't copied their words verbatim. It's really best to give credit as this lends credibility to your own work.

## What to Do if You Can't Write?

Help! I can't write.

I hear you. And, you're not alone. Believe it or not there are many famous authors who can't write, but their public hasn't a clue that they have hired a ghostwriter to pen their thoughts and ideas. Not to worry, even the person who can't write or spell can be a good Kindle author by utilizing the right resources.



1. **Using Professional Ghostwriters.** Outsourcing to someone who knows how to write is the preferred method. Do a Google search for 'ghostwriter for hire' and you'll come up with multiple pages for people who write behind the scenes and let you take all of the credit, income and glory. You'll pay them upfront according to their schedule; they will agree to release the work to you and that's it. Your name will go on the book as the writer.

This can be expensive, however there are ways to minimize the expense when getting started. A word of caution: never sacrifice quality for a cheap price. It's not worth it in the long run.

2. **Use iwriter.com.** You can get full eBooks written very inexpensively there. Just give them your instructions and away you go. Boom. Done.
3. **Outsource Article Writers.** Purchase a series of articles from a quality article-writing firm. NOTE: Don't use junk written by someone whose third language is English. That will not work. You can expect to pay from \$8 - \$15 per article for an article from sources like [www.needanarticle.com](http://www.needanarticle.com), but their writers go through a thorough vetting process so you can be assured you'll get quality content. If you use this method, you should go ahead and research your topic in order to provide them with article titles (that will become your chapter titles). You may also need to edit the articles to make sure they smoothly segue into the next chapter.



4. **Rewrite public domain works.** If you use this method, ensure the work is out of copyright and do a complete rewrite of the content. Don't use an automated system that rewrites content as this will reduce the quality of your content and get you suspended from Amazon. *Caution: You must be careful when using this method, however, as you can't claim authorship of the public domain work even if you rewrite it. The best you could hope to accomplish in getting your pen name on the book is to put the Title, original author, and then "rewritten by [your pen name]"*.
5. **Dictate.** Amazingly, many people that will freeze at a keyboard can dictate without an issue. If you' haven't tried it, you should. There are speech recognition software programs that will type your words as you speak, or you can do it the old fashioned way by speaking into a mini recorder and then type, or have it typed by someone else later. Google "Speech Recognition Software" and you'll find a bunch.

**Proof Your Work.** I can't say this enough - if you submit poor quality work to Kindle, you'll have an uphill battle to fight. People are ruthless in their criticism of bad grammar, unsubstantiated facts, and misspelled words. You'll often find revisions of Kindle books as a result of the reviews given. It doesn't need to be your story as you've been warned. Have your work proofread before you submit it to Kindle. You don't want someone to say this in their review: *"This book has the potential of being great, however, the grammatical errors make it too difficult to read."*



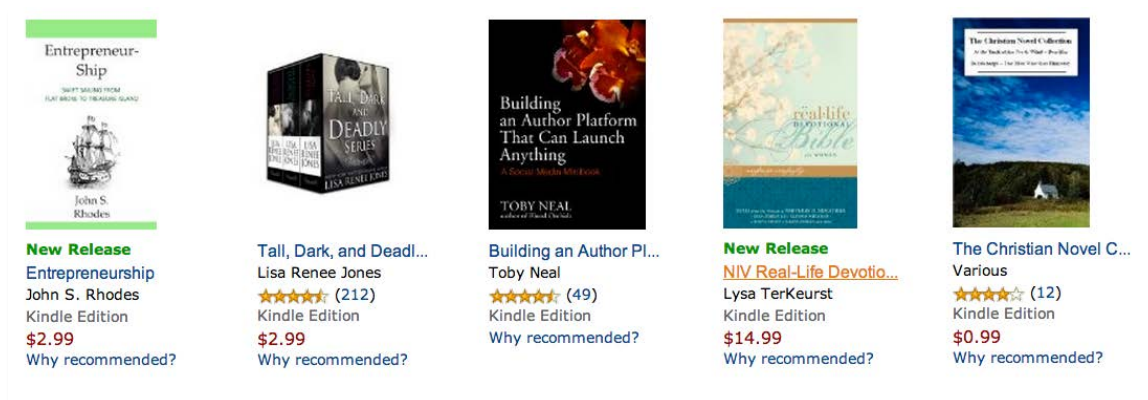


## How to Create Killer Cover Graphics

Have you heard the phrase, "you can't judge a book by its cover"? That really sounds nice, however, people do it all the time.

You do it as well, trust me in this.

A good graphic design is the deciding factor for many people; if they don't like your cover, they will simply skip your book and find one that is more graphically appealing to them. Unfortunately (or fortunately, for you), some people just don't get it. Look at this row of images pulled from Amazon. With no ill will meant toward the creators of the ebook covers, there's really nothing that reaches out to me, grabs me by the throat and says, "Buy ME!" In fact, unless I enlarge the print I can't even tell what the books are about for the most part. These are not good examples of what your cover graphics should be like.



Now, take a look at this row of books. What an amazing difference!

 <p>99 Ways To Flood Your... Jack Mitchell ★★★★★ (38) Kindle Edition \$2.99 Why recommended?</p>	 <p>2k to 10k Rachel Aaron ★★★★★ (111) Kindle Edition \$0.99 Why recommended?</p>	 <p>Kane Steve Gannon ★★★★★ (114) Kindle Edition \$4.99 Why recommended?</p>	 <p>The Amazon Analytics... Tom Corson-Knowles ★★★★★ (29) Kindle Edition \$2.99 Why recommended?</p>	 <p>APE Guy Kawasaki ★★★★★ (405) Kindle Edition \$9.99 Why recommended?</p>
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I'm sure you'll agree with me from the first example what is all too obvious: some Kindle publishers either don't have money to spend (or they choose not to spend it) on graphic design or they don't really care about the quality of their cover graphic. Does it really matter all that much? Yes, it does. People on social media sites such as Facebook and Pinterest are more inclined to share an eBook with an interesting, great cover design than one that is dull and drab. We will discuss how these social media sites will benefit your sales in another section, but for now, rest assured graphic design is of utmost importance.

In this section we want to show you how to create cover pages like those in the second example to make your eBook stand out in the marketplace.

There are several ways to approach the graphic design of your Kindle eBook, depending on your budget. I strongly suggest not skimping on this facet of your book creation. It's that important.



## Design Requirements

Amazon's cover design requirements are the same that are applicable all content, including book titles, and content. Their requirements are minimal; however, don't take that to mean the requirements are optional.

- 1) No porn,
- 2) No offensive content,
- 3) No illegal or infringing content, meaning you must have permission from the source in order to use the work, with proof of such permission.
- 4) No public domain works that are freely available on the web.
- 5) No Books that Offer Poor Customer Experience

## Outsourcing your Design

You can pay as little as \$5 to as much as \$600 for an outsourcer to create an attention-getting eBook cover. I usually pay about \$20 for a nice looking cover. Here are a few sources you may check out:

1. [www.fiverr.com](http://www.fiverr.com) - If you're on a very strict budget, this is the best place to start as you can get work done for as little as \$5. Do a search for Kindle eBook cover designers. Normally, you'll need to supply an image that you've the license to use, the title, the pen name and any other text you want to appear on the cover. Your cover design will usually be delivered in a .psd file, which is a



PhotoShop file. If you don't own Photoshop and you wish to edit the design you'll need to

- a. hire the Fiverr individual to make the changes, OR
- b. download a free copy of Gimp and learn to use it as that program is compatible with Photoshop's PSD files.

If you're totally clueless about graphic design, the best option for you is the first one, as the Fiverr individual will normally charge you for a new gig (meaning \$5) to make the changes.

2. [www.99Designs.com](http://www.99Designs.com) is one of my favorite places to use. They offer a contest-like program where different designers will compete for your work by showing you a design. You purchase the design you like best. You'll get the best covers here, but it's going to be MUCH more expensive.
3. Amazon's own self-publishing department, [Create Space](https://www.amazon.com/create-space) offers resources for cover design, and can put you in touch with a whole community of graphic designers. You'll pay from \$150 to \$950 for a cover design, but the quality is superb.

Most of the options above, I think are way too expensive, especially when you're just getting started. I'd stick with any graphic designer from a freelancing site like [elance.com](http://elance.com) etc. and pay them 20 bucks. Make sure you show them example of good covers on Amazon and they'll be able to make something nice looking for you.



## Doing it Yourself

For those who have a knack for creating graphics, this can be a wonderful outlet of creativity. However, if you're graphically challenged, leave it to the experts = outsource it! It's not the purpose of this training to teach you how to create a cover image, however, we can tell you the tools needed and provide general guidelines.

## Cover Size, Quality and Source Requirements

You'll need a graphic design editor such as Photoshop or Gimp (free) in order to work with layers, which are necessary to create covers that pop and sizzle. By creating layers, you can manipulate the images and text to work together for a dynamite presentation.

Amazon's requirements for the size of your cover art have an ideal height/width ration of 1.6, this means:

- A minimum of 625 pixels on the shortest side and 1000 pixels on the longest side
- For best quality, your image would be 1563 pixels on the shortest side and 2500 pixels on the longest side

This ensures that when your picture is reduced in size to fit Amazon's catalog or the Kindle, it will never lose its quality.

- You should always choose the RGB color mode, as well, to ensure the colors are well represented in web browsers.





- If you use a light colored background, it's best to put a narrow border around it in a medium tone to keep it from getting lost on Amazon's web page.
- Don't use images downloaded from the web - UNLESS you've paid for them and have a license. Amazon is a stickler for this. Places like GettyImages, iStockPhoto and Shutterstock allow you to purchase single use license for a small price. **Don't ... I repeat, DON'T use free images.** When we say "royalty free" images that is referring to the royalties owed on the image. Royalty free means no royalties are due once you've paid the license fee.

## The Anatomy of a Good Cover Graphic

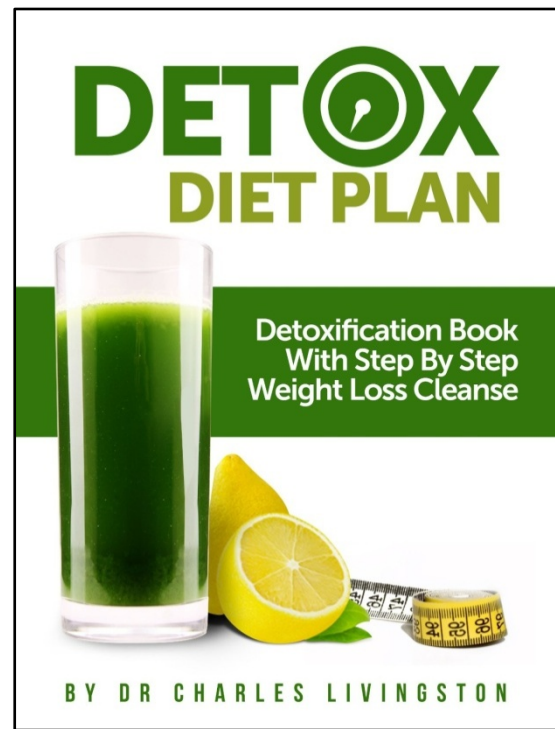
Your cover graphic should consist of four tightly focused ingredients:

1. A great keyword-rich title
2. A great keyword-rich sub-title
3. A great graphic design
4. Your Pen Name

Take a look at the cover graphic on the right. You can tell at a glance what the book is about. Everything about the cover tells you something about the book itself:



- 1) The green color scheme emphasizes "detoxing", as green is associated with "clean".
- 2) The lemon fruit assures you it's natural.
- 3) The title is clearly defined telling you in two words what the book is about.
- 4) The sub-title undergirds the title and adds the weight loss dimension.
- 5) The tape measure subtly emphasizes this as well.
- 6) The author is clearly identifiable and goes well with the niche topic.



When you're creating your cover graphic, follow this outline and make your image "talk", pulling the audience into make that purchase.

## Where to Find Inspiration

Browse on Kindle.com and observe the covers you'll see there. Make a "swipe file" and download covers that are well crafted to use as a "template" for your own designs. You can send an example design to your outsourcer as well as use it yourself to ensure your design is top quality.

Visit other eBook catalogs and add to your swipe file. In addition to the Amazon Kindle store, I have found a good selection of eBook covers in the following places:



[Google Books](#)

[Barnes and Noble](#)

[Kobo Books](#)

[eBooks.com](#)

Coming up with a swipe file can be as simple as going to Amazon, typing in a keyword and then looking for covers that draw your attention. If the covers draws your attention, it's likely it's drawing other people's attention to.

## Signing Up With Kindle Publishing Program

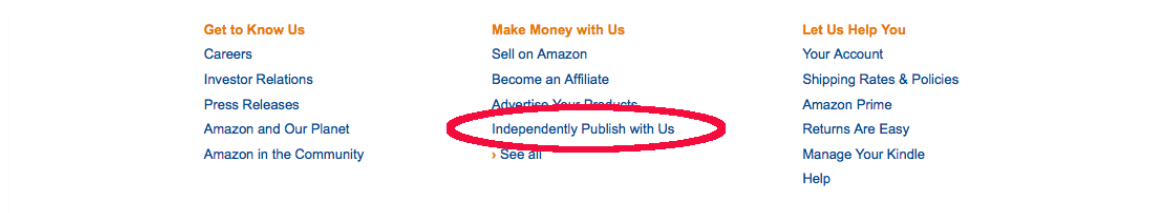
Okay, now that you've written your book and have created a killer cover it's now time to sign up with Kindle Publishing. If you've already done this step, you may skip this section.

It's very easy and I'll step you through the process right now.

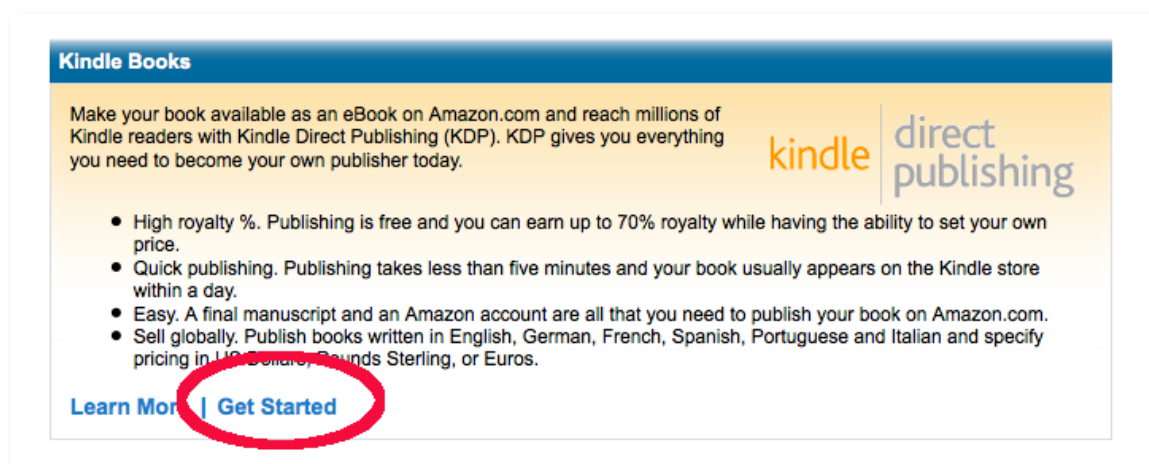
### Step One: Signup with Kindle Publishing

Go to Amazon.com and scroll down the page until you see a list of links.

Click on the link that says [Independently Publish With Us](#).



This will open a new an overview of the types of self-publishing venues available. Click on the [Get Started](#) link under the Kindle Books section.



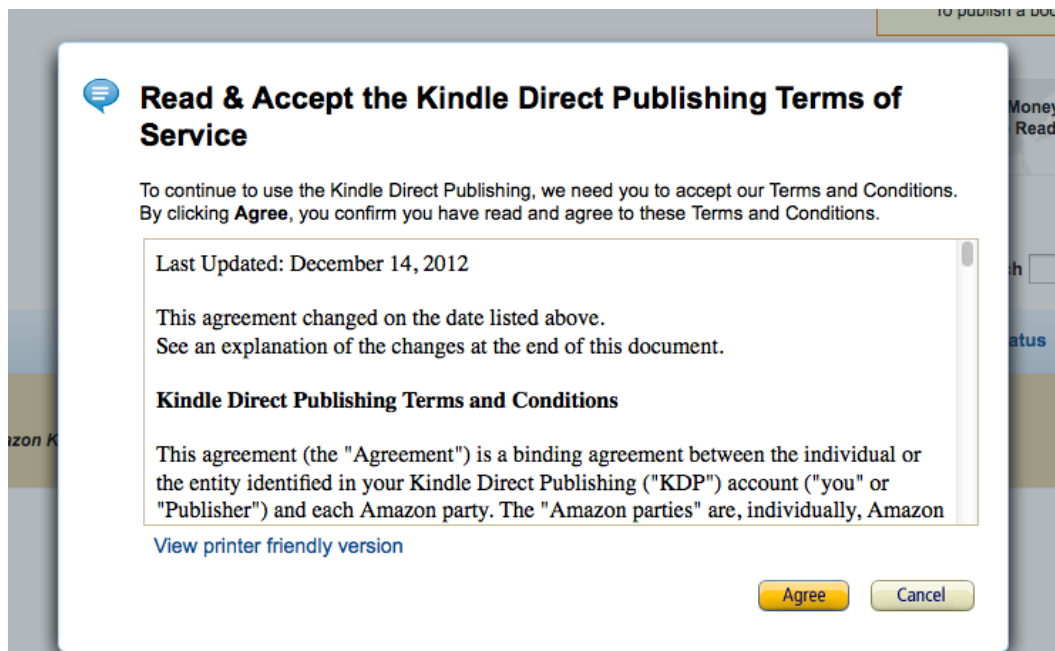
After clicking the Get Started link you'll be taken to a window where you can either 1) join the Kindle program using your existing Amazon user account or 2) create a new Kindle account. This is entirely up to you.



Please ensure that you read the Kindle publisher *Terms and Conditions* before proceeding with the sign up as you don't want to inadvertently do anything to jeopardize your account. Note in particular that while it's okay with Amazon for you to open up a new Kindle account, OR to sign in with

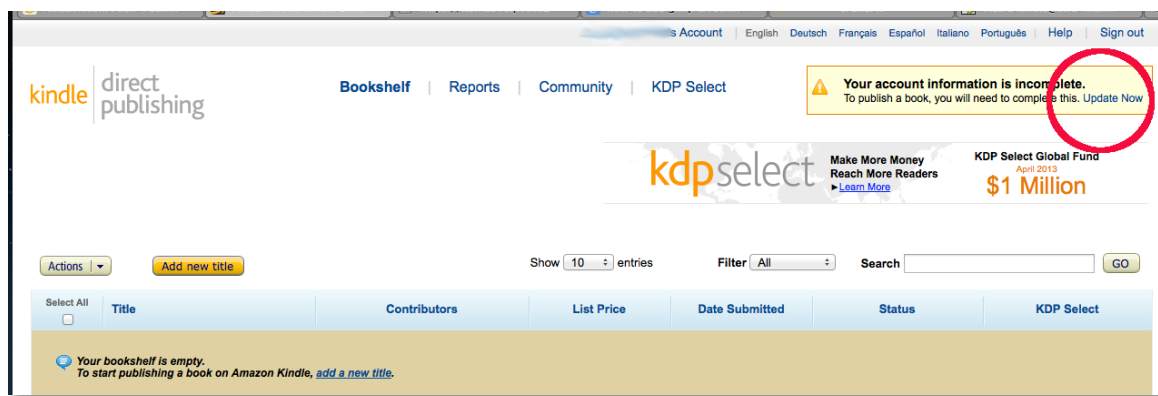


an existing Amazon user account, it's not okay to open more than one Kindle account.



## Step Two: Complete Your Profile

After you've signed up for a Kindle account, providing only an email address and password, and have agreed to their terms, you'll now need to complete the process.





When you click on the Update Now link of logout and come back later, you'll be confronted with this screen to complete the process:

### Your Account

To make your book available for sale (and so you can get paid for sales) on Amazon, please fill in the fields below. Once your account is complete, you can start publishing!

#### Company/Publisher Information

Full Name/Company Name

Your Name Will Be Here

(What's this?)

Country

United States

Address Line 1

Address Line 2 (optional)

City

State/Province/Region

Zip/Postal Code

Phone

#### FAQs

**Will I be charged fees for this account?**

You can sign up for an account and publish titles to the Kindle Store at no cost.

**Can I publish a book without providing my payment information?**

We require a name, address, and payment information to be entered before submitting your content for publishing.

**What's the difference between the Full Name and the Tax Reporting Name fields?**

Of course it's in your best interest to provide accurate information in order to get paid for your hard work :).

### Step Three: Provide Tax Information

Amazon will also need to know how to report your earnings to the appropriate tax officials, so you'll need to provide appropriate tax ID's for your country. In the USA you may report taxes under your Social Security ID (SSN) or a Tax Identification number (TIN) or Employer Identification number (EIN). The EIN and the TIN are very similar except the TIN is for individuals and the EIN is for those that also have employees. You can't obtain a Social Security number unless you're a resident of the United States. However, you may need to obtain a TIN or an EIN, depending on your country of residence. Amazon has posted the [requirements for non-USA publishers](#) on their website. Just click the link to get that information if it's pertinent you your situation.



Under the Tax Reporting Name you should include either your individual name, if choosing Individual as the Business Type, or the business name if you're filing as a Partnership or Corporation using a TIN or EIN form.

**Tax Information**

Enter your US taxpayer information to receive payments for content sold on Amazon.

Tax Reporting Name [\(What's this?\)](#)

Business Type 

- Pick a Business Type
- Partnership
- Individual**
- Corporation

SSN, TIN or EIN [\(What's this?\)](#)

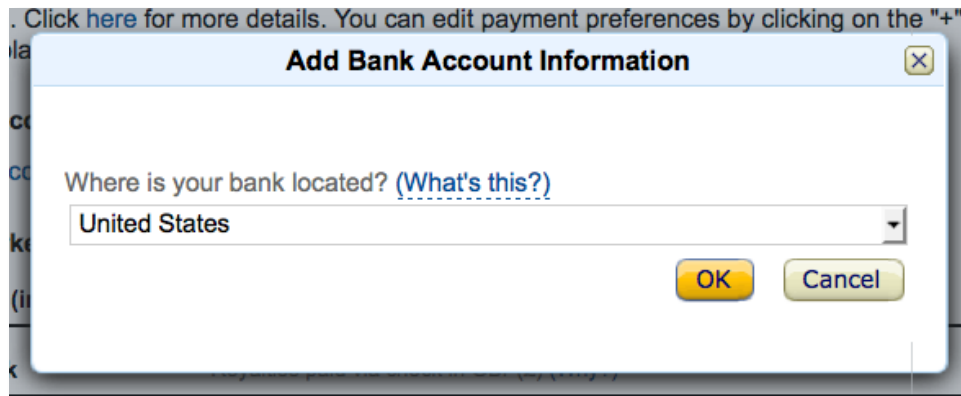
**How long does it take to get paid royalties for sales?**  
 Your royalties will accrue separately for each Amazon marketplace. For example, amazon.co.uk sales will accrue separately from amazon.com

## Step Four: Completing Royalty Payment Information

Amazon will send your Royalty payments to your bank account via electronic deposit, or via check through the mail. There is some lag time when you first get started, but once you're consistently maintaining sales, you'll get the royalty payment like clockwork. If the payment is directly deposited into your checking account you'll only need to accrue a balance of at least \$10/£10/€10; if opting for the payment by check, your balance will need to be \$100/£100/€100.

If you choose to get paid via electronic deposit you'll need to set up the bank account information. When you click on the Add a Bank Account link, you'll first need to choose your country of residence from the dropdown list. The reason for this is so that you may get paid in your country's currency. For example, to receive payments in Japanese yen, you must register a Japanese bank account. Likewise, to receive payments in US dollars, a US bank account is required.





After you choose your Country of residence you'll need to complete the Add Bank Account Information form. If you've any questions about the process, just click on the helpful links Amazon places beside each field for a clear description of what they are looking for.

**Add Bank Account Information**

Where is your bank located? ([What's this?](#))

United States

Account holder name (exactly as it appears on account) ([What's this?](#))

Type of account: ☒ Checking ☐ Savings

Account number: ([What's this?](#))

Routing number: ([What's this?](#))

Name of bank

Below the Banking information section you'll see a list of Amazon Marketplaces with information about how royalties will be paid. By clicking on the plus (+) sign on the right side you may change the way your Royalty

payment is delivered from that Marketplace, however, keep in mind that if you chose EFT (electronic funds transfer), you'll need to set up a Bank account for that marketplace in order receive royalties in that currency.

#### Amazon Marketplaces

<b>Amazon.com (includes India)</b>	Royalties paid via check in USD(\$) (Why?)	+
<b>Amazon.co.uk</b>	Royalties paid via check in GBP(£) (Why?)	+
<b>Amazon.de</b>	Royalties paid via check in EUR(€) (Why?)	+
<b>Amazon.fr</b>	Royalties paid via check in EUR(€) (Why?)	+
<b>Amazon.es</b>	Royalties paid via check in EUR(€) (Why?)	+
<b>Amazon.it</b>	Royalties paid via check in EUR(€) (Why?)	+
<b>Amazon.co.jp</b>	Royalties paid via EFT in JPY(¥)	+
<b>Amazon.ca</b>	Royalties paid via check in CAD(\$) (Why?)	+
<b>Amazon.com.br</b>	Royalties paid via EFT in USD(\$)	+

Okay, that's it. Click SAVE at the bottom of the page and you Kindle publisher's account is set up.

## Formatting Your Document for Kindle

Once you've signed up to be a Kindle Publisher and have written your ebook you must format it in a way that is acceptable to Kindle. This is not a big deal as it once was because Amazon has now made it easy to publish your book. Amazon KDP has provided an excellent and simple to understand guide for formatting the manuscript. If you'll follow their rules and guidelines you'll breeze through the process.

PC Version: <http://www.amazon.com/dp/B007URVZJ6>

Or, if using a MAC: <http://www.amazon.com/dp/B00822K3Z0>



While the conversion process is very easy with Amazon's step-by-step guide, some people will want to take advantage of the Conversion Services of those who do this for hire. Amazon has provided a list of professional conversion services that will convert your document for a price here:

<https://kdp.amazon.com/self-publishing/help?topicId=A3RRQXI478DDG7>

## Joining KDP Select to Increase Sales Rank

Amazon has a special program available to their "prime" members that you're invited to participate in as an Amazon Kindle Direct Publisher. It's a great benefit for the prime members because they are allowed to borrow your books from the Kindle Owner's Lending Library. And while the prime member will not be required to pay you for the book, Amazon will allow you to share in their \$6 million (and growing) fund that Amazon Prime members pay into on an annual basis. There are some good reasons for signing up under KDP Select, among which are

- Higher royalty payouts
- Earn a share of at least \$6 million through the Kindle Owners' Lending Library.
- Opportunity to reach a new audience – the growing number of Amazon Prime members around the world.
- The opportunity to promote your book for free for a limited number of days (5 days every 90 days).
- Will be eligible to earn 70% royalty for sales to customers in Brazil, Japan, and India.



While it might seem like you're giving away your profits, you actually get to share in Amazon's KOLL (Kindle Owners' Lending Library) Fund, which in some cases - depending on the popularity of your book - this can add up to thousands of extra dollars per month. Here's how Amazon describes it:

*"Your share of the Kindle Owners' Lending Library Fund is calculated based on a share of the total number of qualified borrows of all participating KDP titles. For example, if the monthly fund amount is \$500,000, the total qualified borrows of all participating KDP titles is 300,000, and if your book was borrowed 1,500 times, you'll earn 0.5% ( $1,500/300,000 = 0.5\%$ ), or \$2,500 for that month."*

Still another great benefit of enrolling in KDP Select is that Amazon allows you the opportunity to promote your book by offering it for free to everyone a total of 5 times for each 90 day period. This might not seem a good thing when you first get started, however, once you've experienced the bounce it gives you in elevating your book to the top of your category you'll see the benefits are tremendous. You'll become a "believer".

Now, while they will allow you to offer the book for free for 5 days, it's not a good idea to do that. Offer it free for 24 hours. Statistics have shown this will work better than running the promotion for longer periods of time. The reason for this is most likely the scarcity issue. If people think they can get it for free for 5 days - they will wait. If they believe it's for only one day they will grab it, thus propelling your book to the top in your micro-niche category, and sometimes even to the top of the parent category!

What happens when your book goes free - provided you've a great cover, title and description - is that you'll get 100's (even 1000's!) of downloads



very quickly. This will boost your book to the top in the PAID bestsellers list. When Amazon customers see your book at the top of that list even more will purchase it. They Don't know it got to the top of the paid list because you offered it for free for 24 hours. They only see it at the top of the PAID best seller's list - and that is enough to drive them into action.

Don't be impatient when running your KDP Select promotions as it will take from 24 – 48 hours for your rank to go up after a good promotion, so don't freak out when you see it ranked 200,000 right after it comes off the free list. That's normal. Just wait a few hours and you'll see the numbers change drastically.

Is it for you? There are many benefits to joining KDP Select, and some drawbacks that you'll want to consider, but overall I feel the benefits far outweigh any negatives. You can better make that choice after knowing all of the facts and Amazon has provided us with an extensive FAQ here:

<https://kdp.amazon.com/self-publishing/help?topicId=A6KILDRNSCOBA>

## Joining Author Central to Promote Your Books

Once you've one or more books published you'll want to join Author Central to give your sales a tremendous boost.





## Create your Amazon.com Author Page and more

### Reach More Readers

At Author Central, you can share the most up-to-date information about yourself and your works with millions of readers. [Learn more](#)

Add your biography, photos, blog, video, and tour events to the Author Page, your homepage on Amazon.com.



Author Central Member Marybeth Whalen

**Already a member? Sign in to access your account.**

E-mail address

Password

[Sign In](#) [Need help?](#)

**New to Author Central?**

[Join Now](#)

[Reach More Readers](#)
[Track Your Sales](#)
[Get Author Help](#)

While this is an optional tool Amazon provides, it has a few features that are outstanding:

- you can track your sales
- you can edit your descriptions to add formatting (a huge benefit!)
- you can interact with your audience (powerful!)
- you can manage your profile - you're in absolute control of what your readers see when they click on your author name (this is huge!)
- you can interact with your readers on a forum thread that's all about you. As readers get to know you better the trust factor increases and you'll sell more books (win/win!)
- you can put links to your social pages and author blog. Amazon will even display your Twitter feeds in real time. (tremendous!)

There are several other great benefits that will help you in promoting your books on Amazon and Amazon has a page dedicated to assisting you in the process. <https://authorcentral.amazon.com/gp/help>.



To join Author Central, go here: <https://authorcentral.amazon.com/> and follow the intuitive steps presented.



## Advanced Kindle Marketing Strategies

Often times an author will simply put their book up on Amazon and wait for the magic to happen. While this might work for James Patterson or Amanda Hocking it will not work for most of us, as we are the "unknown" to the Kindle eBook buying word.

Our goal as new Kindle publishers is to make it into the Amazon Best Seller's list as soon as possible. With that in mind I've created a list of 13 powerful, yet simple strategies that will give you that extra momentum to propel you to the top of that list. You may use them all ... or concentrate on one or two. You may find it works best to combine several. These strategies work. But only if you put them to use!

# CRITICAL CONCEPT

Before we get to the strategies, I want to restate something I said at the beginning of this book.

After you publish your book, it's critical that you rank at the top of Amazon for your 7 keywords. That is how you'll get Amazon to start promoting you, and that is how you'll make money.

Rank nowhere and you'll likely make no money. Rank at the top and you'll make good money. It's as simple as that.

How do you rank highly?



Well, it's kind of like ranking highly in Google... 10 years ago! ☺

Google looked at the page title of your web page, the text on your web page, and then the number of links pointing to your website.

The same holds true for Amazon. Amazon looks at your book title, the text on your book listing page, and instead of "links", Amazon looks at a combination of the number of purchases of your book AND the number and level of reviews you get. (i.e. 5 star reviews are worth more).

I love, love, love analyzing my competition on Google. I got my start online in SEO. At one time, I ranked at the top of Google for the most competitive terms in the world.

Weight loss

Weight loss program

Weight loss tips

Lose weight

How to lose weight

Weight loss exercises

And so on...

And I did it by figuring out why my competition was ranked where they were. Then I would just do what they were doing, but slightly better. For example, if the site above me had 20 links and I had 17, I would get 4 more links to have 21, 1 upping them.



If I looked at the top ranked websites and the majority of them had a keyword density of 5% in their page titles, I would make mine slightly higher at 6%... thinking that Google obviously liked that keyword density % for a reason. So, rather than guessing what Google wanted, I would analyze the top ranked sites and just give Google what's already been proven as what they wanted.

The same is true with Amazon. You should look at the top 10 ranked books for your keyword, and see why they're ranked where they are.

Do this. Take out a spreadsheet and make the following columns:

1. Rank
2. Book Title
3. Author
4. Sales Rank
5. Rating
6. Number of reviews
7. Book Price
8. Date Book was published
9. Keyword In Title (yes/no?)
10. Title density
11. Description density

Then go to Amazon and enter the keyword you want to rank for. Look at the top 10 ranked books and fill out the columns for each book.



Every one of those 11 columns are things that Amazon looks at when ranking books. Your job is to look at the top 10 ranked books and see if you can find patterns.

Is Amazon ranking books higher that have a keyword density of 10% or a keyword density of 30% in the book title?

Does Amazon favor books that are 30 days old, vs. books that are 100 days old?

How many reviews do you need to rank in the top 5 for a specific keyword?

Those are some of the questions you need to ask yourself when figuring out how to rank highly for your keyword phrase, in a given niche. Amazon changes over time, so a specific percentage of keyword density in the book title might work one day, and not a month later.

That's why you need to keep an eye on the top 10 ranked books, when you're considering ranking highly for a keyword.

It can be a lot of work to manually gather all of that competition data. It's probably a good thing to go through it once, just so you get the hang of the process.



But AK Elite does all of that for you, in a matter of about 30 seconds. You'll be able to quickly and easily see ranking patterns and you'll know exactly what you need to do to hit the #1 spot for whatever keyword you want. It saves you so much time, and makes your life much easier, so you can focus on cranking out books and making money.

And ranking at the top is THE most important thing to do if you want to make money publishing Kindle books.

Ok, now onto the 13 more specific strategies that you should "ADD" to your process AFTER you analyze your competition like I just showed you above. These are nice to do's, but are not foundational like the analysis methods I talked about above.

## **Strategy #1 - Give eBook Proceeds to a Charity and Zoom to the Top of Amazon**

With this advanced strategy you'll propel your Kindle book to the top of the charts within a few days of uploading it to the Kindle store. To put this strategy into action, simply locate a charity that has a vibrant and active Facebook page and contact them either in person, on the phone or in a letter. Your initial contact should relay the following information:

- your strong belief in the charity
- that you're a published author
- that you're donating 100% of the proceeds from the book [title] to the charity





- tell how the book will benefit those who purchase it and how it fits their overall core beliefs
- ASK them to make a Facebook post about the book, as it will generate revenues for them when their supporters purchase the book.
- Attach the book to your email for their review.

Now, here's what will happen. When the charity accepts your offer and makes the post on their Facebook page about the book (stating all of the proceeds go to charity name), those people who are strong supporters of the charity will purchase the book and tell others about it. Many will repost on their Facebook pages, on Twitter, on Pinterest ... simply because they believe in the charity. Your book will make it to the top of Amazon's charts from the sheer volume of orders from the charity alone.

But you haven't made any money on it. So how can that help you?

The whole purpose for the charity giveaway is to **build an audience**. Once that is accomplished you own that audience. It's yours and you can approach them as someone who is "on their side", someone who believes in the same cause, so much so that you've donated the proceeds of a great book. They will now listen when you speak and they will read your email. You've a captive audience for your next Kindle eBook release where you'll keep ALL of the proceeds (minus the fees charged by Kindle). It's a brilliant strategy.



## Putting your Plan into Action

1. Set up your own Facebook Page (for your pen name) and an autoresponder account such as aweber or Get Response.
2. Write a free report to give away to anyone who signs up for your email list.
3. Write two books and allocate one as the book you'll give to charity. Inside the first book put a link to your squeeze page.
4. Call or email the charity you've decided to target, one that has an active Facebook page, and explain your deal. If they say no ... move on to another charity. Sometimes it's easier to get started with a local charity or local chapter of a charity instead of targeting the nationwide organizations.
5. After the first book has started generating sales, and the book is moving up in the Kindle ranking, start emailing the list you're creating with helpful tips, hints, etc., leading up to the launch of the 2nd book.
6. For 7 days prior to its release on Amazon Kindle, build the hype to the second book using your autoresponder series, videotapes and etc., just as you would in a normal Internet Marketing campaign. This will propel the launch of your second Kindle book to the top just as the charity donation did for the first book. The difference being, of course, that you'll receive the proceeds. (See Strategy #2)



To find charities with Facebook pages do a Google search for the type of charity, and add +facebook to the search. Like this: animal rescue +facebook.

## Strategy #2: Create an "Internet Marketing Type" Launch for your New Book

If you've been around the world of Internet Marketing then you may be aware of the hype that accompanies the successful product launches. You can use this same method to create buzz and sizzle - and to propel your book to the top of Amazon's Best Sales Rank list. It works well with Strategy #1 as a follow up for your second book launch.

This method assumes you've built a warm market list of people who have subscribed to your list. (Hint: If the list is from your charity give-away book, then you'll have a very receptive list). This is the primary reason you should create your author's blog, Facebook page, Pinterest and Twitter accounts prior to publishing your first book. You need to build buzz and you need to get subscribers to your list.

So how do you get their name on your list? Simple and brilliant: In every book you write you'll put a link to your squeeze page and offer them the opportunity to get on your advanced notification list. If they love your writing they will feel honored to be on your list. Any author who fails to use this technique is leaving a pile of money on the table.



To put this into action:

- Set up a squeeze page with an optin form on the front page of your author's blog (this is the blog with a customized "pen name" url).
- Offer something free for them to optin to your list. You could write a short ebook, a few teaser chapters, etc.
- While you're building your list and working on your new book have an autoresponder series to keep in touch with your list.
- Seven days before the launch of your new book start sending out details about the book and that is coming soon building the momentum each day.
  - First Mailing - send attention grabber (book is coming soon!)
  - Second Mailing - present a problem and why you wrote this book
  - Third Mailing - present a huge problem that is solvable, but probably very expensive to do so.
  - Fourth Mailing - present the solution that your book will provide and provide excellent reviews and glowing testimonials of how the information you provide in the book works to solve the huge problem
  - Fifth Mailing ... hint, hint, hint about content of book
  - Sixth Mailing - details now about the exact time the book will be purchased and reiterate the problem and solutions. Give price ... and their special price for the first xn orders.
  - Seventh Mailing - Launch! Special Price. Do it now!



This is a very effective strategy that will suddenly put your book on Amazon's top BSR page on the FIRST day it's published - a huge feat for a new book as it usually takes weeks of aggressive marketing to get to that place. It's the method used by all Internet Marketers who really make it big and it will work for your book launch in the same way. You just need a nice list of 400 - 500 people to make become a best selling author overnight using this method. It's that good.

### Strategy #3: Set up an Author's Toolbar

This strategy assumes you've set up your author's blog under your pen name. What we want to do is give your follower's easy access to you, thus giving you easy access to them! Although used a lot by savvy Internet Marketers this strategy is little used by Kindle authors. You'll be ahead of the pack by setting it up.

Having an author's toolbar is all about user engagement with your fans. With it you can communicate almost instantaneously, answer their questions, and let them know when you've a new release, as well as remind them to leave a review. It's a win/win tool for you and them. They will love having the access to you. You'll love having an actively growing and engaged fan base as that means money in your pocket.

So head over to [www.toolbar.conduit.com](http://www.toolbar.conduit.com) and click on the big orange "Start Now" button. It's free. It's relatively easy and will increase your profit!



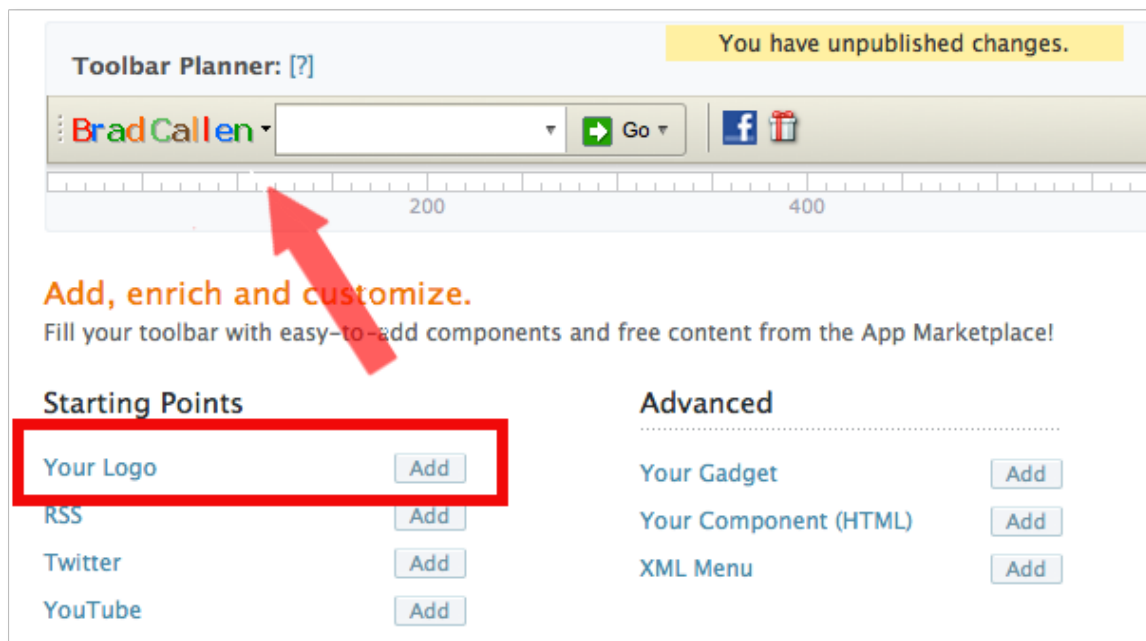


Once inside, click the button that says, "Join and Create a Toolbar".

The first thing you'll need to do after activating your account is to name your toolbar. You should name the Toolbar your Pen Name as this is all about engaging your readers with the author.

As you can see there are a lot of options to choose from in customizing your Toolbar. At minimum you should create a Logo using your Pen Name - and you can create a text logo right inside Conduit. Just click on the ADD button next to the Logo and choose your options. These actually turn out quite nicely. I made the "Brad Callen" text logo by using the Conduit Built in logo creator.





If you want to do so, you may create your own logo. The size of the logo should be 24x220 pixels. You can use any image editor (such as Photoshop or Gimp) - or pay someone \$5 on [www.fiverr.com](http://www.fiverr.com) to do it for you. Keep in mind you want people to click the toolbar to engage with you so you want it to be inviting and easy to find. Keep it Simple and you'll have a winner.

You may add as many features as you'd like to your Tool Bar - but I suggest that you stay minimal, as your whole purpose is to engage with your readers. You don't need to be fancy - just available. You should add only the following features to keep your users engaged and happily purchasing your books: the Link Button, Menu Button, Message Box and Message Ticker.





The "Link Button" is for putting a link to your author blog (or anywhere you want to send people). The "Menu Button" enables you to add a menu listing of all of your books on Amazon - that's really nice to keep people in touch with your catalog.

The Message Box allows your users (and you) to communicate with each other - and the Message Ticker allows you to keep your specials in front of your user's at all times.

Basic	
RSS Classic	Add
Link Button	Add
News Ticker	Add
Menu Button	Add

Readymade	
Radio Player	Add
E-mail Notifier	Add
Weather	Add

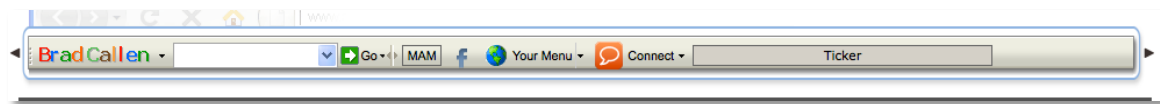
  

More	
Facebook (User's)	Add
Twitter Classic	Add
Message Box	Add
Message Ticker	Add
Separator	Add
Label	Add

Any of the other optional buttons are fine IF they relate to your reason for having the toolbar in the first place. If the features will not benefit communication and exchange then you don't really want them, as they will distract from the purpose of the toolbar.

After you've chosen the features, changed the skin colors and got the toolbar to looking just the way you want it to look, it's time to publish the changes and make it available to your fan base.





To make it available to your fan base, simply put a download link on your author blog inviting your clients to stay in touch with you. Also, in each book you write, put a notice at the front and at the end of the book with a link pointing to your blog URL where the download link is prominently displayed. This will send traffic to your blog where your fans will be eager to stay in touch with you.

## Strategy #4 - Publish Multiple Books Simultaneously

One way to jump quickly to the top of Amazon's list is to write several books in different, *but related*, categories and publish them all at the same time. You don't want to put them all in the same category; however, you don't want them spread across totally unrelated categories, either as this will raise Amazon's suspicion that you're trying to gain the system. For example you might write a series of diet and nutrition books, putting them under the different micro niche categories that have related books such as Health, Fitness, Dieting, Cookbooks, Food and Wine and Self Help. You can drill down into the micro niches of these primary categories to find several sub niche categories that will work. Remember, you're allowed 2 categories per book.

Now, the reason you want to dump all of the books into your KDP account at one time is that Amazon seems to love this approach and will give your



books a huge boost by promoting your books on your behalf. This could have a tremendous effect on your marketing efforts.

## Strategy #5 - Sell More Books Through Creative Branding

It's one thing to publish a few book on Kindle, quite another to get people to talking about it. Yet, to be a successful Kindle book publisher you need to generate interest in your books. Thankfully, you don't need to bang your head against the wall to get people to notice you!

**It starts with a killer Pen Name;** and then market that name. You can do this is several ways: setting up a blog or website under that name, setting up several social site accounts such as Facebook, Twitter and Pinterest. This will culminate in generating fans and followers that want to engage with you and spread the word about your books. Once you've built your audience they will follow you anywhere you want to go.

Your ultimate goal in doing this is to brand your pen name as an expert in your chosen niche market, thus getting more traffic to your Amazon books and more people leaving good reviews of your work.

Within a few weeks you'll become the go-to person for questions about your niche topic, propelling you into the expert status you've worked for. Now, when someone sees your pen name attached to a book its not just another wannabe Kindle publisher, rather it's the name of someone who knows what he/she is talking about.



## Strategy #6 - Create Interrelated Titles and Cross-Promote

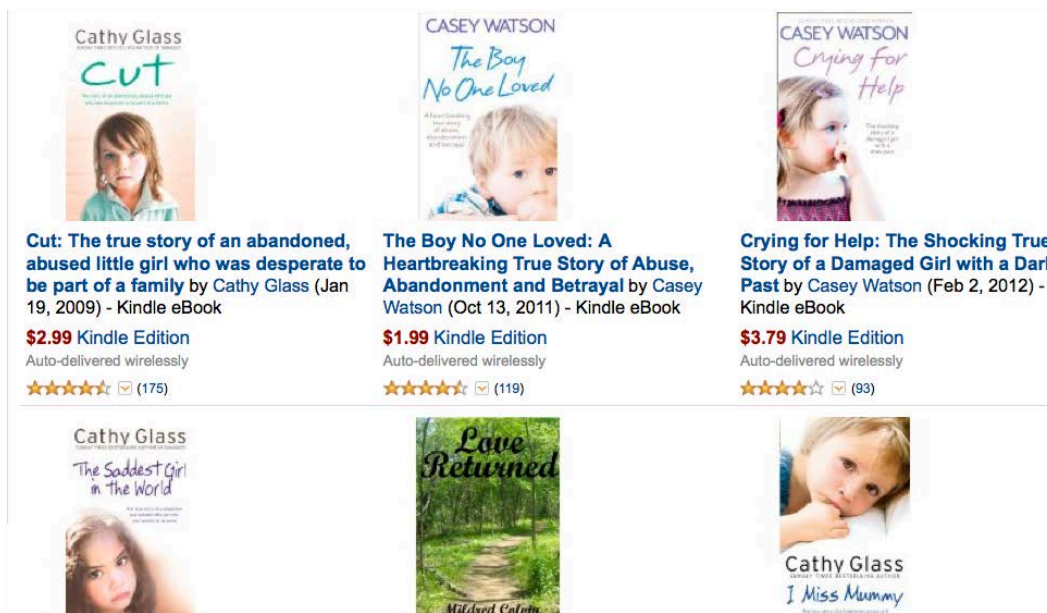
When you publish your first book you can't do this, of course, as you don't have another to promote. That's okay. After you create your second book you may edit and *republish* your first book with a link to your second book. If someone likes a book you've published you can be assured they will be eager to read more of your work.

Create a grouping around your pen name and micro-niche category as the author did in the screenshot below. She literally owns the adoption niche with her numerous publications in that niche. When you click through on her name it appears that she writes based on her passion instead of market research. However, we can't be sure of that as she could be using numerous pen names and biographies.

Since the name she is using is connected only to children in need, children who are adopted or abused or in foster care, she could easily create a group around that micro niche and cross-promote within that group.

To do this for your own books, you simply create a promotional blurb in each book about another book in the group and put a link to that book in the Amazon Kindle marketplace. This will have a two-faceted effect: more sales and a higher ranking in Amazon Kindle Marketplace.





## Strategy #7 - Focus on Quality, not Quantity for Positive Feedback

When Amazon Kindle first opened its doors there were numerous junk books in their store. However, Amazon cleaned up their catalog and removed duplicates (created using private label rights materials), and removed a lot of badly written books as well. Why did they do this? Because of customer reviews. The customers were not pleased with the quality and Amazon listened.

Good reviews are worth triple their weight in gold to your Kindle business. If the customer is pleased then you'll get good reviews. To ensure this happens produce top quality work. This means you may need to spend time/money having your work proofread and edited. Sure you can shortcut this process, however, if you do the reviews will be bad and that will hurt



your sales. It could also ultimately get your book removed, as is Amazon's editorial prerogative.

## Strategy #8- Get Rave Reviews to Sell More Books

Reviews are to Kindle eBooks what picking up a hard copy in a bookstore and flipping through the pages is for offline buyers. You can't see or touch the book. If you can read what others think about the book, however, you're "seeing" it through their eyes. Without reviews your book will simply collect virtual dust in the Amazon Marketplace.

The secret is to get the reviews AS SOON AS the book launches so that on the day your book is published in Amazon it has a few rave reviews.

There are several ways to do this - and you should use any method that you feel comfortable using:

- Send a prerelease copy to friends, family members, and coworkers and ask them to read it and provide an honest review. Not the best method, but will get you one or two good reviews.
- Join author forums and get involved - and ASK people to buy your book; in exchange you'll buy theirs. Of course, you'll each leave an honest review for the other. One such forum is <http://www.kboards.com>. A Google search will reveal others.
- Contact Amazon's top reviewers. Go to <http://www.amazon.com/review/top-reviewers> and you'll find a list of people who are classified as Amazon's top reviewers. Contact 10 - 15



of these reviewers, send them a complimentary copy of your ebook and ask for an honest review.

- Find reviewers online. This site has several reviewers who are willing to provide honest reviews in exchange for a complimentary copy of your Kindle book: <http://www.thekindlebookreview.net/get-reviewed/>
- Purchase a Fiverr.com gig to READ and review your book. Make sure they are willing to purchase and read the book - you'll most likely need to compensate them for the cost of the book as well as the review. You want an honest review, so don't just purchase reviews from people who will not read your book.

## Those Are All Good, But THIS Is Better!

But my favorite of all, is using my self-created AK Book Club which allows me to buy and review other member's book, and in return they'll do the same for me.

There are so many "link building" systems for Google, out there, but not a single "review building" system for Amazon. Until now. Hehehe...

If you don't already have access to the Book Club, you can get access to it here: <http://www.akelite.com/book-club.php>, which is the ultimate "review building" system out there.





## Strategy #9 - Create a Book Trailer (video) and Post on YouTube

This is another "Internet Marketing" tactic that will work well with Strategy #2 to build excitement and buzz for your book launch. It can be as simple as a few images and text (using a program such as CamStudio) to a full production Flash movie with voice over and music - the call to action kicker at the end is to tell them it's available on Kindle, but give them a link to your author blog squeeze page. Here's an example trailer:

[http://www.youtube.com/watch?v=gb-\\_Kb\\_kA0Y](http://www.youtube.com/watch?v=gb-_Kb_kA0Y)

To review other such trailers for a ton of ideas simply do a YouTube search for "kindle book trailer".

## Strategy #10 - Make Good Use of the Author Page in Author Central

This is an often-overlooked strategy that will help to brand you as a serious author. The author page is similar to an "About" page on your blog as it's all about you - the "you" that the public should know about. If you've 3 pen names then you'll have 3 Author pages - one for each pen name.

You'll need a good "pen name" **profile picture** - i.e., it can't be the real you. You can purchase an image from one of the royalty-free image resources such as bigstockphoto.com, fotolia.com or istockphoto.com. I suggest that you choose an "action" image instead of an up close image. For example, if



you're writing in a niche about family and children, you might choose a mother with children around her. If you're writing in a niche about health and fitness you might choose an image with someone running, cooking, playing tennis, etc. Just keep in mind you'll need to use the same model for all of that pen name's profile pictures across your author blog, facebook page, pinterest and twitter accounts. The primary reason for choosing a picture showing the author involved in some niche activity is to identify with the audience who will be purchasing your books in that niche.

**Secondly, you'll need a good author bio.** You don't really need to fabricate a lie here - just describe your reason for being interested in the niche - i.e., why you're writing on that particular topic. List any real writing credentials, awards, kudos you might have including a list of any other books published under that pen name. Just make yourself as personable and interesting as possible.

### **Why do you need this page?**

For branding, promotion and communication. People like to see, touch and feel merchandise they purchase - and you're their merchandise. They want to know you. The Author Page for your pen name lends credibility, which increases the trust factor. The more they trust you the more they will purchase your books.

People also want social interaction so this affords one way for that communication to start. The bottom line is that the more comfortable people



feel about you the more sales of your books will occur. This is especially true if you're setting yourself up as a nonfiction "how to" expert in some niche.

## Strategy #11 - Set Up a Social Site Link Wheel for Promoting Your Book

Using your PEN NAME, you'll setup a several social accounts such as Facebook, Pinterest, YouTube, Squidoo and Twitter, etc. You'll also need an author's blog and the URL to your Author page on Amazon Kindle.

Note, before setting up your social accounts, go ahead and setup an email account for your pen name at Google, Yahoo, or other such service. Use that email address to setup your social accounts. Don't use your "real name" email address.

Now that you've the social sites and author's blog set up you want to create a "wheel" that will ultimately lead your visitors to purchase your Kindle book. Here's how it works:

1. Create a minimum of 7 blog posts on your author's blog using actual quotes from your book. Within each of the posts place a nice image that relates to the content of your book. Also place a link to your book on Amazon Kindle somewhere within the post.
2. On Pinterest, setup a board for and give it a name. Pin the images from your blog.



3. Make a post on Facebook and share a link to your Pinterest board
4. Make a Twitter post about your Facebook update.
5. etc.

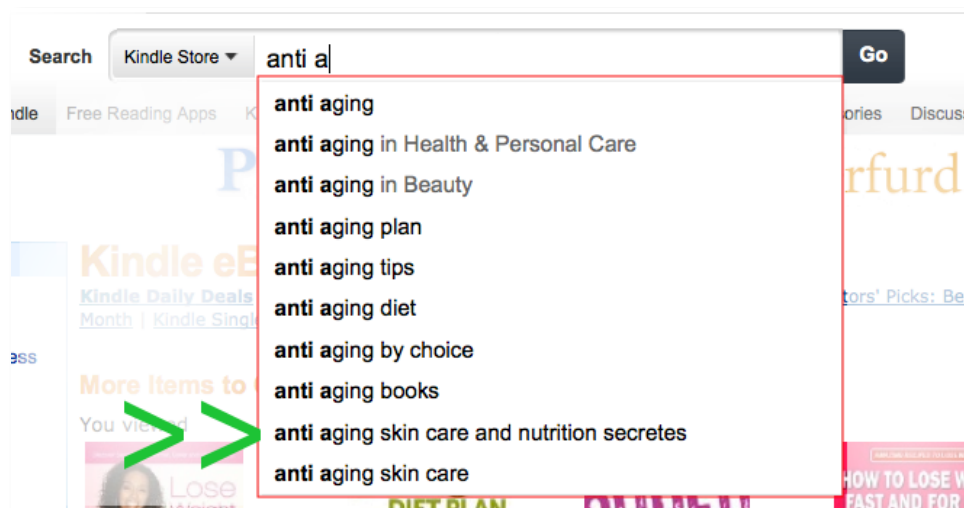
Can you visualize the wheel that is ultimately sending traffic to your Amazon Kindle book? This will increase your traffic/sales rank in Amazon thus increasing your profits!

## **Strategy #12 - Use Intentional Keywords in your Title, and Cover and Description**

There are four aspects to your ebook that carry a lot of weight in marketing to your audience: the Title, the Cover, the Description and Reviews. These are the factors that will generate the most sales IF you use well-placed keywords that tie them together, thus optimizing your Amazon page. In order to get the best possible results, target specific keywords for your niche. You can find out what people are searching for by going to Amazon.com and then start typing in the Amazon Search bar.

For example, if I have written a book on how to have beautiful skin at any age and am focusing on "anti aging skin care and nutrition secrets", I will make sure to use that term in the Amazon title, the Cover graphic title and at least two times in my description. Why? Because Amazon has shown me that is what people are searching for.





Thus, to make sure my ebook is found, I will use this as my guideline for creating my title, my description and my cover, making sure the phrase "anti aging skin care and nutrition secretes" is included in several times.

Keep in mind also that your description should be like a sales page ... not just a dull, boring "fly cover" like you would see on a hard cover book in a book store. You've one chance to sell your audience on your book. Make the most of it by creating an enticing description that simply draws them in and they want to know more. Tantalize. Entice. Tease. And leave them wanting more.

### Strategy #13 - Include Reviews in the Description

This goes hand in glove with Strategy #12, however you must join Amazon's Author Central (free program) in order to do this right.

While most people will see the cover, title and description, many will not scroll all the way down to read the reviews. That's why you need to make



sure the reviews are visible without scrolling. The only way to do this is to add a few short review lines to the product (book) description. And, as you should know by now, positive reviews are very important.

This will work even if you don't yet have actual reviews posted on your Kindle sales page. Grab positive reviews from your emails or have asked to review the book earlier (prior to publication). Pull the best excerpts (with your keywords!) and quote directly within your description. Be sure to include the reviewer's name for credibility.



Alright, that wraps up exactly what I would do to make money publishing Kindle Books. Like I said at the beginning of the book, it's not rocket science. Anyone can do this. It's a very straightforward process that can work over and over and over again.

Now that you have the concepts down, it's time for you to download and start using AK Elite AND the other AK tools we've created.

If you already own them, login to your account at <http://www.akelite.com/login.php> to access them. If you don't yet own them, you can get them here:

AK Book Maker: <http://www.akelite.com/book-maker.php>

AK Analytics: <http://www.akelite.com/ak-analytics.php>

AK Book Club: <http://www.akelite.com/book-club.php>

Now get to work! :-P

Brad Callen

Bryxen Software, Inc.

