EARN UNLIMITED INCOME!

# PUBLISH YOUR E-BOOK with amazon kindle

## Kindle Secrets: REVEALED!

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# TABLE OF CONTENTS

## An Introduction to E-books

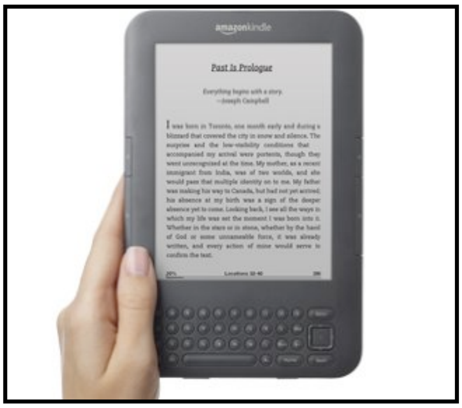


**Image**: An Amazon Kindle

In the past, the concept of buying a book would mean a trip to the local bookstore, eagerly searching through volumes of books just to find the perfect copy. As the years went on, online trading has redefined the reading experience – books can now be bought online and shipped directly to your home, with the end user having to pay only a nominal fee for shipping and handling.

However, with the insistent demand to replace the hassle of tugging along thick and heavy books, and the sudden rise of portable lightweight gadgets, publishers have found a new spin to the old concept: E-books.

E-books or electronic books are book-length publications often in digital form that are mostly a combination of text, images or both. A counterpart to the traditional paperback we are accustomed to, e-books have gained significant attention because of a variety of factors:

***Weight***

Compared to paperback or hardcover copies of books, e-books maybe copied to almost any new portable device for viewing with the user being able to save a collection of books on his or her device without worrying about tugging along a whole library with him

**Portability**

With e-books, a single device such as the Amazon Kindle, can handle a whole collection of books without any problems. Users only have to take the Kindle with them and they can read their favorite books even while they are on the go.

**Wireless Delivery**

Unlike the physical books you order from your bookstore or online, e-books are delivered on the spot or made available for download immediately after purchase. Hence, while physical copies of the book take days, if not weeks just to be downloaded, your purchase is immediately available a few minutes after you buy a copy of it online.

**Access**

A central market place for books also makes E-books appeal to users even more. Such as the case with the Amazon Kindle, users cannot only read their books off their devices but purchase new books as well - even while they are not connected to the computer.

Through the browser present in the Kindle, users can read about new titles, purchase new books, manage their existing purchases, and even read about reviews left by fellow users.

And because of a recent agreement between Amazon and a number of cellular operators worldwide, you can surf Amazon using the same signals used by your mobile phone, for free.

**Price**

Price will always be a consideration with purchases and E-books are no exception. The good news is that e-books are the same price, if not a few dollars cheaper than their paperback counterparts.

**Technology**

Last but not least is technology. Because E-books are read using dedicated electronic readers (e-readers), if not with new portable gadgets, several functionalities are available that complement the otherwise hassle tasks of note-taking. With the use of e-readers, users can simply highlight important keywords or phrases, take and save notes for later use, bookmark pages and add citations – all with a push of a button or a flick of the finger.

And if this isn't enough, Amazon's latest Whispersync technology helps users synchronize their reading experience across multiple devices. Say you were on Chapter Three reading on your Kindle when the battery drains. Eager to continue reading, you open a copy of the book on Kindle on your Laptop or Mac and Chapter Three automatically opens in front of you – saving you the time of having to remember what page were last on.

## E-books – The Author Perspective

While it seems that e-books have made available a wide-array of options available for users, authors – specifically those who are not signed-up with a publishing company – are also given opportunities to publish their own work on the Kindle.

Under the Amazons' Kindle Direct Publishing program, everyday users with a great story or content to share can effortlessly create their very own e-books to sell on Amazon Kindle, earning 70% royalties along the way. And contrary to what you may think – this is a very easy process! Not only that, there is no limit to what you can write which means that you can publish multiple numbers of E-books at the time in order to maximize profit.

Say for example you invested in an e-book and get no less than 100 sales per month. Now imagine you if you increase your investment by offering more e-books, say 10-20. Not only are there no additional fees and considering that e-books are a one-time investment – you have to create an e-book or pay for the creation of an e-book only once – the possibilities to earn and recover initial investment is very possible.

This is very easy compared to the to real-world hassles of having to sell your manuscript to publishing houses or having publishers sign-you up as one of their authors. In fact, it is so easy that even plain housewives, unemployed adults, young adults and even work-at-home people can

## Choosing Your E-book Topic

While the prospect of earning more is tempting, I understand that the average person who would be reading this may not have any idea or skills to get started.

In writing your e-book, the very first concern would be what topic to write about. Now, this could be a very tricky step since many a writer would be about this in different ways.

In trying to figure out what to write about, you could try assessing the season. For example, during the holiday season, it would be practical to talk about any of the following: Christmas, Gift Buying Tips, Decorating Tips, Holiday Do-it-Yourself Guides (such as DIY Christmas gifts, DIY Christmas Decors), Dishes to Serve during Christmas Eve and even baking ideas.

For New Year, you could write about How to Celebrate the New Year, New Year Gift-Giving, Crafts and Party Ideas.

During Valentines', you could write about Dating Tips, Baking Ideas, Top Dating Restaurants (in the form of a review), Dishes to serve, etc.

As you may have observed, demand for reading resources increase when in season but there are still many topics that you can write about despite any occasion such as Sex and Relationships, Health and Well-being, Yoga, Meditation, Food, and even Technology.

***Amazon's Bestseller List***

If you've already tried the advice above but still find yourself still looking for a topic you would be more comfortable in, a good tip would involve searching for the latest trends online.

A simple way to do this would be to check Amazon's Bestseller's list at http://www.amazon.com/gp/bestsellers/. Amazon provides you with a comprehensive list of products that are hot in the market today and gives you enough insight as to what people are looking for and are willing to buy. At best, this would guide you to check what things people are interested in in a specific industry, what products have been getting attention (writing a guide for a hot product that just came-out can find your sales quickly soar), and how much people are willing to pay for them.

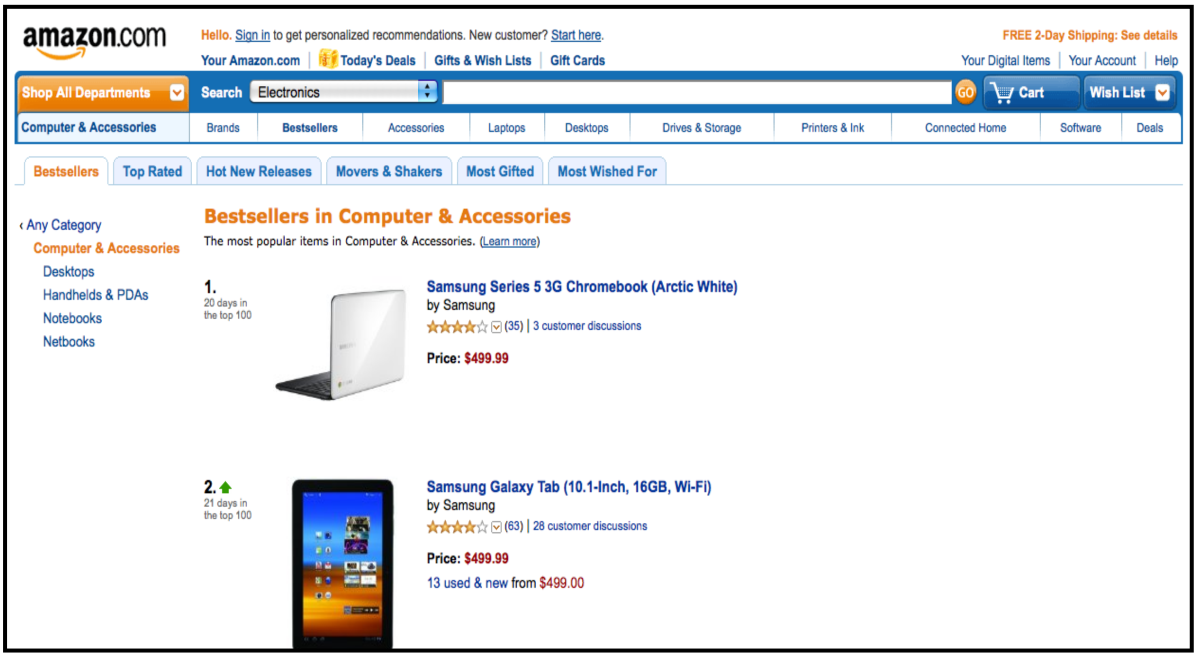



***Image**: Amazon's Bestseller List Showing Computers as the Category.*

All you have to do is to surf to the page and check the left navigation bar, which contains a number of categories, click the category you would like to view and the page will load with a number of products.

### *Google Trends*

And just in case you're the technical type who prefers to analyze trends via systematic analysis, a good research tool to use would Google Trends (http://www.google.com/trends)

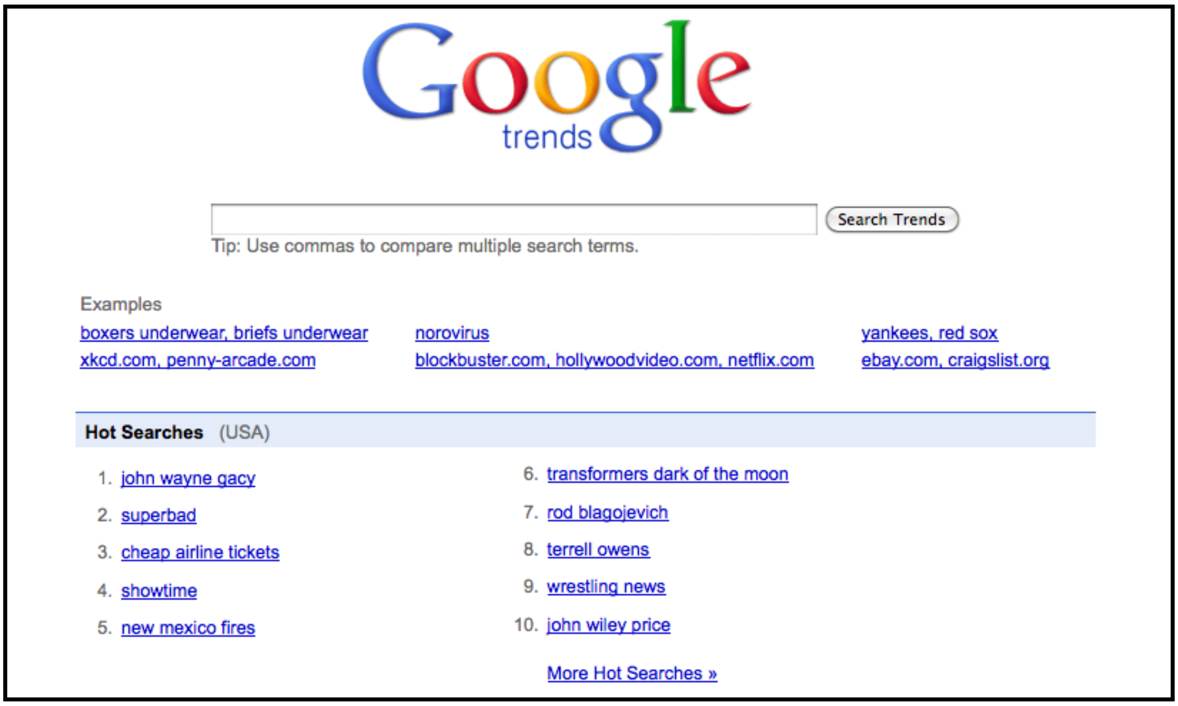



***Image***: *Google Trends Page*

Google Trends helps people see trends by presenting data in the form of a graph. Users can see how many times a keyword has been searched in a span of a few months which would then help them establish whether a product is starting to generate buzz, is hot in the market right now, or is slowly starting to disappear off the market.

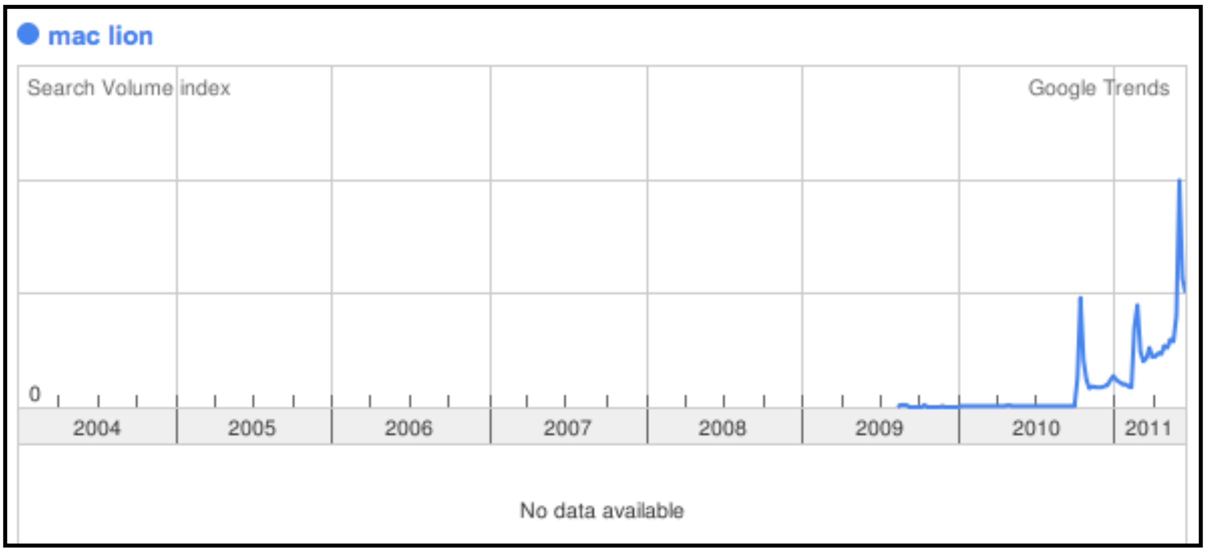


***Image:*** *A Screenshot of Google Trends for the Keyword Mac LION, Apple's New Operating System slated for a July release. Notice how much press the topic has gained since it has been announced in 2010.*

To use Google Trends, all you have to do is to surf to http://www.google.com/trends page, type in the keyword or set of keywords that you would like to analyze, and Google will display a chart showing you the trend for the past few months.

## Outsourcing Work

We have to admit that not all of us are writers – in fact, I doubt that half of the people reading this can confidently say that they can confidently write an article or two.

With that in mind, I also know that many of you would be wondering how to even get an e-book on Amazon when you don't know how to write. The truth is, you share the same sentiment as many a businessman. The truth is, they don't write their own content – they outsource it online.

Currently there are three websites where you can get employees online – two of which are paid (but are very active websites).

**Onlinejobs.ph – Paid**

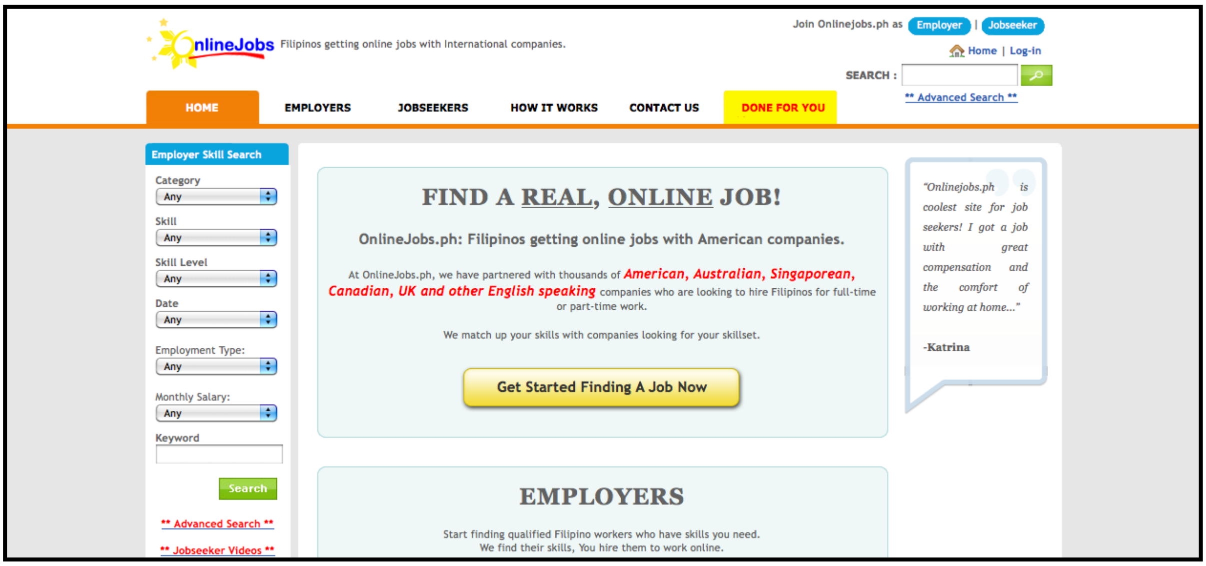



***Image:*** *Onlinejobs Homepage ([http://www.onlinejobs.ph](http://www.onlinejobs.ph))*

Onlinejobs is a website that connects employees with prospective employers, similar to the traditional job portal. On Onlinejobs, you can hire many freelancers or employees for a third of the cost to hire and maintain an employee elsewhere. This is because many of the employees come from developing countries.

## Hiring Your Outsourcer / Employee

Hiring was just the beginning – managing your employee, this would be another point of debate. And while the rules of managing outsourced employees differ from person to person, or from company-to-company, I've just prepared a small list of things to remember from the moment that you interview your prospective employees to the point that you hire them.

It would be pointless to talk about what to do and not to do anyway, so the best I could do would be to share insights on how I managed to manage a group of people offshore without much trouble.

***Ten Things to Ask in an Interview***

1) What do you like the most about working online? What do you hate the most?
2) How qualified are you for the job? What are your past job experiences?
3) What are your computer's specifications? What's your internet speed?
4) Do you have a backup plan should power go out and you need to work?
5) How many words/articles can you finish a day?
6) Do you need supervision while working?
7) Do you have any references? If we call them, what would they most likely say about you?
8) What's your edge over other applicants?
9) How did you get to this kind of work?
10) How long do you plan to stay in this job? What is your career goal?

*Top Tips to Manage Your Employees Effectively*

1) **Set Realistic Expectations**

I have to admit that when I started hiring employees, I expected to hire them on the spot and then work their way to creating a future for me. After all, isn't that what every single business is about? However, I learned in the long run that I have to set my expectations straight if I ever wanted to stay long in what I do.

Setting realistic expectations would include knowing that the work wouldn't all be done by your employees and that you have to manage them too. Leaving everything for them to do would be a disaster – especially if the relationship hasn't been that long.

Realistic planning would also mean that you have to create goals that are achievable and timely.

2) **Help them see their goals**

What did you hire them for? What are they supposed to achieve at the end of the day – What project is it that they are working on?

Helping an employee see the overview of his job will make it easier for him to make important decisions for the both of you since he understands what he has to do to achieve his goals. Not only that, an informed employee is also a proactive employee – he can suggest changes to improve the project, foresee possible problems, and create highly intelligent decisions.

3) **Describe what they are to accomplish – and show it to them**

While I have not personally experienced this, I know many contacts that have. One example would be a friend of mine who hired a Virtual Assistant. She emailed her assistant one day to tell her to "make reservations for her at a restaurant at 9 o' clock in the evening that very day" and went about her day. That night, there was no reservation. Immediately, her instinct was to blame the assistant but upon careful consideration, she realized it was her fault all along.

She went about her day without leaving her assistant her personal number to reach her should there be any problems. While the assistant has been sending her emails to inform her, she was on the road with no Internet connection. She also did not specify a few things, which include: “What if no reservation could be made – What should the assistant do?”, “How many people were to be seated?”, “Was she willing to be bumped to a nine-thirty reservation instead?”. These small things overlooked not only impact your productivity but your assistant as well. Had the assistant been properly instructed, she could have been given a reservation with a different restaurant, if not bumped into another time.

4) **Exercise Patience**

Your employees may or may not have questions and that’s okay. In fact, I would prefer an employee with questions – because at least I know that my staff is thinking – and willing to learn at the same time. Address all possible questions and help them synchronize their thought process with yours. While this may initially be a problem, the faster you get your employee to think like you, the more beneficial it would be in the long run.

5) **Offer feedback**

Every day for at least one whole month or until you see him or her fit for the task – provide feedback. Feedback helps train your staff because it helps them understand what you liked about their work – and what they should change or do the next time.

6) **Develop a Relationship with them**

When managing staff, always make sure that they are ‘in-the-know’. While you don’t expect them to work off-shift for free just to finish a project, or speak to you online when they’re supposed to be enjoying their hours out of work, it would not hurt for you to still connect with them. Occasionally, you may ask about their personal life as a way to develop a relationship with them, and in turn, turn them into loyal employees.

## Author's Warning – Butterfly Employees

Such with the case of local employees who flutter from one job to another for reasons like better salary, better work schedule, or even higher incentives, we could not deny that there are many employees online who would transfer to another company given a higher salary, more benefits or a flexible schedule.

This is because there are too many opportunities online that an employee can be get paid as if he has a full time job – even if he keeps changing jobs the whole year.

Initially, a natural response to this would be to increase benefits, offer more flexible schedules, or increase pay in general. However, this is not the case. If an employee signs up with you merely because you have a great compensation package, what assures you he won't leave if he finds a better one out there?

The key to managing and preventing incidents like this from happening would be to stick to creating value by building a sense of loyalty in your employees.

Loyal Employees tend to change jobs less as they feel that they are taken care more by their current employees and the uncertainty of giving that up makes them reconsider giving up their job in your business.

Employee loyalty is easy to create because it is founded on the principles of mutual trust and care for each other's needs. Employees who feel that they are taken care of professionally, who have a deeper sense of relationship with their immediate supervisors, or even who feel happy with what they are doing are very unlikely to leave.

And in a dog-eat-dog world of online marketing and business, employee loyalty is a very important asset.

## Designing the Cover

One of the many things you can improve upon when releasing your e-book would be the cover.

For a digital product, the customer doesn't really see much of the product. Hence, it is important that you convince your customer not only with the content but with how the product looks – in this case, the e-book cover.

In designing your e-book cover, we've prepared a short list of things to remember to help increase your conversion rates. These tips are proven with many of the people we've helped so it wouldn't hurt to heed them.

1) **Be clear about what the e-book is all about.** While design is a very important part of the e-book, you should also remember that your customers are looking for information – and they have to know that the information they're looking for is found in your e-book.

2) **State the name of the author.** While this may not exactly be much helpful to the new publisher, you can't deny that if you've created a name for yourself in the business, having your name appear on the front page would help increase the book's authority. And even if you're a new writer, this can also be of an advantage to you – this can even be the first step to creating a name for yourself.

3) **Do not add the Price!** I've seen many people do this and honestly, it's a very bad idea to do so and this is the reason why: As a writer, you are creating value for your customers through your writing. This means that the money they spend for your book, no matter how big or small is justified by your e-book's content. The moment a reader sees your price – and mostly if it is out of their league – they would reconsider buying and no amount of information on the book can help you get them back

## Creating Your E-book

Whether you hired someone to do it or you invested time and effort in creating your e-book, you've come to the point where you have to build your first e-book.

The process is really simple but I have also added screenshots to help you out along the way.

### *First Step: Prepare your material.*

The E-book should be first saved in one of the three formats allowed by Amazon: Document (.doc NOT .docx), Text (.txt), or HTML (.html). Among these, HTML converts best.

In preparing your material, remember that Kindle formatted books would never look like an original book and that's a good thing because the less fanciness, the better it would translate on screen.

A couple of things to take note of when you're preparing your material:

1) There are limited fonts on the kindle so don't expect that your fancy, unheard-of font will look the same on the kindle. More likely, it would be replaced by something else.
2) The more minimal the format, the better. People reading on their kindles or devices for that matter, are after the content, not the design. It would also be noteworthy to mention that people who will buy your e-books will be reading your content in devices no bigger than your laptop's screen. In fact, it could even be way less (with due reservations for tablets). Hence, it would be practical to make navigation easier for them.
3) Images also show different on the Kindle as they are black-and-white with other gadgets showing them in full-color. If you're planning to wrap text around an image, you may want to check whether or not the

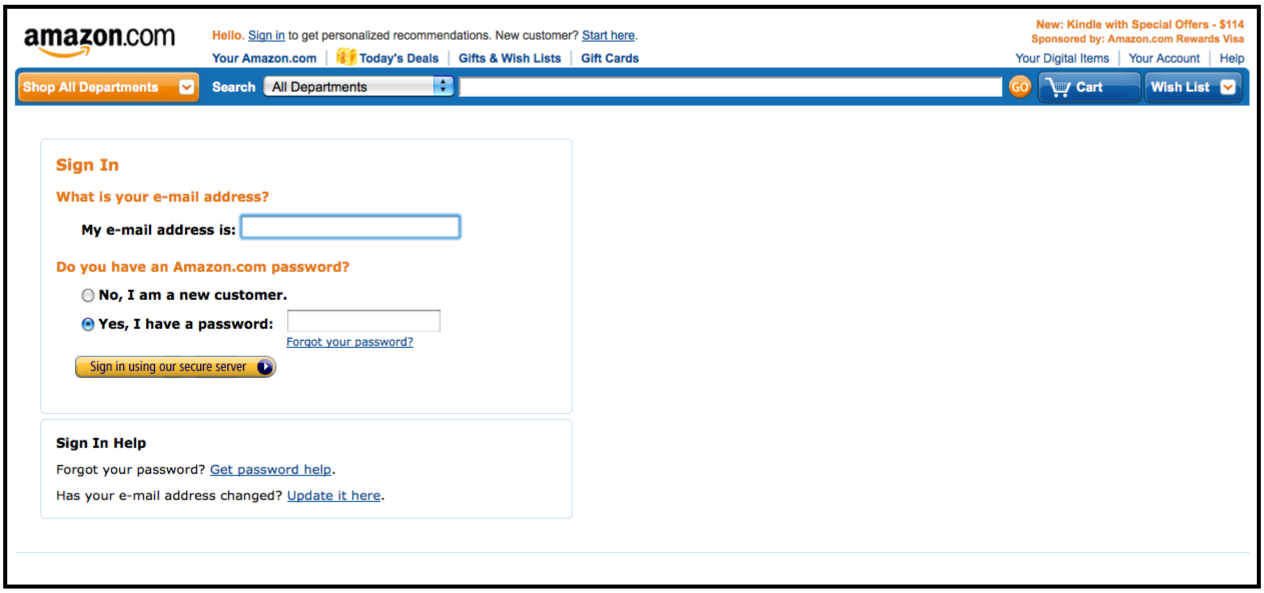
text has actually wrapped around an image – or if it has been bumped to the next page.

4) There's no point to creating an index on Kindle books. This is because Kindles come with their own built in search engines. Users just have to type a keyword and relevant results will be provided by the application.

### *Second Step: Create an Amazon Account (Note: Login and Proceed to the Third Step if you already have an account)*

***Image:*** *Amazon's Login Screen*

In order to create your account or login, click this link and you should be greeted by a login screen. Since you don't have an account yet, all you have to do would be to enter your email address and pick the option, "No, I am a new customer" and the select "Sign in using our secure server".




You shall be greeted by a screen similar to what is displayed below:

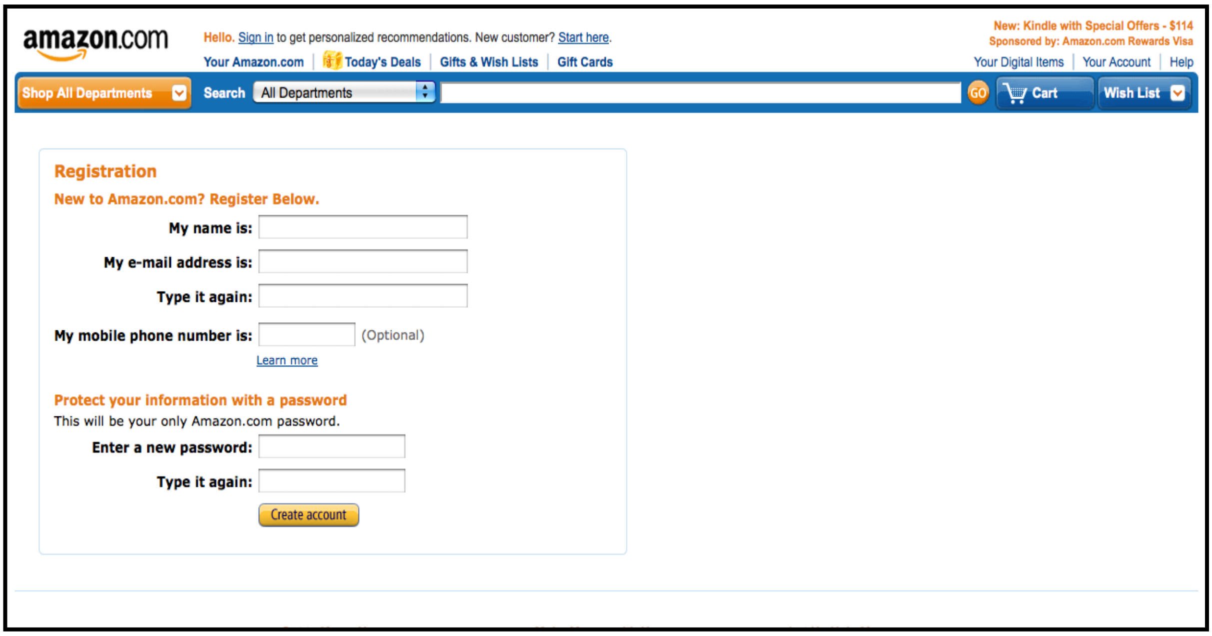



***Image:*** *Amazon's Registration Screen*

All you have to do would be to fill-out the form and click on "Create Account" when you are done. Upon submission, you shall be referred to a page that looks like this:

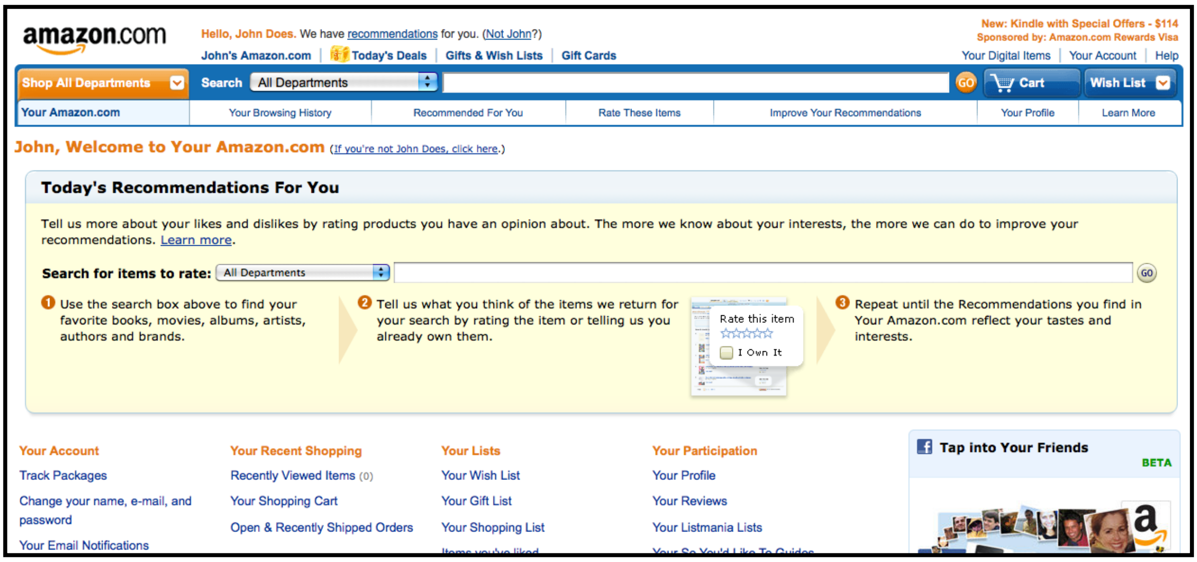



***Image:*** *Amazon's Welcome Screen*

### *Third Step: Register with Amazon's Kindle Direct Publishing*

The next process would require you to surf to this page: [https://kdp.amazon.com/self-publishing/help](https://kdp.amazon.com/self-publishing/help) since the option isn't available from the earlier screen.

You may see a screen similar to the one below:

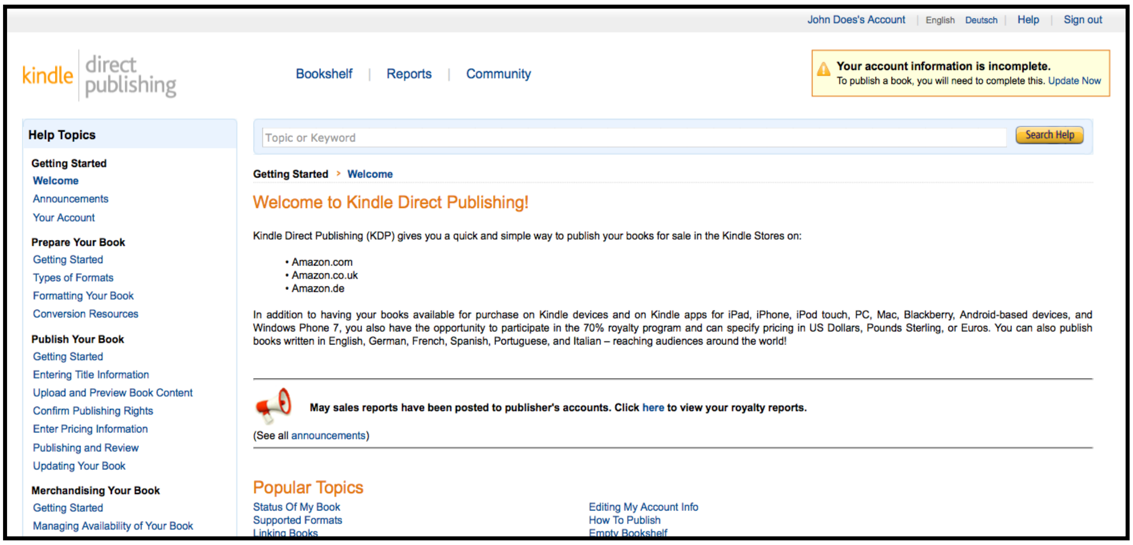



***Image:*** *Amazon's Kindle Direct Publishing Welcome Screen*

If you notice at the top right, there's a notification where you have to complete your information. Click "Update Now" and you will be redirected to the screen below:


***Image:*** *Amazon's Kindle Direct Publishing Registration*

Before you even create your own E-book, you have to first agree to the terms of service by clicking on the "Agree" button. Note that the dialog box may come up twice as it usually does. After agreeing to the terms, you will be required to enter additional information such as Name, Address, Country and the option by which you opt to receive your royalties.

After you've filled-out the form, click on the save button at the bottom right.

Amazon will save your information and you will be notified with "**Your account information has been successfully saved**".

After that, click on "BOOKSHELF" at the top of the page.

### *Fourth Step: Creating your E-book.*

Now it's time to actually create your E-book. On the Bookshelf Dashboard similar to the one found below, click "ADD NEW TITLE".

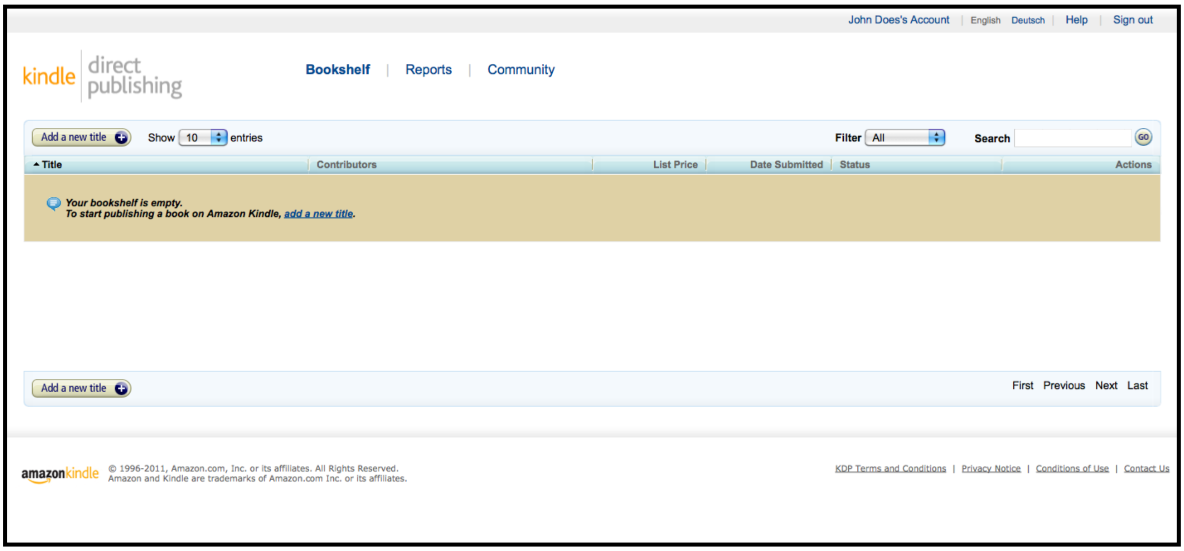



***Image:*** *Bookshelf Dashboard*

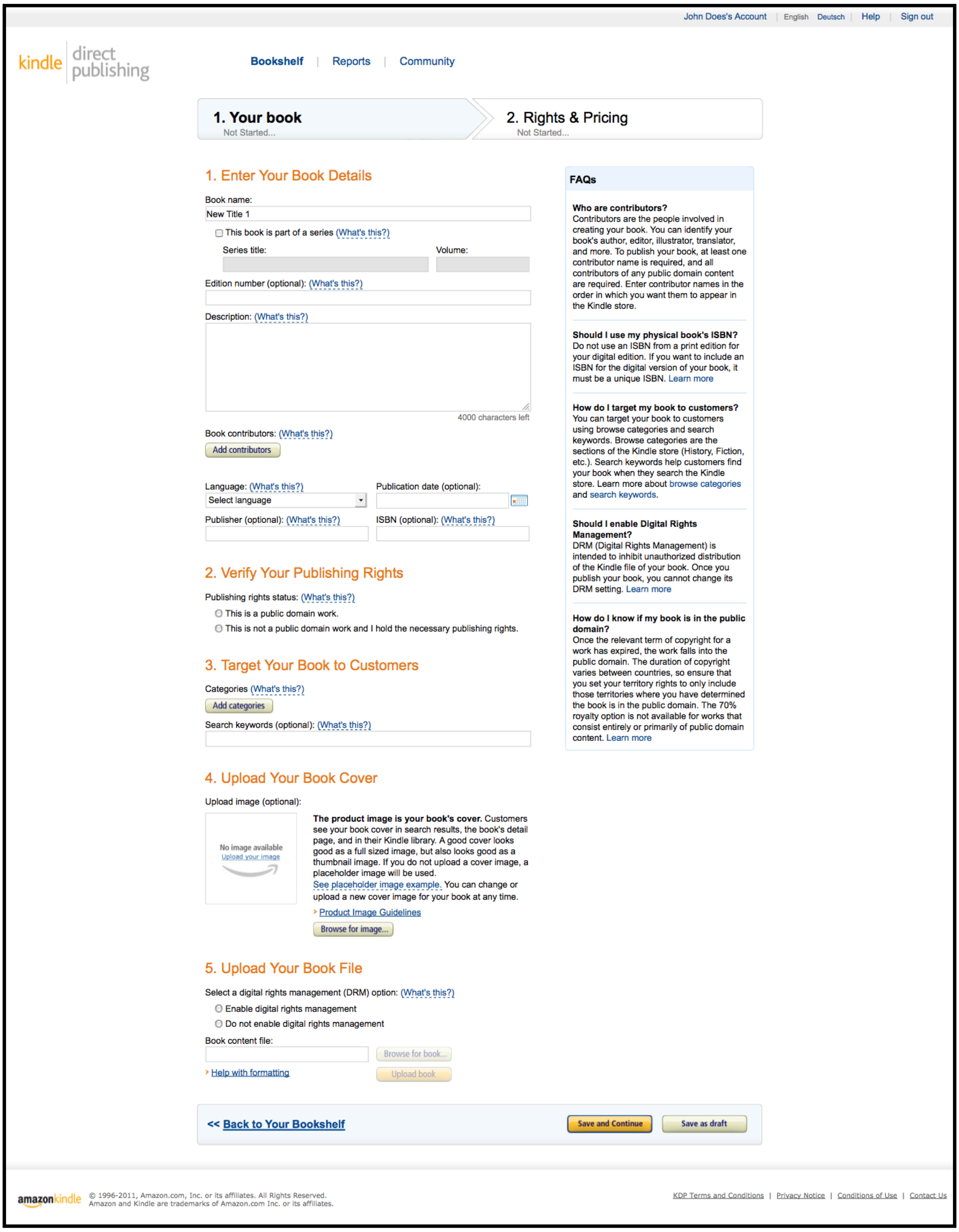
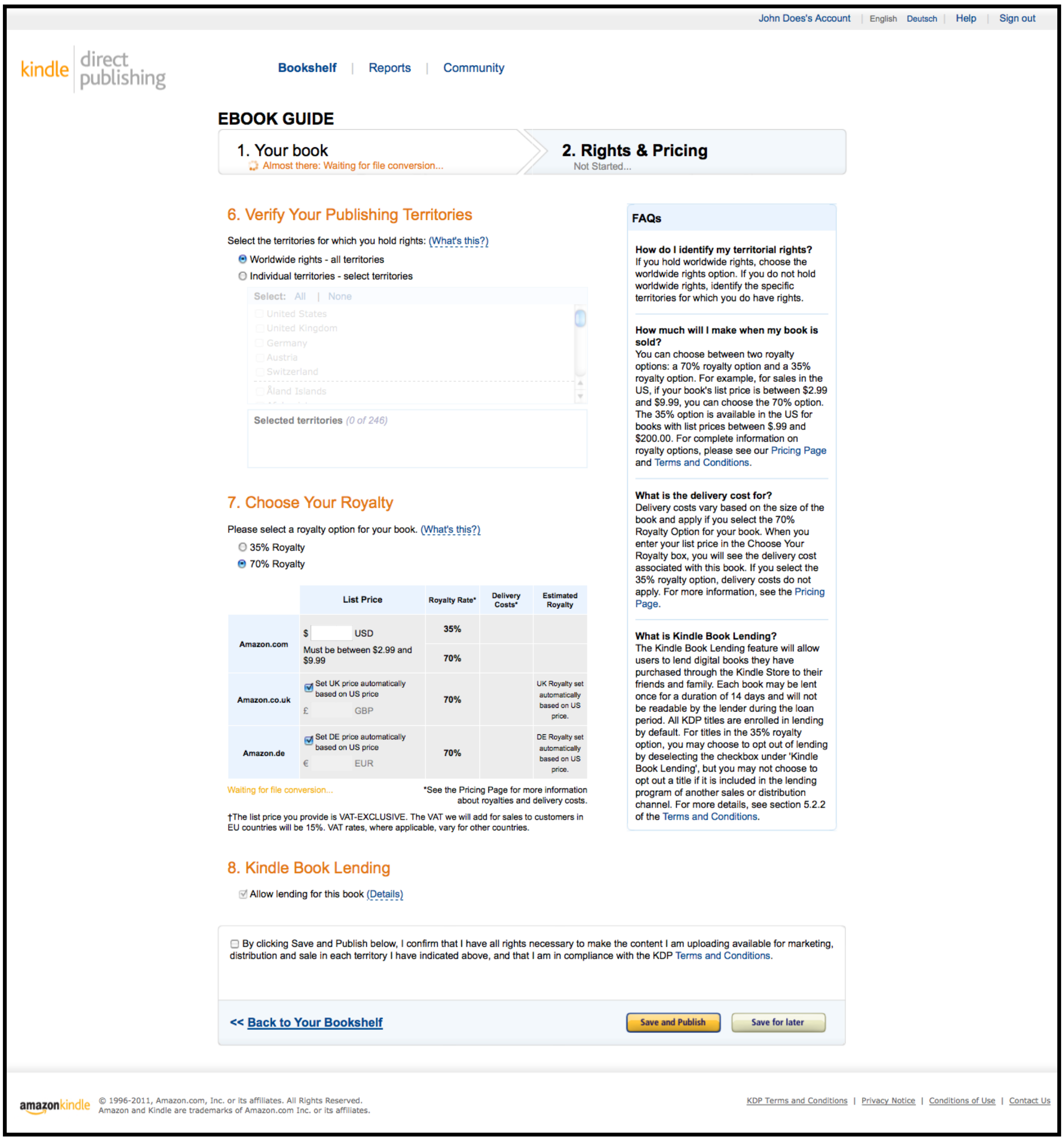



***Image:*** *Registration Page - First Step*

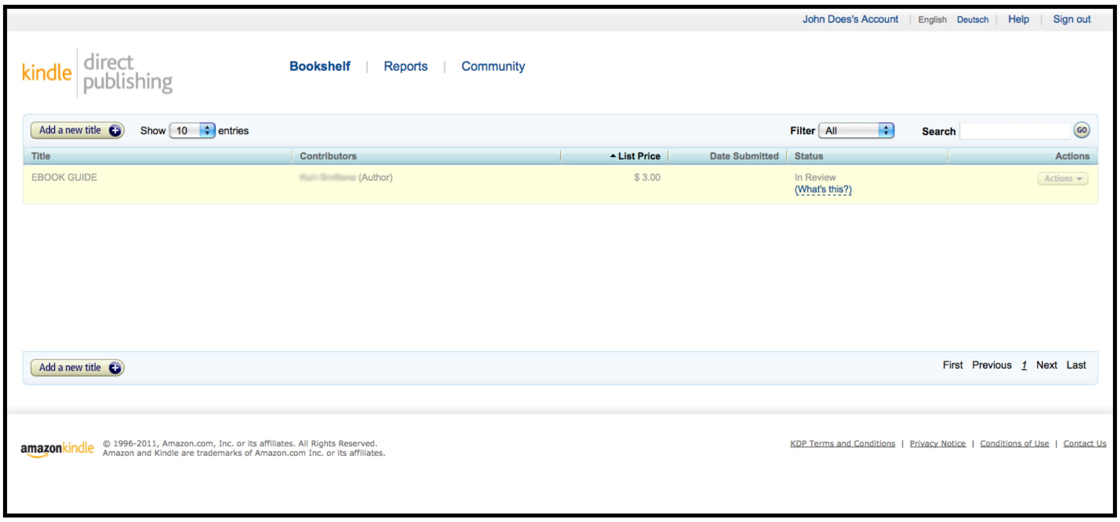
You will be brought to a page similar to the one above. Fill-out the form with the required information. There are tooltips provided for almost every field. If you are uncertain about what they are for, click on the field's respective "WHAT'S THIS?" link and the further explanation will be provided.

At the bottom of the page, you will be required to upload your E-book and Amazon will convert it to its Kindle format automatically. Please be patient as upload time depends on the size of your e-book and your internet speed as well.

You will be brought to the second step of the registration process and you will be required to enter additional information. This will be the last step before your e-book will be published.




After you have satisfactorily completed the information required, you will be returned to the dashboard with your e-book in the queue.




Congratulations! You have just created your very first e-book.

Note: Your e-book will say "in review" as its status. As a policy, Amazon reviews all content submitted to them. English content takes up to 24 hours, with other languages taking 2 to 3 days. This is part of Amazon's effort to strengthen the Kindle Experience and ensure high quality among all its products.

If you would like to read more about this, you may click the "What's this?" link under the status.

## Authors' Warning – Content Farming

One of the problems with Amazon Kindle's Direct Publishing service is that while it is a create avenue to encourage new authors to freely publish their works, it is also being exploited by marketers in their effort to create schemes that quickly earn them money. A well-known strategy is through the purchase of Private Label Rights, otherwise known as PLR, which grants the buyer the rights to edit, revise and republish the content freely.

Through the purchase of PLR, some 'authors' merely revise materials and sell them under a newly packaged, newly branded title. While the e-books maybe picked-up fast by interested readers, the long-term effect of this is not worth-it.

For starters, your brand as an upcoming author is greatly affected. While your e-book maybe purchased by readers, the general feedback may be dissatisfactory if the e-book they purchased are nothing more than a compilation of PLR content that's mostly found online.

You should also take into consideration that many users take advantage of the review system built into Amazons network. Users can leave feedback regarding your e-books quality – the very same feedback that helps other users decide whether to buy your books or not.

It would also be noteworthy to mention that Amazon has recently put effort into maintaining the quality of work of authors, developing and researching strategies to limit if not totally ban the sale of PLR content. Just imagine how big of an impact this would create on you if you are currently publishing 200 PLR e-books.

As such, I always suggest the tried and tested formulas: create your own original content and always maintain high quality.

Considering that e-books have the possibility of a high return on investment depending on your marketing strategy and sales volume, it would be practical for someone to invest time and effort in the creation of an original one. By creating original content, you save yourself from any headache in the long run, if and when Amazon does decide to go after those who publish PLR content.

And then there's the long-term benefit of creating and maintaining high quality e-books.

By maintaining high standards in all your e-books, you create value for your readers and at the same time, position yourself as a knowledgeable authority and your readers will not only develop a following for your writing but a relationship with you as well. Word of mouth advertising will come from them and by the time you know it, they would be an integral part of your advertising.

## Getting Noticed – Marketing Your E-books

Assuming that you have successfully bypassed Amazon's review system and you were able to have your e-book approved, the next thing to do would be to generate buzz about your E-book through marketing. After all, what would an E-book be for if not to make profit out of it?

Before anything else, I would like to share a good piece of advice before I share marketing tips and techniques. This has proven to be effective in all the e-books that I managed to sell online. The truth is, not only do you have to market your e-book but you must create authority for it too.

When you're looking for information through books, it would be instinct to go for someone who is an expert in the industry. Hence, if you're looking for a book on real estate, you would be more likely reading something produced by Donald Trump. This may not always be the case, but I can bet that it would be ridiculous not to even consider his thoughts.

Buying e-books is no different. While e-books are cheaper and even if you wrote them in the comfort of your own room, you don't have to let your readers know that. Hence, you will swerve towards creating what we call Branding.

Creating branding is a very big topic that cannot be covered in its entirety in this e-book. However, the principles are easy: create authority for yourself by marketing yourself as an expert in the field, convince your buyers that you have the knowledge and experience, and that your e-book provides readers with information that they are looking for.

Understanding the concept of branding is very important before you try and sell yourself online because by branding yourself, you control how your viewers see you, your products and ultimately, establish you as the "go-to-guy". Not only that, making a name for yourself makes it easier for you to have a following of people who will buy your new releases, recommend your products to their friends and family members and even follow your pieces of advice.

The following marketing strategies center around the concept of branding:

1) ***Create you own website***

The first and most logical way to market your product would be to create a website either about you or around your products. This technique is very simple, by creating a website you are helping yourself build your image online. Not only will you provide users with a place to know more about you, you can even turn the website into a store if you have quite a number of e-book products.

For example: If I were an undecided buyer, I would naturally want to know who the author is first. They would search your name or the title of the book on Google and if you have a website, they can read more about you online. If they like what's in your website or are convinced that you are an authority in the industry, they'll definitely buy the book.

After buying the book and getting interested in what you can offer them, they can even see related writings or other books that you have written, check out what they have to offer, and in turn, buy those books as well.

It would also be a good idea here to introduce the concept of Landing Pages.

Landing pages are usually websites that are only a page long- enough to tell people 1) what they can get out of the book, 2) what value the book has to offer and 3) how ridiculously low the book is priced. Some people even create Landing pages that have special offers in them – like, get a dollar or two off the total price - or 10% whichever is higher, to entice readers to buy.

The important part about landing pages is that they are the easiest to use in creating a buzz about your product because you control what the customer sees, how the product is marketed to them, and you also have control over the build-up interest in your product, through the sales pitch. You can feed people what they should know, and ultimately pitch-in the offer – if they buy it now, they could save more. With the emotion built and the interest piqued, there's no reason they won't buy.

2) ***Open Up Avenues for Social Media***

To ordinary people, Facebook and Twitter are websites where you can connect with your friends or follow important people. To businessmen, these websites are markets just waiting to be exploited – the people on Facebook just waiting to be tapped to be viable customers.

On Facebook, you can create a Facebook Fan Page, which people could "Like". With a Facebook Fan page, you can deliver news, updates to people and encourage them to check out what's new or alternatively, you can do the same on twitter with an official twitter account. You have to set them up once, connect them with your website and you're up and running just like that.

As part of social media marketing, you can even write press releases that can be submitted to Press Releases Companies, who then in turn release these articles to many websites to create that buzz.

3) ***Use your Connections***

The tried and tested formula of using your connections is a great way o create a buzz about your e-book. If you're writing about real estate or making money online, talking to contacts, friends who share the same interests as you do can help create anticipation.

Say you can talk to ten friends who are interested in making money online. Each of your friends, in turn, talks to at least two friends who are still interested in making money online. By the time you know it, your idea has gone viral.

And if you're not a fan of talking, don't worry! Remember Facebook Fan Pages from Social Media Marketing? Recommend your page to everyone you know who is interested in what you do. These people then in turn, recommend your page to their contacts and the page can get recommendations faster than you could have done so yourself.

Another tip in doing this is connecting with reputable sources in the industry to review your content and create a recommendation for it. Usually, a one-liner review would suffice. After all, there's nothing more attractive to a prospective buyer other than a review from a well-known source.

4) ***Give away sample chapters***

Admit it, we love everything free. After all, how **can** you beat FREE?

A great way to create interest in your product would be to release one interesting chapter of your e-book for people to see and review. It could be the first part or somewhere in the middle that's just enough for people to want more.

The idea here is that you're giving away your book NOT to hope that they buy it but in hopes that the released material would tickle their interest in the subject – and that they would be craving for more.

You can even stagger the available information and release the first few pages of Chapter 1 and the last few pages of Chapter Two. Sure, they won't make sense but if there's enough though poured on the pages of those chapters, it's enough for people to buy them.

***5) Share Profit with Referrers***

I know many people who have succeeded online with this kind of business model and frankly, it works.

They ask people to join their referral list and have these people refer others to buy their products. For every sale, they get a generous amount. Who wouldn't signup with that?

***6) Join Online Communities – and Promote!***

If you are tight on a budget, did you know that there are many online communities that support new information? The internet is full of communities where you can join and promote your book. So full that it would be pointless to enumerate every single group you can join.

If you're decided to take this route, you may search online for groups that talk about what your e-book is all about. If you've written an e-book on pet grooming, you would definitely be searching for "pet communities" or "dog groups". You can even specify your searches to include breeds like "golden retriever grooming" or "shih tzu grooming".

As a word of caution, please always be considerate before you even post an advertisement on online forum, lest you risk the chance of being banned. While many groups are tolerant of free speech and trading, many websites have created rules to combat SPAM and preserve the quality of the content made available.

In many cases, the FAQ (Frequently asked Questions) page or the Forum Rules, contain the answers you are looking for; so you might want to give them a visit before posting anything.

### 7) *Build up on your Success*

After you have successfully launched an e-book, it would be good to create and maintain your success by providing feedback about your product.

A simple post that tells people about how greatly your product was received by the masses, how many downloads has been made so far, who has reviewed your e-books and what they have to say about it, and even testimonials from real people – text and video included – that speak about how life-changing, influential or helpful your book has been to them would surely help boost your sales further.

### 8) *Build Up Anticipation*

Think about the many times that big companies like Microsoft or Apple released a new product.

Prior to the release, big companies would have press releases sent to the media, press conferences set-up, product display and or demo, commercials here and there, advanced reviews from people – activities that are all geared towards one thing: the product launch.

If you study what they do carefully, you would notice that these companies carefully build anticipation and create buzz about their products before actually releasing it to the public and it has proven to be very effective. After all, how many times in the past did you find yourself blabbing about a soon-to-be released product? Effective isn't it?

Creating a buzz helps encourage people to speculate, discuss and even debate about the new product to be launched.

While half of the aforementioned activities are impractical to do with the launch of a new e-book, it would not hurt to try out the following ideas:

1) If you're launching a new book about new marketing tips online, you can send out a press release of a poster, with an image of a check an a message: "Prepare to Get Richer" and a "July 2011" subhead below.
2) Follow the ideas of famous authors by scattering clues in their websites or on their books
3) If you've already anticipated that a new book would come out after the one you just published online, don't hesitate to add a flyleaf at the end your current books to serve as promotional ad for the new e-book.
4) Offer activities on your website, twitter or Facebook account. You can put up scrambled word and encourage people to guess the word. Let the tension build up with people offering more than one possible solution. After sometime, release the answer and offer the first person that guessed it, a free copy of the e-book.

There are a lot of ways to build interest in your e-books, no matter what industry they maybe about. All that matters is that you are able to tap into the creative and curious side of your buyers and use that as your advantage.

***Final Advice: Compounding***

Over and over again, I reiterate the importance of compounding in the e-book industry. If you are really serious about earning in the industry, then you should definitely find time to invest in a number e-books to be marketed and sold off Amazon Kindle.

I know that the concept has been reiterated one too many times but as I have observed, this is one of the reasons that cause frustration among authors – author decides to publish a book, writes about it and or outsources it, markets it all-together and expects huge profits from it. The problem is, the return of investment in books usually take up some time and does not happen overnight.

Take the following situation for example:

**Case A**: Author invests in an e-book that uncovers the secrets to the new operating system by the Apple Company, the Mac OsX Lion. Knowing that Lion would be coming out in a month and that buzz would be generated easily, he puts the book on sale. True to its word, Lion does get its buzz and author rakes in quite a large sum of money. But what happens after Lion goes out of the market? Or after the buzz has stopped? It would not be impractical to assume that sales would go down a few months after release.

**Case B**: Author invests in a set of books of varying topics, if not a series of ten books about Online Marketing where customer can purchase the second book if he is interested to learn more about second-level marketing type. The wide array of option would provide him more avenues for sales and while other books may suffer from a drop in sales, there are other books that can make up for it.

Hence if on the average, Author in Case A earns $300 for 100 copies of books pegged at $3 a copy, Author in Case B who has invested in more books – or who has carefully planned his series, has higher potential to earn more based on compounding.

The sooner people understand the concept, the more they open themselves up to higher sales. As the saying goes in the Online Marketing World, “Rinse and Repeat!”.

## SUMMARY

Before we finally wrap-up, let's go through the process once again but this time, in a summary.

**First Step**: Design Your E-book Cover Complete With All Required Information. Make it catchy and visually pleasing.

**Second Step:** Research Your Topic very well to know what people are looking to buy. You can do this through Google trends or Yahoo Bestseller's list.

**Third Step:** Determine if you Need to Outsource the Work and Consider Your Outsourcing Options very carefully.

**Fourth Step:** If you went ahead and hired an employee to do all the writing for your, remember the tips we outlined to manage them effectively.

**Fifth Step:** Signup with an Amazon Account or Login if you already have an existing one. Fill---out the required form to setup your e-books and submit the e-book for approval

**Sixth Step:** Market your E-books to Increase Sales.

**Seventh Step:** Last but not least, build on your success. And always remember, for Unlimited Income potential, rinse and repeat the process!

Goodluck!