

Kindle Empire

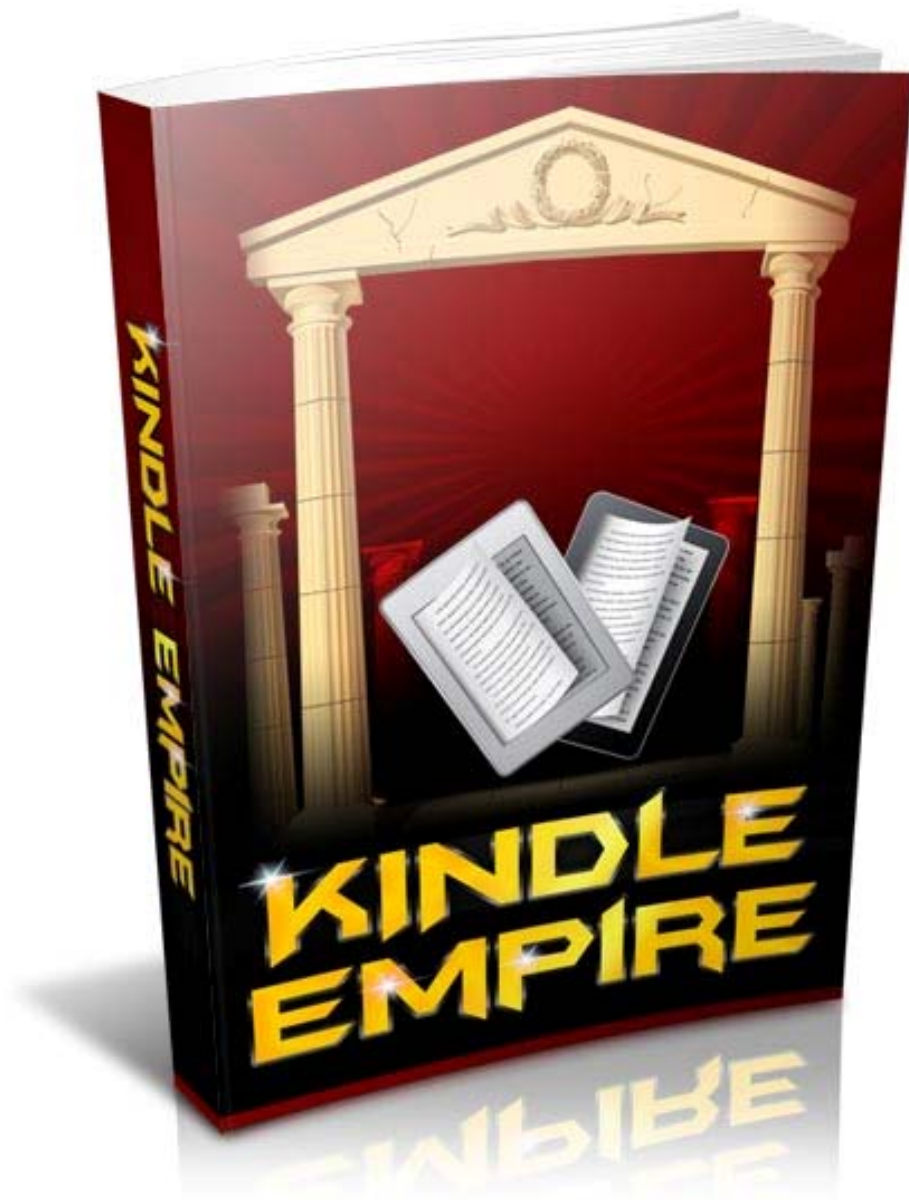


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INTRODUCTION

Becoming an author has never been easier. Gone are the days of having to find a publisher, or if you were self-publishing having a garage full of unsold books.

If you want to be an author you can be, right now. Publishing online is possible in a variety of ways – you can publish ebooks, real books via services such as Createspace, and you can publish direct to Amazon Kindle.

Amazon Kindle Publishing is the ebook publishing platform from Amazon. They sell hardware devices called Kindles which are an ebook reader. They also have mobile, tablet and PC applications. This all means there is a wide variety of ways to consume Kindle publications.

This has resulted in Amazon creating a massive marketplace for electronically published books. And the sales are massive, in the millions.

The speed to market is very rapid, you can publish a book and literally sell copies of it within hours.

A big attraction is no marketing has to be done – Amazon's shop can do all the work for you – all you have to do is publish.

So the effort is all upfront, you spend a small amount of time upfront publishing the item and that's it. You just let it go. And what's fantastic about this is that you can use it to publish tens of books, hundreds of books, thousands of books.

Just by publishing them, just dripping them into the system continually your income should increase as each item gains some sales.

You should not actually be that concerned with whether the book sells anything or not because if you can play the numbers game, some will sell very well while others will sell less well.

Some books won't sell at all. So a popular technique is to publish lots in a wide variety of categories – and as you learn what sells, you can sell more books very similar to the ones that sell well. And the ones that don't sell well, just don't concentrate on that particular style.

In this guide we will cover everything you need to know to get started with publishing on the Amazon Kindle.

Right from signing up, through product creation, cover images, publishing it and more.

It is very easy to sign up to Amazon Kindle publishing - no fees, happens instantly... a very good system indeed.

Product creation is one area where a lot of people are worried about but this is amazingly simple as well. You can get products created for you without any effort on your part for a handful of dollars. And that's very easy, and it might a little bit of editing up which is great or they might not need anything at all.

Of course you can write them yourself if your a good writer and you like writing then doing this is good but I advise outsourcing the product creation because then you can just concentrate on what you'd like to publish and just act as a publisher rather than a writer.

Regards the cover image. All books need a cover image, and again getting someone else to do that is very simple indeed or you can do it yourself. In this guide there is a real easy way of doing it and it's very easy. It's not difficult at all.

Publishing is using the Amazon Kindle publishing system and it's very simple. You literally just upload the product and the cover image, some information about it. Press go and that's it. It's done.

And literally....maybe 12 hours later it's published and getting sales. It is sometimes quite amazing how quickly sales can come in.

But, none of this is guaranteed of course. You have to take action, you have to get out there and start publishing, and more than one publication, consider it a machine where the more times you turn the handle the more income comes out of the other end.

ACCOUNT SIGN-UP

To sign-up to the Amazon Kindle site you just need to know a few things.

If you're in the USA, it's easy you just sign-up. You give them your bank account details for payment information and you literally need your name, address, email address, and bank account details. They will then pay by electronic transfer every month and it goes straight to your bank account.

They pay 60 days after the end of the month. So at the beginning of December you get paid for September's sales. So there is a little bit of a time scale here but that's good because it makes you focus on it as a long term business.

It is not as a get rich quick thing. It's a long term business. It's very solid. You build your good base of products. And you can build on those over time. As you go through the process of publishing regularly you see your income gradually rising.

If you are in the UK getting paid is slightly different than the USA. It's paper checks. They send paper checks out in the post and they send out to most countries in the world.

As an overseas publisher, you get paid by check and it comes out the same time as the electronic payments in the USA do. It does vary by a few days when you are overseas. You do have to allow postage delays etc. – checks can arrive any time within roughly a 10 day window around the end of the month.

Checks don't tend to go missing, they arrive very well indeed. The communications with the Amazon Kindle people is excellent. They're really good. You fire an off an email to them and within 24

hours you've got an answer. They're good.

There is one other thing about Kindle publishing: they take tax off at 30% and give that to the US government.

But of course if you live overseas you don't pay that. So you need to register with the IRS via form W-8 BEN and you get a tax number. Then you fill in the form for Amazon and you get the tax not taken out of your fees and what's great about this is that you don't have to do it instantly. Once you start earning regularly then you can do it.

You just need to tell them that you are going to register and they give you the back tax. So you can go a few months with 30% reduced and then you put your W-8 BEN form and you get your tax back. All very straightforward.

Now what you need to do is go to kdp.amazon.com. It will say you can either sign in with your existing account or register a new one. If you already have an Amazon account you can use that.

To register a new account you'll first enter your name and create a password – make it long and complicated for good security.

Next you have got to agree to the terms. You should of course read and fully comprehend them before agreeing to them!

That's it! You've created an account. Next you need to give some more details.

Name and address – this is where you want checks sending (if you are not in the USA).

They ask for a phone number – you don't have to include one, but it may expedite the solution of any issues you have in the

future.

They pay in US Dollar for ebook sales on amazon.com, British Pounds Sterling for amazon.co.uk and other European site sales are made in Euros.

Ensure you double check all the information you give and make sure it is saved.

Also, make sure the name on the account is the proper name you want to receive the payments in. This can be your own name, or the name of your company. But ensure it's accurate to ensure you receive payments, and also ensure it's the name that you will be registering to the IRS with.

That's the account set up – you are now ready to publish.

PRODUCT CREATION

Creating the products to publish is really easy. In an Amazon Kindle product, all it needs to be is a word document. It doesn't even have to be a word document it can be just a rich text format document.

It can be a very simple format in indeed. A lot of people get hung up on getting it formatted right for the kindle. You don't need to do any of that. All you need to do is produce a simple, minimally formatted document.

And there are a few tips on how to get it right. Things like you don't put your title pages and your cover pages at the front, you put them at the back. A different layout to a normal print book.

To produce the document you require you can use all sorts of different software. Microsoft Word is obviously the biggest and most well known. You may already have that.

You can even just use Wordpad that comes with every Windows computer.

There are free options such as OpenOffice and LibreOffice – you can even do it using an online service such as Google Docs (now part of Google Drive).

If you have a Mac it will come with a word-processor called iWork.

You can use any of these products to produce document which you can upload to Amazon Kindle. So actually producing it, technically is not difficult at all. The actual content is the tricky bit. As always, Content Is King.

It doesn't have to be tricky though – you can just get someone to write it for you. Outsourcing the writing is the very best way to do Kindle publishing. Why? Because you can scale it – you can have more being written at the same time than you could ever write yourself.

How do you outsource the writing? There are many ways. There are numerous outsourcing websites such as elance, odesk, freelancer, etc. etc. You can even just use sites such as Craigslist and place ads in cities in countries such as India and the Philippines.

Specifying what you need is important. You want to say exactly the topic you need it on, a set of keywords to help them, and how many words you want. You need to be looking at 1000 words minimum, but generally 5000 words and upwards is perfectly acceptable.

It's definitely not the quantity, but the quality of information. People don't buy these ebooks on 'thickness' or 'weight' like they might a real book – the size of the book isn't apparent at the purchasing stage.

But of course, you have to give good value, so make sure the information is relevant and of excellent quality.

The fee for writing the ebook is negotiable, and expect to pay anywhere from a few dollars upwards. The more you pay the more you get, usually, especially in terms of quality.

It's recommended to hire several outsourcers to write several books – and continue to use the ones that write well.

When using overseas non-native speakers, you may find that the book needs some correcting and editing. You can do this

yourself, of course, or you could outsource the editing, proof reading and correction to someone else, preferably a native speaker of the language.

There are lot of people in the Philippines that will write very good quality information. Their English is excellent, and their research and work ethic is second to none.

They can create completely unique products. No cut paste, it's all brand new unique information.

You HAVE to have unique information for publishing on Kindle, you cannot take someone else's product, tweak it a bit and create another product. The Kindle system is very sophisticated and they WILL find out if your content has already been published elsewhere – even out on the internet already.

So you need to create a unique product and make sure it's your own product. And that's important because you're the owner of the product, you're the publisher of that product, and it's all yours. You own the copyright for that product.

A large number of small books is a better risk spread than one big book, so don't be concerned about producing short publications.

There's a big reason you can do this on Amazon Kindle - the price point. This is covered in more detail later. If the information is good quality, there is no problem at all.

One place to get ebooks written at a bargain price is Fiverr.com (that's with two Rs).

If you search on Fiverr for 'write ebook' you will find suppliers that will write you a whole ebook for \$5 or \$10. For 2-4000 words.

An absolute bargain.

You need to make sure they are actually writing it, and not cutting and pasting from elsewhere. Search a few of the paragraphs on Google and see if they appear anywhere word for word. The content HAS to be unique.

You can also go to Copyscape and search to see if the ebook is unique or plagiarised work. If it's plagiarised just don't go there.

Also, try Freelancer.com, odesk.com, elance.com – they all work in different ways, and you pay different prices for different things.

But anywhere from 50 cents (yes, really, if you buy in bulk) right up to several hundred or even several thousand dollars is possible for an ebook. Buy wisely.

Formatting the ebook is important, you can give instructions to the outsourcer to ensure good formatting.

The recommended format is minimal formatting, so 11 or 12 point text, and make sure it's split up into good paragraphs that are not too long.

Also, don't use a blank line between the paragraphs – instead, indent the first line by 0.5cm – 1cm or thereabouts.

That method allows the ebook reader or application to flow the text to suit, and your formatting doesn't 'get in the way' of that.

Some publishers put a cover page with the title and author in text, or use a picture cover image. But the preferred and 'recognised' way of doing it is to have the first word of the very first chapter as the first content of the book.

That way the reader can get right into the content. That's the

most common way of formatting the book.

You can then put the title page, cover image, author details, etc, etc at the end, in the 'end matter' – along with any other promotional material you may choose to include – such as details about books written by the same author.

Save it as a word document, or an RTF – but not as a PDF – they don't generally work as well on the Kindle platform.

COVER IMAGE

The other essential element to a Kindle publication is the cover image.

This is used by Amazon Kindle store – as a small thumbnail, and represents the cover of what the real book would be.

As it's a small thumbnail, it's essential that it's created in a simple and easy to read format. Big and bold is best here!

You can of course outsource this task, again, \$5 or \$10 would get you a very usable cover image. A tip here – you need to specify a FLAT image, not a 3d image that looks like a book, they aren't really appropriate on Kindle. Specify an image in a portrait format of about 1000 pixels high.

An alternative is to create your own. This method is very simple and not difficult.

The first step is to find a royalty-free image to use as a background.

One way to do this is to use Flickr. Go to Flickr and use the advanced search. In there you can specify show images with Creative Commons license and for commercial use. That way you can use the image.

You have to give attribution usually with these sorts of licenses, but you can do that at the end of your book, in the end-matter.

So, search for the general topic of your book, and select a suitable image.

Ensure it's at least 500 pixels tall, preferably 1000 pixels. And you need a portrait layout image – ie taller than it is wide.

Okay, download the image to your drive, and open it up in a image editing software such as something like Paint if you are on a PC. Nothing fancy is required.

Then, all you have to do is find the text tool and use it to create a text area for the Title of your book.

Make sure you choose a font, size and colour that is big and bold and dominates the cover. People NEED to be able to read this when it's tiny, and I mean really tiny...

Also, you may want to add your author name on the book, usually in a much smaller font, but still visible.

Now save it as a JPG or PNG. AND THAT'S IT! SIMPLE!

PUBLISH

So far you need to have opened a Kindle Publishing account, create a product in the form of a Word or RTF document, and a cover image as a JPG or PNG.

To publish the ebook you need some more information. You need an Author name, a title, a description and some keywords. You'll also need to work out which category the book falls into.

The author name can be your own name, or you can use a Pen name. Remember, if you are publishing a lot of books, you may be using various niches, and crossover into several niches isn't always natural. So you may decide to use more than one Pen name for publishing under.

You can choose to build a reputation around an author name – become an expert and an authority in that particular niche.

The title of the book should be descriptive – so if you're

publishing cookery books, and you produce a one-pot recipe book for singletons you could call it “Cooking All Alone – A One Pot Recipe Book For Non-Cooks”. You get the idea.

The description is also very important – try and produce about a page of content for description. You might want to include things such as: a general description, a list of contents, some testimonials from genuine people.

Keywords again are important, you need to choose good keywords that describe your book very well.

And choose a good category – you can choose 2 per publication.

Next up is the price points. You can set the price anywhere between 99 cents and 99 dollars.

Setting the right price affects your commission. Carefully examine the right commission split. Generally you want to price your books low, 99 cents, \$1.99, \$2.99 – those sorts of prices.

You can also set the prices in other countries, set them to be appropriate and fantastic value.

Where do you want to publish it....you want to publish it worldwide.

You also want to specify that it's not a public domain book – you hold the publishing rights.

From there you just need to upload the image and the book file.

The system will convert the book you've uploaded and allow you to preview it.

When you're happy with it, publish it! Release it out into the wild !

NICHE

What is a niche? A niche is a specific area or speciality.

In the Kindle book publishing world there are two major niches – fiction and non-fiction. These are massive niches.

To experience good sales relatively easily in Kindle publishing you need to drill down further to a more specific niche to find less competition, and more opportunity to fill a gap.

Take an example, Gardening. This is a good example because it's both very wide and very deep.

Within gardening there are broad categories, such as vegetable gardening, flower gardening and ecological gardening.

But you can also drill down into one of those categories, so if you take vegetable gardening, you can go down to say herb gardening, and then down even further such as herbs for cooking.

You'll see here you can take a broad category such as gardening (HUGE competition) and go down into a niche of that and reduce the competition, hence increasing your chance of success.

So from here, you'll choose to publish something in a specific niche.

To increase success further you could choose to try and dominate a niche, so you could say publish several books on parsley sage, rosemary, and thyme.

By using the strength of numbers of publications you can naturally gain more sales by appearing in more search result listings – remember Amazon is a massive search engine.

Once you've published in a specific niche, and published several books in that niche, it can be beneficial to monitor how well they do, and choose another niche to look at.

In this way you are spreading risk, and spreading your opportunities.

What you should find is some of the publications, in some of the niches will make good sales. Take that as a hint.

Analyse what you've done with that book and repeat – both in that niche (from a slightly different angle, perhaps), and in another niche.

When researching niches try to choose things which are both popular, and has limited competition.

RESEARCH

Finding profitable niches is very important, and this is where you need to do your research.

Never underestimate the time spent researching – it's always a good idea, and time spent at this stage before writing a word will be well spent.

There's two areas of research you can concentrate on, first is the hot topic, the latest buzz, the cutting edge, and secondly is the evergreen topic, the classic always popular topics.

Let's take the first area – the hot topics, you can find those by monitoring the daily news.

THE DAILY NEWS

Keep your ears and eyes open to the current events, as these are the topics that are VERY HOT but for a short period of time, mostly. So, these you would have to get out the ebook in record time in order to profit from the current event.

Basically, what you are looking for is some problem that has come up a lot in the mainstream news that needs a solution. If you are the person who knows that solution and can write about it, you stand to make a mint on that idea. An example of this would be when eBay decided to no longer allow infoproducts to be sold virtually on their site in the regular auction area. This small change was big news for Internet marketers and had you sold an ebook on how to package your infoproducts in other formats to allow the submission with the auction format, you would have had people storming down your doors for that information.

You don't have to be a genius to come up with a solution. You

can even research solutions that other people have come up with and write about them. The ideas themselves are copyrighted, but the product may be. So, you will have to be careful how you use other people's ideas in your ebooks so as not infringe on any copyrights.

If you don't have time to do all that research and writing, don't worry! You can always hire a ghost-writer who can do it for you. Then, you just pay them for all the rights and slap your name on their work and peddle it as your own.

BEST-SELLER AND HOT LISTS

Some of the biggest ecommerce sites offer best-seller and hot lists for their visitors. These are to help them find deals or topics that are immensely popular and can tempt them into buying them. For you, those same lists can help you figure out what topics are selling best on the Internet market.

Amazon.com has their own list of best-sellers for the Kindle too. You just go to the Kindle Store and look for best-sellers under the “Kindle Books” button. It will automatically list the best-selling books, as shown by the drop-down box on the right side of the screen entitled “Sort by” and it should say “Best-selling.” If not, then just choose that option from the drop-down list to sort by best-selling books.

Amazon.com also has a feature called Listmania, where anyone who visits can create a list of their favourite books. Check out the Kindle favourites by typing that into the search engine and choosing “Listmania” as the source of the search. It will come up with a number of different people's lists and give you an even better idea of the types of genres and stories that people favor in the Kindle platform, specifically.

Even though you are selling on the Kindle, it doesn't mean you can't check other resources for the best market topics. If you know of blogs or commercial websites that get lots of traffic in a market niche you are considering, check them out. They will often have "most viewed" or "hot topics" listed. The more discussion on a particular topic, the more the odds are that people are willing to pay to seek more information about this topic.

POPULAR DISCUSSION GROUPS

Another place to get some interesting topics for an ebook are discussion groups online. Yahoo! Groups tends to be the favourite, although Google Groups is not that far behind. You don't have to spend an inordinate amount of time researching and reading posts on these groups. What you want to know most of all are which categories in these groups have the most members. These are the popular groups and a rich source of content ideas for your next ebook, an active market.

GOOGLE TOOLS

Once you start doing your research, you may find that non-fiction is far more popular online for ebook topics than fiction. The reason for this is that there are many business professionals, computer geeks, and hobbyists online. So, if you want to start off with a bang, concentrate on finding a non-fiction topic that many people would be interested in buying.

In particular, "how to" topics are immensely popular. They are even popular as search terms. If you want to know what how to topics are being searched for most, go to the Google Adwords Keyword Tool online.

Once there, just type in the words "how to" and it will come up

with a list of topics that start with the words “how to.” Can't be simpler than that, right? Well, while you're there be sure to research other profitable keywords that might have a high CPC value and low competition. This you can do by asking it to Show the CPC column. These extra keywords will come in handy when you are ready to submit the manuscript to Kindle.

Well, now you have some good ideas of search terms using “how to” that people have been querying in the last month that may work for you as topics. But, how popular will they be next month? What kind of staying power do they have? Well, you can also use another Google tool to determine if the “how to” topic is a flash in the pan or a genuine gold nugget. This tool is called Google Trends, and it will give you a snapshot of activity in a specific time-frame that you choose, even categorized by countries. This is a quick way to see if the trend for that topic is decreasing or increasing over time and just how many people are interested in that topic.

CLASSIC EVERGREEN TOPICS

If you just want a good idea of some topics to start off with, and you're not too picky, there are always a set of classic topics that do well in Internet sales. They are the following:

Beauty

Who doesn't want to be more beautiful? This can range from topics that include special diets, cosmetic procedures, natural remedies for unsightly beauty problems, and products that can keep the signs of ageing at bay.

Health And Fitness

This is pretty much all about the wellness industry. It can cover

some very serious diseases and conditions or go to the other extreme where you just want to keep your memory as you age. Special exercises also fit into this category.

Tourism

Almost everyone has a dream to vacation in some exotic locale. When they can't get there by dreaming, the Internet is the next best thing. If you have some unique knowledge on the travel industry that can make this dream become a reality, instead of remaining virtual, you will attract readers.

Finance

In these drastic economic times, there is a large market for people trying to manage their money either to avoid foreclosure, find profitable investments, or simply to make ends meet. You can be the one to show them how to do this, and the nice thing is that this is a classic topic that never goes out of style.

Business

If you know how to create a business, work from home, or even just topics that improve business functioning, then you have a ready market. In bad times, more people are interested in having a home business on the side, but in good times, there are more successful business people looking to get an edge on their competition. So, either way, you have readers.

As you can see, there are plenty of niches that can be profitable. If they happen to be in your area of expertise, all the better! You write the book then, otherwise, send it to a ghost-writer who can research and write an informative, and relevant, ebook that will

represent you professionally to the readers of the Kindle platform.

SEO

SEO is Search Engine Optimization. This topic is very well discussed in general Internet Marketing circles, but it is very important when publishing on Amazon Kindle.

Amazon is a massive product search engine. And it's one that feeds into other search engines. So the products on Amazon both appear in the Amazon search results, but they also appear on sites such as Google, Bing, Yahoo etc.

Search Engine Optimization is the science and art of having your books as high up as possible in the search engine results.

These results are generated from a phrase that someone searches on. These results are different for every single search phrase (and every single search engine).

For example, imagine someone has broken a plate or ornament made out of China. And imagine they have some superglue.

They might search for repair broken china with superglue.

A very specific search.

If you had a book that answered this problem, you could make sales by being high up in the search results for that phrase.

How do you do that?

There are three areas in Amazon Kindle by which you can influence these search engine results.

TITLE

The first, and main thing to concentrate on is the Title of the

book. You set this title yourself, so make it count. If you have a very specific book (and you should publish very specific books) about repairing China with superglue, you could title it: “Superglue: Repairing China with Superglue”. Or, perhaps “Superglue: How To Repair Broken China Plates and Ornaments With Superglue”.

Compare those two titles. Both include the word superglue twice – important as this might mean it's ranked higher than a title with it only mentioned once. Note might, this is not guaranteed – the science and art of SEO does not know the exact algorithms used by the designers of search engines.

Also, the second title is longer, and wordier. So there's more keywords in the title. Because of that there is more chance to be in the search results for a variety of similar phrases. Longer titles work well.

DESCRIPTION

This is another area where you can put a large amount of text, so in here you should put lots of related keywords. You should make this a properly written piece of text, not just a bunch of words you hope people search for.

There is a definitely skill in writing such descriptions, they should both answer the people's problems, but they should also sell the book, give more information, and include all the relevant keywords.

The description is not as important as Title in terms of search engine listings, but ignore it at your peril – do a good job in the description and you'll make more sales.

TAGS

The tags are a list of keyword phrases that are heavily used in the search engine listings on Amazon.

Here's your opportunity to reinforce your keywords from your title, and to put things which you can't get into your title.

In the above example, you might have a set of tags such as: "superglue china, superglue broken china, glue broken plate, repair broken ornament".

The tags are also used in conjunction with reviews, so you have to make them accurate and relevant to your book.

PRICE

Amazon Kindle publishing allows you to publish at a variety of prices.

But, the commission varies depending on price.

Therefore, it's important to understand the pricing bands.

From \$2.99 upwards commission is awarded at 70%.

From \$0.99 and \$2.98 the commission is only 35%.

These two commission bands are clearly very different, and will affect the profit you make greatly.

The other factor that will effect your revenue produced is volume of sales. And pricing affects that greatly.

If you price a book at \$0.99 you will a lot more sales. But per book you will get a lot less than, say, \$2.99.

Getting a lot of sales is important if you want to rise up the 'sales

ranking' lists – if you want a to get high in your niche in terms of number of sales then \$0.99 is important.

Remember, you can change the prices. So you could run a book at \$0.99 for a period of time, climb the sales rankings, and then set it higher to generate less sales but more revenue.

It's a balancing act.

There is also a feature where you can set the price as free, for a 24 hour period. This can get your authors name well known, and get your books out there, but you don't earn anything, and, more importantly, it DOES NOT COUNT towards your sales ranking.

All in all, the \$2.99 price point offers the best price between affordability (hence sales volume) and profit per sale.

REVIEWS

In some niches there are a lot of books with fantastic reviews, and high numbers of reviews.

In other niches they hardly have any reviews.

Why is this important?

If you can compete in a category with a low number of reviews, you can use reviews on your books to generate more sales.

This is because people will often buy books that have reviews more than books with no reviews, it's human nature to buy things that have a high recommendation.

And the review system on Amazon is one of the big reasons Amazon has done so well - it's now an integral part of shopping on the internet.

So how do you get reviews? Pay for them.

You can very easily pay people to leave positive reviews about your book. And it's totally undetectable by Amazon if done well.

Where can you find review services?

A couple of examples are Fiverr and freelance sites such as Odesk, Freelancer.com, Elance, etc.

It's important at this stage to realise there are two types of Amazon review.

One is a Confirmed Purchase review – where the reviewer has actually purchased the item via Amazon, and a regular unconfirmed review.

Obviously Confirmed reviews are better – more authentic. But you'll pay more for that kind of review, because you have to pay the person to purchase the book (perhaps you could lower the price while they do it, or have it at a cheaper price during a launch period?).

You should buy reviews of both sorts though, and mix it up a bit, with some of them buying more than others.

And remember, the books with higher sales should have more reviews, so ensure you periodically purchase reviews again in the future.

These review services may only cost a few dollars, and you should get reviews from numerous reviewers. Some reviewers even have multiple Amazon accounts to be able to leave many reviews.

Sometimes you'll have to write the reviews for them (which is not a bad thing), other times they'll give a glowing review, and the better ones will even make the review relevant to the actual book in some way.

There's another element to reviewing, and that's the tags of the books.

Reviewers can 'like' your tags.

So again, you can pay people to do this – it may be part of a package they offer.

Also, reviewers can leave NEW tags on your books. Imagine how powerful that can be. You can get even more keywords against your books, and even then get reviewers to like those new tags.

This all links in to SEO, the more and more relevancy and information Amazon has to work on the more you can appear in search results and hence more sales can result.

Another aspect to reviews is video reviews. Generally these are very underused on Amazon. And on Kindle books even less so – because the video reviews cannot be views on Kindles during purchase.

The new Kindle Fire is multimedia, so in the future more and more Video will be used on Amazon. And more importantly – there will be multimedia products being sold in the future like ebooks are sold on Kindle right now. A completely different marketplace.

So if you can get people to leave genuine video reviews of your books you will be one step ahead and doing things your competitors just aren't right now.

MARKETING

Once you've uploaded your manuscript it only takes about 12 hours after you've hit the publish button for it to appear as an offering at the Kindle Store. But, you're not really done. You've just started to make the sale, and now you have to learn how to market your work to close the sales.

In times past, all you had to do was get a literary agent and they would get the publishing house. The publishing house would then do all the marketing for the book in order to make the sales. This doesn't happen any more. They either want known authors who have an audience already or they want you to do your own marketing. This can be quite a hat switch from author to marketer, but it's pretty much expected even if you publish an ebook or get a publishing house to publish your book for you. You will still have to bear the brunt of doing most of the upfront marketing work.

The nice thing is though that you can build your audience for yourself and once your name is known, you can go anywhere and that audience will follow you. You will know how to generate more interest for your work and you won't be dependent on finding a literary agent or a publishing house that is willing to publish your work. In a lot of ways, it offers you a lot more creative freedom to see what the market will accept versus what a publisher may deem to be unmarketable. And, it doesn't cost too much in money, although it can take quite a bit of time to keep an active marketing campaign going.

Lucky for you, the Internet has made marketing online a very simple matter. You aren't going to be wasting any gas, you won't have to pay anyone unless you want to, and you can reach thousands, if not millions of readers, through very simple online

marketing practices. Here, we will discuss some of the strategies to expose your work to more readers, not just the ones who go the Kindle book store already, and thus make more sales.

ONLINE INTERNET MARKETING

Believe it or not, you've already learned some online Internet marketing from this ebook. Once you started learning about keywords and how to get them, you've entered the world of Internet marketing. Those keywords can be used in multiple ways to help increase your exposure on the Internet, so keep them handy.

When we get into the subject of Internet marketing, it's inevitable that we need to discuss the many forums and areas on the Internet where people congregate to talk, learn, and publicize themselves. So, here we are going to categorize those Internet activities by the type of group that you might want to join in order to start getting the word out about your book. They may be blogging communities, social networking sites, discussion forums, and other types of media groups like YouTube or podcasters.

Your Audience Matters

However, before we get to these, let's take the time to examine the audience you are trying to attract. If your book is about toy trains, the groups that you want to access should have toy train enthusiasts and hobbyists in their ranks. No matter how large or popular a forum is, if they don't have the audience you need to sell your book, then, they're simply not worth the effort. What is going to sell your ebook is to connect the audience demographic that likes your topic to the ebook on the Kindle Store. If the two don't match, the odds of a sale are very low. So, stick with those people you know will be interested in your topic to begin with.

Places You Want To Join To Market Your Ebook

Blogging Communities

Many blogs offer places to comment on the posting. This affords you a great opportunity to find blogs associated with the topic of your ebook and then comment on the posting. At the end, you can add a link to your ebook URL. Just be careful how you do this, as no one wants to see a fluff comment on their blog with a link back to some merchandising. That's called spam. Instead, address the post thoughtfully and mention your ebook when it applies.

Now, if you want to do a number of these at one time, check out the keywords the blog is using and insert that into the search engine for the blogging community. That should pull up associated blogs also talking about the same topic. Now, add your comments there too.

You can even trade with bloggers to get some exposure to your ebook. You can contact the blogger and ask them if they would like a free copy of your ebook in exchange for a review, if they like the ebook. Obviously, if they don't like the ebook, you don't want them writing a negative review about it. So, this will help to spur sales from that bloggers audience too and give you an air of credibility because you've associated yourself with them.

Twitter

This is one of the most unusual social networking sites in that they allow you to "tweet" people in messages of 140 characters or less throughout the day. People listen to these tweets and try to follow you around as your being active in your life. So, in a way it's like blogging, but in micro bursts.

The whole idea behind twitter is that if something really interesting is happening in your life, your updates may end up getting a massive audience. People have generated a large audience through simply detailing how they are laid off and the process of leaving their job, being present during a news-worthy event, or simply having interesting personalities that make the day unusual.

You will have to follow others to get them to follow you, in a tit for tat scenario. But, once you have a base of people, the core of interest is settled and more people are naturally attracted to your tweets. And, it makes the perfect place to talk about the entire publishing process of your ebook and the subsequent successes, heart aches, and daily processes. If you get other authors and freelance writers involved, they will genuinely be interested to know of your updates and follow you around, creating interest and an audience for when you finally post the Kindle URL to your ebook for sale.

Facebook

Another great resource is Facebook. This social networking site used to be for college student networking, but it has grown up to be used by anyone, including people interested in Internet marketing. The premise of Facebook is to develop a network of friends. These friends should have common interests and be ready to convert from friends into customers, with the right know how.

Facebook won't allow you to actively solicit your friends for sales on the Facebook platform, but there are ways to cultivate the audience there of those people who have an interest in your topic and then pull them offline to your blogs, website, or even your ebook URL. You just have to be a bit subtle about it so it doesn't

get you banned. The trick of it is mostly putting up a profile that appeals to the audience of your book, making yourself a good friend to others interested in that topic, and that updating your status to show links to your ebooks, blogs, and website, whenever appropriate. Remember not to spam people's walls, but putting up your own status will bring it to their news feeds too and hopefully get them interested.

StumbleUpon

This is a search engine and social networking site in one. You can go in and add new pages to the search engine by downloading the StumbleUpon toolbar and giving it a thumbs up. This page will be randomly served to other people using the search engine to discover new sites. The more thumbs up a site has, the more popular it can become. So, get your family, friends, and neighbours to give your pages a thumbs up too, if they're online. That way you start to generate some interest for links to your ebook offerings.

This same strategy can work for you on other social networking sites like Digg.com, and Reddit. So, once you understand how social networking works, you can start to try to get more attention by gathering people who want to read your work or give it a thumbs up, or even a good review. All these strategies help to rank your content better in social networking sites.

Other Types Of Media Sites

Once you get comfortable with text-based sites, you may want to try to develop your own podcast, video, or even Flickr photo account. Places like YouTube have a massive audience and if you get your video highly ranked, commented, and then add a link to your URL at the end of the video, you can create enormous

interest in your ebook.

Just remember that most people who will buy your ebook will want to either solve a problem, be entertained, or learn something they didn't know before. So, your videos should help get them started and then offer them the full package by telling them to buy your ebook.

Just like Kindle offers people samples of your ebooks, the video or podcast should be thought of as a sample of your products and services. Try not to go off track with subjects that may be incredibly popular, but don't relate to your ebook topic at all. You may generate an audience, but they won't buy the book unless it is a topic they are interested in in the first place. So, make your videos targeted to support the sale of your ebook.

If you don't want to create your own video or podcast, don't worry. You can find someone else who is willing to interview you, create some content for you for a small fee, or maybe even show you how to use screen-shots so you don't need to smile into the camera yourself. Either way, there are plenty of different options on how to create different type media that appeals to whole different subset of the Internet and can create great sales opportunities for your Kindle ebooks. The nice thing about technically savvy consumers is that this is just the demographic that will be willing to buy a Kindle and use it. So, you might not just be able to make money on your ebook, but if you are an Amazon Associate or Affiliate, you can get commission on the sale of a Kindle too. That can be worth far more than selling one of your ebooks.

SCALING

To scale the business, and move it beyond being just a one book venture, you want to be a publisher of many ebooks. So, get out your pencil and start taking notes on what it might take to succeed if you see yourself mass producing numerous titles. Then, track your winners and losers using the tools provided by Kindle to make sure that you are on track and use them to create a business plan.

Here are a few things to include in your business plan:

PLANNING FOR PRESS KITS

Some marketers even create this first, before the book is even written. That's because they can put out a press release of an upcoming book and then find out how much interest there is through advance sales, before the book is even published. You just take names, not money. Then, if the demand is poor, don't bother. Try a different one. You've just saved a ton of time on a loser.

UNDERSTAND YOUR AUDIENCE

Include demographic information, potential clubs or associations where your audience congregates, and the type of advertising that works best with your target demographic. If you're not sure about this, just go to <http://www.quantacast.com> and type in the URL of a competing website that offers ebooks on a similar topic. You'll get an instant bird's eye view of which demographic you should target too.

A TIME-LINE

How many books do you want to publish a month? How many

in a year? Do you have titles and time-lines lined up in advanced? If you plan on being a publisher, then you have to think ahead of the game. You also have to try to time the market for big events like Christmas and other major purchasing holidays.

MEDIA CONTACTS

Who do you know that can help you get the word out? Make a list of all the people you plan to contact to help promote that book.

SALES TECHNIQUES

Is there one sales technique more than another that appeals to you for your book. Are you tracking which methods provide better results than others? Maybe you've found you get most of your orders from people who visit a blog that you've commented. Time to start commenting more or getting that blogger to do a review.

SUCCESS MEASUREMENTS

How will you determine success? Traffic, sales, or some other way? How will you measure and track success? Luckily, Kindle offers an area for reports that show you how your ebooks are performing in the marketplace. This gives you some instant ways to measure their success in terms of dollar values.

PROMOTIONAL EVENTS

Try to set up a strategy to promote your book. Where will you have book signings? What places can you go to make an experience and promote your ebook?

WEBSITES AND BLOGS

Do you need to create additional websites and blogs to help transfer people from social networking sites to places where they

aren't being solicited? Do you have the wherewithal to create websites and blogs to support the ebook roll-out?

OUTSOURCING

What parts of the ebook creation and marketing will you outsource? Do you want to have someone do the ghost-writing? Someone to generate websites or blogs, or to comment online and write reviews for you? Do you want to have someone else take care of queries about your ebook? Do you need to hire a graphic designer to do the jacket of your ebook (probably)?

ADVERTISING VENUES

Where do you plan to advertise and how much do these venues cost? How much do you have to make on a monthly basis to cover your advertising costs?

PRICING/PROFITS

Estimate your pricing strategy and how much profit you will make based on a projected number of sales. These are your sales goals and will help you to decide whether the business is making you good money or needs or whether you've overestimated sales or profits. Then, you tweak things to make the profit you want, or you modify the business plan to cut expenses where necessary. Always have an account balance sheet that shows how many sales you made in a month on what titles and what the final tally is. That's your net sales. Then, make sure you understand what your profit level is from those net sales. Subtract your expenses from your profits and that's the true value of what you've earned that month. Of course, taxes can change that picture in the end, if you're not careful. Always keep in mind the bottom line in order to make a successful business and not just a side hobby that

generates a few dribs and drabs of income. All of these things are vitally important to creating a business plan that helps you develop a publishing business that can shoot out numerous ebooks per month, creating residual income for as long as Amazon publishes the ebooks.

CONCLUSION

Building a publishing empire on Amazon Kindle is very possible – there are people making 5, 6, 7 figures a year purely from Kindle publishing.

Take it seriously, follow all the rules carefully, do good research and publish excellent quality material.

To Your Success!

Alex Major

www.NicheEmpires.com