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Contents

Chapter 1

The Treasures of Amazon Kindle

What Can Kindle Offer that Others Can't?

Believe it or not, but the most successful of authors – regardless if they are writing fiction or non-fiction – will be the *first* one to tell you that the title of this e-book is NOT a lie. In fact, they will have no qualms with telling you that they wish it *was* a lie, but it is not.

You do not have to be a great writer to earn from writing e-books. And this guide will show you why and, more importantly, how you can do so.

Why Target E-books for Kindle?

Another thing you are probably wondering about is why you have to write an e-book for Kindle and not just for any e-book reader. Here are your answers, explained in cold hard facts and figures, which were provided in a 2010 news article with an interview of Jeff Bezos, CEO and founder of Amazon.

- Sales of Kindle units tripled since Amazon reduced its price to $189 from the original $259, which means *more potential readers for your e-books*

- Total sales of Kindle e-books tripled as well from the first 6 months of 2009 to the first 6 months of 2010; you can then safely assume that *all those new Kindle owners are also actively buying e-books.*

- Kindle sales have outpaced sales for hardcovers

- Amazon sells 143 Kindle e-books for every 100 hardcover prints sold

- If you narrow the research to a monthly timeframe, Amazon actually sells 183 Kindle-ebooks for every 100 hardcover prints sold

- Amazon's hardcover sales begun over 15 years ago while they only started selling Kindle e-books forty-plus months ago; this means

today's generation (the income-earning generation!) is yours to target!

Note: Amazon carefully notes, however, that their hardcover sales are still steadily increasing. It just so happens that Kindle sales are growing more quickly.

So if you want to expand your writing career to print publishing, there is money in it, too – but it will be harder to earn.

Apple's iPad did not kill Kindle, which is probably much to the dismay of many news journalists who, for months after iPad's 2010 release, gleefully predicted the death of Kindle in Steve Jobs' hands

If anything, Apple's iPad can only increase the sales of Kindle since Amazon already has official Kindle applications out not just for Apple's mobile devices but for the PC as well.

What Tools Will You Need?

In a writing manual that the great Stephen King wrote, he talked about writers needing a toolbox for their chosen career. As an e-book writer, you will have a need of many of the various tools that King talked about (e.g. knowledge of proper grammar and punctuation, et al), but you will also need a few extras because you are targeting a new and specific breed of readers.

As a creator of Kindle e-books, you also need to have at least basic working knowledge of the following applications. Keep in mind that *basic working knowledge* means knowing beyond how to open and close files in these applications. You have to know how to create even just simple files with them and edit them as well whenever required.

Microsoft Word or Open Office

Take your pick among word processors although if you are new to e-book writing, you would do best when you choose MS Word. Most articles and e-

courses for writing e-books that sell have MS Word users in mind, which means you cannot apply their technical guidelines if you are using any other word processor.

MS Word is a very powerful tool, and you are strongly encouraged to take your time learning the many types of text-based and even visual effects and tricks that you can do with it.

MS Word also has table-making features, and they are usually more than enough that you will not have to use Microsoft's spreadsheet program Excel when making tables.

Microsoft Paint

Although Adobe Photoshop has a lot more powerful features, MS Paint is the better choice if you have never had the chance to use any kind of image-editing software. MS Paint is more beginner-friendly, and it has all the image-editing features you will need when using photos or any other kind of graphics for your e-book.

Keyword Search Tools

The free keyword search tool of Google will more likely be sufficient for your needs. Take the time to understand how *all* of its features work. This will help you choose not just the right keywords but also the *best* keywords for your e-book.

Internet Marketing Software

There are many different types of Internet marketing software products out in the market today, and promoting your e-book later on will be a lot easier if you use one or several of them.

It is critical that you do take advantage of these products – whichever ones you do end up picking – because they will help you multitask more effectively and concentrate on activities that are most in need of your actual involvement.

Chapter 2

Finding the Magic Words

Brainstorming and Marketing Research

The second secret to writing e-books that sell – even if you are *not* the most skilled writer in the world – is to take advantage of knowledge and resources that already exist and other people have researched about.

Research does not have to be a time-consuming process.

You just have to be practical *and* resourceful about it. Scour the Internet for data that other people had already researched and double-checked for accuracy and reliability.

Top Websites that Tell You Which E-books Sell

These resources are the best that the Internet has to offer because virtually everything is automated. You only have to know the magic keywords – a.k.a. keywords for your chosen niche – to find out which e-books are selling like hotcakes.

Jungle-Search.com
You can get a lot of in-depth information from this site. What's more, it offers listings for other languages as well, which would be a good thing if you are targeting a bilingual market or you plan on producing your e-book in multiple language formats. You can also search by category or subject (sub-niche), price range, reader age and many other factors.

Clickbank.com
Many e-book writers prefer to sell their books via Clickbank if they one of their products for affiliate marketing. If you are thinking of using the same approach for your future e-books as well, then you should definitely check out which books made it to Clickbank's bestseller lists.

EReaderIQ.com

It has many similar features to Jungle Search and also allows you to search according to review ratings. In any case, if there is something you cannot find at Jungle-Search, this website is a good alternative to check out.

NovelRank.com

This is a very simple website compared to the above sites, but sometimes simple really works best. In this case, Novel Rank will help you track the sales of any book or e-book sold in Amazon – including yours. What's more, it can also track your sales in Amazon sites for other countries like France and Germany.

Amazon.com

Last but not the least, do not forget to check out Amazon's own ranking for e-books in your niche. They also offer the best reviews since most Kindle readers are less inclined to visit other websites to post a review when they can do so right away at Amazon.

Keep in mind that each website has its own pros and cons, and they vary depending on what type of information you are looking for. It is best overall then to make use of all of these websites when searching for your e-book's topic. They are all free, anyway!

How to Make Your E-book Stand Out

You now know what forces you are going up against with your future e-book and how tough the competition is. At this point, you have either become more confident or worried about your prospective sales.

If you are already confident about your e-book's chances of becoming a bestseller, then great because what you are about to learn will make your confidence level shoot to the top. If you are worried, don't be – there is *no way* your e-book will end up a flop once you finish with this guide.

To make your e-book stand out, you need to do something that all the other e-books was not able to accomplish. That may sound impossible when you

are writing about, say, something as broad as Internet marketing. Based on the number of e-books out there in the market that covers this topic, it almost seems like that even a guy who just became a virtual assistant (VA) for a day already thinks he has mind-blowing advice to offer to readers.

They do not, but YOU do!

You just have to ask yourself the following questions then choose which ones you believe you can more than satisfactorily answer with your e-book.

Unique Content

What topics did the other e-books did not cover but you can?

If everyone is talking about blog marketing, then how about choosing something slightly different? How about covering the Internet marketing aspect of photo-blogging or *vlogging* instead?

If you want to cover the same topic, what can you do to prove that your e-book can do a better job at tackling the subject matter?

So you really want to write about blog marketing, and you want to explain why blogs are more interesting to read than, say, feature articles online. Other e-books have covered the exact same topic, but you can prove to them yours is the better – or even the best – version.

Start with a killer title (more about this later) then do not forget to give them an excerpt through your marketing efforts as well as a short list of what they can expect to learn for the blurb of your e-book. Blurbs are typically like the back cover teaser or summary of a paperback.

What kind of perspective or POV can you use that the other e-books has not yet attempted to cover?

You can also present your content as unique by choosing a different perspective. Some call this POV or angles. The name does not matter. The point is to show the content with a fresh pair of eyes.

There are two ways of doing this, and you have to determine for yourself which one would work better for your needs and your target market.

Method #1: You can use a different POV simply by making generalized content more specific or oriented towards your sub-niche. Instead of writing about just blog marketing, you can write about blog marketing for those with online crafts businesses instead. The only downside to this, however, is those with non-crafts businesses are unlikely to read your material.

Method #2: Make generalized content more specific for a broader group of people. Target *traits* instead. Target other factors that do not have to do with any sub-niches. Consider writing about blog marketing for people who are using the Internet for the first time or writing about blog marketing for those using WordPress.

Unique Titles

If you have tried researching about writing titles before, then you may have noticed that advice from different Internet marketing experts can be quite contradictory.

I personally use one basic formula for creating e-book titles, which can be divided into two steps.

Step 1: Follow the KISS rule (keep it short and simple) and include your primary keyword.

Step 2: Elaborate by using secondary keywords, numbers, and trigger words in your tagline or secondary title. You will notice that all non-fiction books and even movies have them. Titles function like headlines and attention-grabbers, but they cannot paint the whole picture without a sub-headline or secondary title.

You will notice both these rules have been adhered to even with this very guide you are reading.

Primary Title: **Amazon Kindle MANIA**

Secondary Title: **Learn The Amazing Profit Making Kindle Strategies**

That only goes to show that I do practice what I preach, and I do so because it really does work.

As for other guidelines for writing unique and, more importantly, sales-worthy titles, a list of tips has been provided below. It is possible that all or just some of them may apply to the e-book you want to write.

- Make a list of keywords that you can use for your title.

- Find inspiration from titles of bestselling e-books in your chosen niche.

- Speak or use the language of your target market when composing your title.

- NEVER TAKE THE GENERIC ROUTE! Make your e-book stand out right away with a title that people will *never* forget.

Unique Book Cover

Some authors hate the fact that there are people who still judge a book by its cover. But you know what? Hating will get you nowhere. Why not take advantage of that quirk instead by making sure that your book stands out for all the best reasons – content, title, and cover?

With book covers, you want to make sure that your e-book will look even *completely professional.* MEDIOCRE COVERS hurt more than BAD COVERS. At least with bad covers, you may still have tried your best. Readers know, however, if you did not try at all and they are less likely to purchase your book because of it.

For a unique and sales-worthy book cover, here are some tips to keep in mind.

- Less is more – especially if you are not yet good with creating or editing images in your computer

- Remember those free and available resources we were talking about? Check websites like GettyImages.com and see if you can buy or make use of a royalty-free photo for your book cover.

- If you are going to use symbolic images for your covers, make sure that your readers either get it at first glance or you have a witty explanation for it. Needless to say, the symbol *must* be relevant to your content.

Chapter 3

Creating the Magic Formula

Writing eBooks that Sell!

To make your e-book sell, you have to choose between two types of goals.

Do you want your e-book to be **entertaining** or **informative?**

Not all of the research data you have accumulated based on the tips in the previous chapter will prove to be useful. Knowing whether you want your book to be entertaining or informative will help you determine which bits and pieces of your research are the most valuable.

There are some e-books that successfully straddle both lines, but keep in mind that you will have a more challenging road ahead of you if you attempt to do the same with your future e-book.

Also, contrary to public opinion, fluff pieces do sell. Sure, they do not contain valuable information but that does not matter because their readers are *not* looking to be informed in the first place. Their readers want to be entertained and fluff pieces entertain them – end of story.

Now, you have several ways to write an e-book that sells and *none* of them requires you to be the next J.K. Rowling, Robert Kiyosaki, or Rick Warren.

Write Your Own E-book

Take deep breaths if the above title has made you start to hyperventilate. You *can* write your own e-book and the tips below will help you do it. You already have the material you need for a great e-book. Right now, all you have to do is find a way to effectively organize the material so that they have a beginning, middle, and an end.

1. Start with an outline

Break down your material into chapters then break the chapters into sub-chapters. Be reminded, however, that outlines are not meant to be rigid. Modify them whenever necessary as you go along.

2. Take your time when writing the Introduction.

This is the make-or-break or life-or-death part of your e-book. Most e-book-selling websites will allow readers to view the first pages of your work, and that includes your introduction. Readers are sure to take advantage of such opportunities. If you lose them with the Introduction, you lose them for good.

Keep the following tips in mind when writing an introduction.

- Use **facts** and **figures** that your readers can take advantage of *after* they read your e-book (you will note that I used this in my own Introduction as well).

- Aim to entertain.

- Give them a taste of what to expect – and your readers will be hungry for more.

3. Be wary about your middle content getting too draggy.

If the information in any of your middle chapters can be condensed or eliminated completely, do it!

4. Conclusions represent the end goal for the reader.

Say you have written an e-book about blog marketing for beginners. By the time your readers have reached the end of your e-book, they must know and understand at least the fundamental principles about blog marketing. They must also have a good chance of earning from blog marketing because of your e-book.

If you review your work, and you feel that your readers' goals have not been completely met, revise and revise until you get things right.

5. Revise, revise, and revise!

Make sure you revise based on your own changes as well as those suggested by beta readers and critic partners you trust.

Hire a Ghostwriter

If you feel that writing an e-book on your own is too much work *for now*, then you should consider hiring a ghostwriter instead.

You can search for ghostwriters in the following websites:

- RentAGhostWriter.com

- Craigslist.com

- Elance.com

Other similar websites are also a good place to check out.

When writing an ad for ghostwriters, make sure they contain the following information.

- Writing and non-writing skills and specialized knowledge you require from the writer

- Level of experience in writing e-books in general and for e-books in your niche topic

- Deadline for the project

- Price or compensation for the project

- Ask for resume and samples of previous works

To further narrow your list of candidates, you may want to try the following.

- Interview candidates online and see which ones you feel you will enjoy working with – and vice versa.

- Ask for a one-page or 300-word sample for one of the sub-topics covered in your e-book.

Use Public Domain Products as the Template for Your Work

Instead of simply reselling public domain materials, you can rewrite them instead, giving them a modern twist or tackling them from a different angle, while combining relevant data from your research.

You will see this done successfully by many fiction writers. Seth Grahame-Smith's *Pride and Prejudice and Zombies* is a good example of this, which is a well-done parody of the beloved Jane Austen classic.

Use PLR Material as Another Template for Your Work

If nothing in the old books – which are mostly what the public domain materials are made of – can help you write your own e-book, then how about using PLR instead?

PLR stands for private label rights. When you buy a PLR book, you get intellectual rights to it. Most of the time, it means you can simply change the byline to your name and sell the book right after. That will not do in most cases, though, since it is likely that you are not its only buyer.

The best way to make use of PLR is to use it as a template and add and modify the content using your research data.

For this chapter, keep in mind that you can use a combination of the methods discussed here. Once you hire a ghostwriter, for instance, you can ask him or her to combine your research with public domain materials or the PLR book you have purchased.

Lastly, the most successful e-books do not just sale copies. They also help you sell products or services in your website. You can do this by inviting your e-book readers from time to time to visit your website and subscribe to your newsletter or join your e-learning group if they wish to know more and similar tips.

Chapter 4

Unlocking the Secret Sequence

Formatting Your Ebook

Never take formatting for granted.

Formatting has to do with the visual way that your data is presented. It has to do with margins, font face, color, and size as well as other little niggling details that do still matter like highlighting important text, using bullets, and many more.

Formatting is one of the most underappreciated elements of e-book writing. That is most unfortunate, though, since formatting is one of the easiest parts of e-book writing to master as well.

With formatting, there is little need for you to be creative. Most of it has to do with objective and technical guidelines that you only have to follow.

This chapter is one of the shortest and simplest chapters in the entire guide, and without further ado, here are the most important rules that you should consider applying when formatting your e-book.

- Do not bother with using color in your e-book since Kindle devices only present e-books in black and white. That goes for the covers, too!

- Minimize use of graphics as much as you can. If you have to, make sure to preview it and check if the image is rendered correctly on Kindle.

  Accepted file formats for in-book graphics are JPEG, BMP, PNG and GIF. Maximum size for in-book graphics is 127KB.

  Accepted file formats for graphics used in book covers are TIFF and JPEG. They must be *at least* 500px in height and width.

- Use one font face for the entire text. Do not use anything fancy as some may only find it a hindrance to reading your e-book.

- If you need to highlight certain texts, you can do so by underlining or writing them in bold. Do so only when needed. They lose their purpose when you highlight words every other line.

- Most experts suggest font sizes from 12 to 18. Anything smaller will be too difficult to read and anything larger can make your e-book appear lengthy.

- Experts tend to have conflicting advice about the ideal *paper size*, *headers & footers*, *alignment*, and *margins.* Check out what other e-books in your niche are using and just follow them if they fit well with your own e-book.

- Do not use a table of contents if your e-book is just a few chapters long.

  If you have to use a TOC, make sure that you use hyperlinks or HTML tags so that they can also serve as navigational links.

- Skipped information is wasted information so do keep your paragraphs short. Most readers – even the well-read ones – hate long paragraphs and tend to skip them.

- Make good use of sub-headings and bullets or numbering – or any other way to further break down your data into easily read and understood points. You will notice this applied throughout *this guide* as well. You also have to admit – they make things easier to read, doesn't it?

- Do not forget converting essential text to internal links especially in the following places:

  1. Title page
  2. All calls to action and especially the last one in the last chapter of your e-book
  3. Contact details
  4. Invitation to subscribe or join

Chapter 5

Unveiling the Wonders of Your Work

Publishing Your E-book

Think of this part as the planning stage for the "official" launch of your sparkling new e-book – one that will hopefully create a huge and income-generating splash in your industry.

Uploading Your E-book to Amazon

1. Create an account (free!) in Amazon's Kindle Direct Publishing or Self-Publishing section at https://kdp.amazon.com/self-publishing/signin/ap

2. Provide relevant information about your e-book such as the following.

Author's Name

Choose whether you want to use your real one or a pen name. You can opt to use a female name, for instance, even if you are a guy. Some do this when they feel this will improve book sales with their target readers.

Category

You are allowed to indicate up to 5 categories or niches for your e-book. It is best to use 5 different niches rather than several sub-niches for your categories. The more categories your e-book shows up in, the broader the market your e-book will be. Do not, however, choose categories that are completely irrelevant to your e-book.

Keywords

You can write up to 7. Be sure to take advantage of all of them!

Description

Think of this as the back cover blurb for your e-book. You want your readers to know exactly what they can expect (and make them want it) from your e-book in 3 to five sentences. Aim to entertain as well!

Digital Rights Management

If possible, do not bother with this. It will only prove a hindrance to your readers. With DRM, your readers will not be allowed to transfer your e-book from one device to another.

Content Rights

Remember to opt for *worldwide rights – all territories*. This is important if you suddenly want to change your royalty preference to 70% down the line.

Publishing Rights

Do not forget to click "this is *not a public domain work...*"; when your work is labeled as public domain, you will not be able to sell it.

Publisher

You are both the publisher and writer of your e-book so you can use the URL of your own website under this category as well.

Publication Date

Some experts suggest not placing any data under this so as not to "time" your book and keep it forever green.

Pricing and Royalty

These will be discussed in-depth in the next chapter.

3. Preview your work.

Kindle Previewer

It is for *free* and easy to install on your PC. Make sure you to have a test reader check the preview of your e-book as well.

Smashwords Style Guide

Use this to fix any stubborn formatting issues that came up when previewing your work.

MobiPocket eBook Creator

This tool is not just good for previewing your e-book but it can also help add new or interactive features to your work. It can help you create glossaries, quizzes, lists, and guides.

When previewing your e-book, you might want to consider doing the following.

- Check to make sure that all links are live and direct your readers to the desired page.

- Double-check formatting.

- Check if all images are rendered correctly.

Chapter 6

How Much Are *Your Secrets* Worth

Pricing Your Ebook

And now, it is time to talk about money, which is one of the bottom lines or your main goals for writing an e-book.

Do not be ashamed about pricing your e-book because you want to earn from it. That is completely fine and understandable. If you are writing a how-to guide, your readers are likely buying your e-book because they want to earn as well so consider it as a give-and-take situation.

Some people think that pricing is a matter of accounting or computing.

The truth is, PRICING IS ANOTHER ELEMENT OF PSYCHOLOGY.

Price is not determined completely by the actual value of a product – in this case, your e-book – but rather, its *perceived* value. It is up to you, however, to figure out a way to make people think – or realize – that your book is worth the price you have selected for it.

The price of your e-book is dependent on your royalty option.

35% Royalty Option

You have the freedom of pricing your e-book anywhere from $0.99 to $200. This is an ideal option to choose for the following reasons.

You have an exceptionally short or long e-book (this is made in the assumption that every page in it matters). Most people associate pricing with the length of the book so it would be best not to use any pricing strategies that contradict this.

You are planning to use an incredibly low or high introductory price for marketing reasons then give great discounts later on.

One look at your e-book's cover and excerpt and everyone knows right away that it is worth more than $10

Your target readers can afford to pay more than $10

75% Royalty Option

The price of your e-book must be within the range of $2.99 and $9.99. This is the ideal choice if any or some of the following reasons apply in your situation.

The e-book is part of a planned series and a strategically affordable price will ensure everyone can purchase the entire set.

Your target readers *cannot* afford to pay more than $10

Chapter 7

Sharing the "Good Word"

Promoting Your E-book

Your e-book may not really be the Gospel and able to save souls, but if it can do something that your reader really wants, then strategic promoting will definitely be all you need to kick-start its release in the market. Your e-book will be a runaway success in no time!

When promoting your e-book, you are strongly discouraged from using any *paid* marketing techniques. Remember the rule about free resources and taking advantage of it? Well, it applies in this case, too!

Forum Marketing

In forum marketing, the trick is to establish your credibility and rapport between you and your readers or you and possible affiliate marketers, fellow writers, and reviewers. It is ideal if you start being active in forums even before your e-book is released. Forums that can help you promote your e-book are the following:
  • KindleBoards.com
  • EBookGab.com
  • MobileRead.com
  • Other forums specific to your niche

Blog Marketing

Hopefully you already have one from way back, which means you already have an established presence and readership base online. If not, you might want to start working on getting your blog read first. After that, you can use the blog to market your e-book with the following strategies.
  • Share excerpts and sneak peeks of your work
  • Post reviews of your work on your blog
  • Hold contests to increase awareness of your e-book; require contestants to promote your e-book (e.g. tweeting, liking your

Facebook page et al), with every tweet equivalent to one "entry"
- Use copies of your e-books as their prizes
- Post topics relevant to the subject matter of your e-book then end with an invitation to check your work if they want to know more

Give and Take Marketing

There are, of course, other and more technical words for it like link exchanges but all of them boil down to just one principle, and that is for people to give and take for a mutually beneficial relationship.
- If you perform any of the suggested activities below, it is likely that the other person will do the same for you even without being prompted.
- Post a review on e-books of related subject but those that do not directly compete with yours
- Comment on the other person's blog or be a guest writer on their blog
- Interview another author for your next podcast
- Buy someone else's e-book and they will buy yours

Marketing in Amazon

Here are other ways you can market and which are provided by Amazon itself.
- Amazon Author Page – Use this to have readers get a better feel of your personality and what kind of tone and writing they can expect for your e-book. You can use it to establish your credibility as well.
- Amazon Blog – You get this with your Author Page. Do not copy-paste entries from your other blogs here. Instead, make every entry special and with Amazon users in mind. You can also use this to upload book trailers for your work.
- Tagging – Amazon lets you use a maximum of 15 tags to help improve search results for your e-book.

Other Types of Marketing

You are likely to be familiar with how most of the items listed below are used. Take advantage of all of them because – you should know the golden rule by now – they are free resources!

- Social networking – Facebook, LinkedIn, MySpace et al
- Instant Messaging – Yahoo, GTalk, Skype et al
- Chat rooms and chat boards
- Press releases
- Microblogging – Twitter, Tumbler, Plurk et al
- Social bookmarking – Digg, Reddit, et al
- Article Directories – Ezine, Hubpages, EHow, et al

Now that you have reached the very last page of this guide, you are already in possession of all Secrets to Successful Amazon Kindle Business. By now, you are hopefully convinced as well that you *can* write a bestseller even if you do not have the best writing skills.

Ultimately, content is still king and people will *love* to read your e-book if you have something worth reading.

Good luck on your publishing journey!