

***The Internet Success
System Mastermind
Workshop Conference***

April 27-28, 2012

Orlando, Florida

Hosted by Mark Hendricks

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RE: Internet Success System MasterMind Workshop Conference
Orlando, FL – April 27-28, 2012

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Dated: April 27, 2012

Please print your name clearly, thanks.

Internet Success System Mastermind Conference Workshop

The audios are sequenced in this order.

April 26, Friday – One on one private session with Mark (no audios)

April 27, Saturday

Intros – listen closely for gold nuggets to learn from in their personal intros and also in the discussions that we had with each of them

Joe Marsh, Karen Ferrante, Cindi Dawson, Anita Hampl, Joe Walling, Jason Blackston, Wayne Moritz, Chris Lockwood, Robin Coles, Kate Burton

Presentation – Chris Lockwood (two audios, 2nd includes QA for Chris)

Kindleology – how to publish your ebooks on Kindle

QA with Chris Lockwood – how to do keyword research for Kindle books, what type of ebooks are you writing, how has your weight loss affected your life and business, info on membership sites, how does lower Kindle pricing affect selling ebooks on your own site

PDF of his presentation (see after this table of contents)

PDF of his special report on Kindle (thanks Chris!) - (see after this table of contents)

Presentation – Mark Hendricks

How To Double Your Income From Your Business (Part 1) – audio only

April 28, Sunday

Mastermind Session: Karen Ferrante

QA sessions:

Cindi Dawson – preference between online and offline clients, how to go about changing your business model, if you were to start over again what would you do differently?

Joe Walling – how do you find offline clients that have “bad” websites, how do you establish credibility with business owners, what activities do you outsource, discussion of Odesk, how to find the best workers at Odesk, how to get ideas for software development.

Mastermind session: Robin Coles

QA sessions:

Karen Ferrante – what was the most challenging thing about your membership site, how to run a membership site without spending so much time on it, do you have a forum on the membership site, what does “owning, making, and giving” mean to you personally.

Anita Hampl – how do you draw out information from the people you interview, what kinds of questions do you ask, how can you systematize the “bio” process, how do you help people monetize their passion.

Mastermind session: Kate Burton

QA sessions:

Wayne Moritz – what time do you start and finish your day, how do you continue to think out of the box, how to you balance your life, how do you decide what to work on next,

Kate Burton – have you come up with a formula for working with offline business clients, could you develop systems for a vertical niche like the dentists you are working with

Mastermind session: Chris Lockwood

QA sessions:

Jason Blackston – have you documented your business systems to coach others nationwide, how to you retain customers

Robin Coles – what has been the biggest challenge in selling your CDs, how do you go about reaching your niche for promotion, are you using video, how has your ballet experience and the arts driven your business

Joe Marsh – what are some opportunities that you see for publishing and how can you leverage those both directly and indirectly, how would you pitch the publishing of books as beneficial to a business owner's business

Presentation – Mark Hendricks

The new FTC Business Opportunity Rule

Presentation – Mark Hendricks

How To Double Your Income From Your Business (Part 2) – audio only

In this presentation we did some simple math to show how a 15% improvement in 7 areas would give you a 105% increase in income ($15 \times 7 = 105$). However, since you would be compounding one improvement on top of the others in a sequence the true result would be an increase of 266% (ie $1 \times 1.15 = 266\%$)

Kindle Publishing

Chris Lockwood
ebookpublishing101.com/iss

Internet Success System
April 2012

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Why Am I Talking about This?

- Publishing ebooks since 2002
- Bought a Kindle long before publishing for it
- Mr X and Mark
- Most products on this don't tell you much or tell you to do it the wrong way- at least one "Kindle guru" has been banned from amazon
- I've had three #1 bestsellers and have been #1 on at least seven amazon charts
- People are paying to listen to me on webinars!

A Gift for You

- 40+ page PDF that I've been selling, currently priced at \$10.47
- Free for you
- Will be more useful at home than these slides
- This doesn't mean you can leave now :)

Quick Survey

- Who has written a book or ebook (or had one written for them)- published or not?
- Who has published a Kindle book?
- Who has written a free report?

How Kindle Is Different from Traditional Ebooks

- Kindle books are much easier to buy than an ebook from your site (one click)
- Kindle books are sold by trusted seller (amazon)
- Customers "belong" to amazon, not you
- Anyone can post a review right on your listing
- You don't have to do marketing, customer service, traffic generation, affiliate recruiting...

How Kindle is the Same

- It's still publishing
- Normal rules of niche / market research still apply
- It helps to have good product(s) to be successful (dirty little secret)
- You need to offer info people want to buy
- It's really a hybrid of traditional publishing and DIY ebooks

Little-Known Facts?

- You don't need a Kindle to buy, read or publish Kindle books
- Kindle books can be read on many devices- PC, Mac, iPhone, Android phones, Blackberry, iPad, etc.
- Once you have a Kindle book ready, it's not much work to prepare and submit it to Barnes & Noble as a Nook book

Good and Bad about Kindle

- It's made lots more people aware of and accepting of ebooks vs printed books
- It's also made people expect much cheaper ebooks (under \$15)
- It's probably hurt sales of \$27 and higher ebooks
- In 2011, Amazon sold more Kindle books than printed books

Kindle Mindset Shift

- This is what kept me from publishing for Kindle for so long, not wanting to lower prices
- Sell many more books at much lower prices
- Use for lead gen and other purposes besides book sales
- Most self-sold ebooks sell way fewer copies than the potential market for them
- To make up for lower prices, create several shorter books / reports rather than one big book

Example: Traditional Publishing

- You spend a year writing 200-page Complete Guide to Weddings
- You spend another year sending it to publishers, hoping one of them accepts it
- It gets published at list price \$24.95 and you get \$1 per copy
- Publisher does no marketing and book is out of print in a year

DIY Ebook Publishing

- You spend a few weeks writing 80-page Wedding Secrets ebook and a few bonus reports with content that should have been in the ebook
- You create sales letter, download page, graphics, autoresponders, etc.
- You sell ebook for \$47 and keep all the money (minus merchant fees)
- You have to do all the marketing, support, traffic generation

Suggested Kindle Model

You spend less than one day each writing several wedding-related reports, such as

- Weddings on a budget
- Choosing a wedding dress
- Hiring a wedding planner
- Wedding toasts
- Wedding cakes
- Etc.

Secret Kindle Model

- You sell each of these as \$2.99-4.99 Kindle books (even 99 cents if short enough)
- You have 8-10 wedding-related titles on Kindle and look like a real expert
- If your books are good, many customers will buy several of them
- More chances to show up in searches
- Books can cross promote each other
- Each book needs to stand on its own

Secret Kindle Model cont.

- This model gets your books online much faster since you are essentially publishing a chapter at a time
- Most Kindle authors don't bother doing this- they just put Wedding Secrets on Kindle for \$9.99
- The other author who only has one wedding title looks like less of an authority, even though their book may be the most complete wedding book out there
- You could do both

Another Tip

If you're already selling Wedding Secrets on your site, you can promote it in your Kindle books

Kindle books can contain hyperlinks to anything

- Your other products
- Optin pages
- Affiliate links
- Etc

ISS Bonus: Not in the PDF

- Interview an expert and record it
- Have it transcribed
- Make transcript into Kindle book
- Sell recording for \$7 from your site
- In back of Kindle book, tell readers where to get the recording
- Since they've already read the book, if they want audio version = easy sale

Kindle Lead Generation

- Did you write a free report to give away to build your list?
- Publish it on Kindle for 99 cents
- If it's not worth 99 cents, you shouldn't be giving it away
- Your report should have a page in the back which leads to your optin form (which should probably offer a different freebie)- frame as gift
- This gets you leads who've already bought your stuff

Warning

- Do not use any of this
- PLR or resale rights content
- Public domain
- Wikipedia or other "freely available" web content
- Amazon is already rejecting some of this stuff, and I see a purge coming, even though this material doesn't necessarily violate their stated TOS

Case study

Why?

- Many Kindle courses teach you to use this stuff, because it's easier than writing, and "no work needed" sells more courses
- Do you want to get Amazon publisher account banned?
- Amazon customer experience- They don't want customers buying same book multiple times and feeling disgusted or tricked
- You can find duplicate books there but don't be surprised if they get removed at some point

Kindle Content Secret

- Submit only original content that you wrote yourself (or had written for you), that you haven't granted resale rights to, and that is not based on PLR or public domain content
- W.O.R.K. is involved, but that's good since it scares away the lazy people, and isn't that hard if you go with shorter books at lower prices (or outsource the writing)

Kindle Content Checking

- Amazon doesn't have the labor force to read every book when submitted
- Easy for software to compare a new book to others already in that category and determine how similar it is
- If above a certain (unspecified) percentage "similar", it gets rejected
- Adding your own intro/conclusion to PLR book is probably not good enough to pass the test

A Warning I Got from Amazon

"In order to provide a better customer buying experience, we've stopped accepting and selling undifferentiated or barely differentiated versions of book content already available in the catalog even if the title, author, and other metadata for new versions may be unique.

As a result, we will not be selling the following book(s) in the Kindle store.

...

In addition to removing duplicate books from the Kindle store, please note that if you attempt to sell multiple copies or undifferentiated versions of the same book from your account, we may terminate your account."

The Only Problem Was...

- The book they objected to was an original one that no one else has the right to sell
- I suspect someone is selling a pirated copy of mine there, but haven't been able to find it yet
- I did find a pirated version of that book on B & N and got it removed by emailing pubitbusiness@book.com
- I don't have the address to file a complaint with Amazon
- But anyway, imagine trying to submit PLR

Getting Started with Content

- What ebooks, bonuses, reports, etc., have you already created? If they are still relevant, put them on Kindle
- It's easier to get going if the book already exists
- Some of the bonuses you give with your ebook may be suitable to list separately on Kindle (and not include with your main ebook)
- Make sure to update anything that is outdated, check all links, etc.

Judging a Book by Its Cover

Amazon customers only have a few things to go by when looking at Kindle books

- Title
- Cover
- Description
- Reviews (if any)
- Author reputation and other titles
- Free sample (How many people download?)
- So optimize as many of those as possible

Choosing Your Title

- 1920s experiment
- Your title should have popular keywords in it
- Add a subtitle to get more keywords in
- But make sure it still sounds like a book title, not a list of keywords
- Keywords in title help book show up in searches on Amazon and Google
- If you're republishing an existing book, consider retitling it to get better keywords in

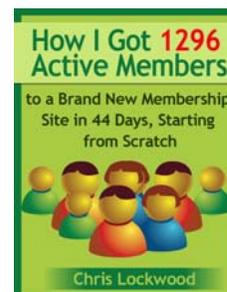
Title Examples

- Bad title: The Joe Smith Diet (unless Joe is a celebrity athlete, etc.)
- Bad title: Lose Weight, Diet, Burn Fat, Shed Pounds, Weight Loss (too spammy)
- Better: The **Weight Loss** Solution: How to Easily **Burn Fat** and **Get Slim** Faster
- The last one has at least 3 keyword phrases and still sounds like a compelling book title

Book Cover

- Should be in color, usually with photo or other quality images
- Make image related to topic of book if possible
- Should be flat, not 3D
- Tell designer it's for a Kindle book
- No excuse not to have one- \$5 on fiverr.com with 3-4 day delivery
- If cover looks amateur, people will assume book isn't very good

Example Cover



Book Description

- Amazing how many books have lousy descriptions, just a sentence or two
- You get up to 4000 chars, so use them
- If you have existing sales letter, use headline and some bullets
- If not, these are not too hard to write. Just highlight main points of book
- If it's a short report, indicate that in description
- This is also a place to put keywords!

Reviews

- Anyone can post a review, even if they haven't bought the book
- Reviews look more legit with "Amazon verified purchase" indicator
- You could ask friends or existing customers to post reviews; it will be more effective if they buy the book first (or you gift it to them)
- If you want reviews, be willing to write reviews (review karma)

Author Reputation

- Build this by having multiple, related titles
- All titles should have nice covers, descriptions, etc.
- Reviews on one of your books can help / hurt sales of your other books
- Author page

Free Sample

- Every Kindle book has a free sample available
- This is first part of the book, and I've found no way to control exactly where free sample ends
- Make sure first part of book is really good- nice table of contents helps

Book Formatting

- Kindle books don't have page numbers, since those would vary depending on device
- Table of contents should be hyperlinks to sections of book; remove page numbers
- Remove any references to page numbers, like "See the chart on page 47" – change to "above" or "below" or chapter number, etc.
- Remove bullets and numbering. They look bad or don't appear at all

Graphics

- Kindle books can have color pictures in them, but make sure they look good in grayscale (such as older Kindles)
- Only way to know is to test
- Make sure graphics are clear and readable

Converting Ebook to Kindle

- Start with Word doc
- Remove title page
- Change TOC and index to hyperlinks
- Remove page numbers and references
- Insert manual page breaks where you want them- don't use blank lines to force new pages
- Remove page headers / footers

Formatting

- **Bold**, *italics*, underline do come through
- Your choice of fonts does NOT. Device and/or user has control of this
- Ditto for font size
- Be careful of underlining since it looks like a link

The Order I Use

- Copyright / Legal notice
- Table of contents
- Main text of book
- Shameless promos
- Other books by me

Converting to Kindle

See the PDF I'm giving you

Copying Book to Kindle

- Connect Kindle to computer using USB cable (charger) that came with it
- Kindle should appear as another drive
- Open folder "documents"
- Copy your book file there
- This folder may be different on other Kindles; I have 2010 grayscale model
- Unplug Kindle from PC and go to home screen of Kindle. Your book should appear there.

Copying to Other Devices

- Smartphone: Email book file to yourself, open email on phone, download attachment, and it should open in Kindle Reader app, which you should have downloaded first
- I would test on as many devices as you have since Kindle books can look a lot different from one to another

Kindle Publisher Account

- Amazon wants you to have only one
- You can publish from one account under multiple author and publisher names. Each book can have its own- can be pen names or real names
- Publisher name shows on book listing and can be anything- your name, company name, website URL, whatever you want or leave blank
- kdp.amazon.com

By the Way

- A Kindle Publisher Account is separate from Amazon customer or affiliate account
- You can get an account even if you live in a state where Amazon doesn't accept affiliates

Publishing Book to Amazon

See PDF

Now That You've Published

- I would not submit a second Kindle book until first is accepted, just in case there is a problem
- Once you find your book in the store, save the direct URL to it, which will be something like:
<http://www.amazon.com/your-book-title-ebook/dp/ASIN/>
- Now you can brag that your book is available at the world's largest bookstore
- Try searching on your keywords and see if your book appears
- Click Send Sample and check out book excerpt

Selling More Books

- Most people probably stop there, but you can sell more if you drive traffic to the listing page for your book, the one I just told you to save
- You want to rank high in Google search, not just amazon
- Ping it (can't hurt)
- Free-press-release.com (\$1 option) when book is released, hits top 10 or #1, etc.
- Now get going on the next book, since that's the best way to make more money with Kindle

KDP Select

- Optional program which you can enable on a book-by-book basis
- Requires you to give exclusive digital rights to Amazon for 90 days, in exchange for certain benefits
- That means you can't sell ebook from your own website, but you can sell print version
- Books can be borrowed, and you get a cut of a fund based on how many times it was borrowed
- You can offer book free for up to 5 of the 90 days

KDP Select

- Agreement auto-renews every 90 days unless Amazon kicks your book out or you say don't renew
- Exclusivity clause applies even if you remove book from Kindle store
- Free downloads count as sales in your rankings, so if you can get a lot of people to download book during free period (your list, for example), you can gain a lot from this

KDP Select

- I wouldn't expect to make much from lending vs selling. Amazon sets aside about \$500,000 per month for this, divided among all books, lately it's about \$2 per borrow
- Once someone has borrowed and read your book, how likely are they to buy it? Especially if it's shorter and they feel they've gotten all the info from it
- Only Prime members can borrow books and only one book per month

KDP Select

- I think most people would make more money by selling their books and being able to list on B&N and their own sites, than from being part of the lending program
- Unless you have a good marketing strategy, you may not benefit much from being able to offer your book free
- If you have multiple books, you might try KDP Select for one of them and see how it goes, but otherwise it's probably best to pass on it

Kindle Pricing

- Normal price range allowed is 99 cents - \$200
- For books at \$2.99 - 9.99, you get 70%
- For books above/below that range, you get 35%
- Guess where Amazon wants you to price your books?
- \$10 is a really dumb price to choose
- I would stay under \$10, unless you have the same book as a print book and want to keep the prices closer

Reverse Engineering Mr X

- He writes all his own books and knows the subject he's writing about
- He has lots of books, at least 30, but only works in a few niches, so he usually has several related books
- He uses different pen names for different niches and has author profiles for them
- He always has great covers and descriptions

Reverse Engineering Mr X

- Most of his books are 2.99 - 4.99 (more impulse sales in that range and within 70% rate)
- Many of his books cross promote each other, inside the books and in the descriptions (as in "the author of <other book>")
- Some of his books include bonus reports at the back, and these bonuses are described in the listings
- Some of them offer bonuses available only by going to his site and opting in, but these are kept as surprises (only mentioned inside book)

Barnes & Noble

- Once your book is approved by Amazon, might as well prepare and submit to B&N as a Nook book
- Like Kindle, Nook has reader software available for many devices
- Similar process- create publisher account once, then submit books one at a time
- Except file format, no need to change anything from Kindle version, as long as it looks good in Nook software

Kindleology

Everything You've Always Wanted to Know
about Kindle Publishing

Chris Lockwood

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<http://ebookpublishing101.com/kindle/>

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Introduction

Amazon Kindle publishing is hot right now, if you hadn't noticed. There has been a flood of courses and products about it lately, and since I've had success with it myself, I thought I would write a detailed report to help you get started and learn how to create and sell Kindle books.

I have been publishing ebooks since 2002 and so far have had three Kindle books (which I wrote myself) hit #1 in their categories, so I'm well-qualified to teach you this.

Amazon Best Sellers Rank: #19,265 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Direct](#)
#5 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Computers & Internet](#) > [Web Marketing](#)
#9 in [Books](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Direct](#)

Amazon Best Sellers Rank: #24,829 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Direct](#)
#12 in [Books](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Direct](#)
#15 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Computers & Internet](#) > [Web Marketing](#)

Amazon Best Sellers Rank: #998 Free in Kindle Store ([See Top 100 Free in Kindle Store](#))

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Computers & Internet](#) > [Web Marketing](#)
#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Direct](#)

Some of the courses out there are telling you the wrong ways of publishing Kindle books, such as submitting just about any content you can get the rights to publish, as if the contents of your book don't matter. The reason they tell you that is because for many people, especially those who don't consider themselves to be writers, coming up with the book itself is going to be the biggest challenge.

Some people are also making it sound as if all you have to do is publish a book or two for Kindle, then sit back and watch the money flood into your bank account. That could happen, but it's more likely that you'll have to do a bit more than that to make decent money. Don't worry; I'll explain this later.

You may notice there are no income claims or promises made in this report. That's because the amount of money you can make from Kindle books depends on a whole host of factors including how many books you publish, how well people like your books, what topics you write about, your efforts to make sales, and so on. So hearing that someone makes X amount of dollars doing this, even if they have proof, is really irrelevant to what you can make.

It should go without saying that Amazon's rules and terms and other policies that I refer to in this report are subject to change at any time, so although everything in here was accurate at the time this was written, things may have changed by the time you read this. If you find anything like that, I'd appreciate it if you'd let me know. Contact info is at the end of this report.

1. What's the Big Deal about Kindle Anyway?

With all the talk about Kindle lately, you may be wondering what the big deal is. You may even be wondering if Kindle is a fad.

It's no more a fad than smartphones are.

Amazon is the largest and probably most-trusted online retailer in the world. It has hundreds of millions of credit cards on file, which can be used to make purchases with as little as one click.

Amazon has sold millions of Kindle devices. The Kindle was the top-selling product on Amazon for years, until it was dethroned by the Kindle Fire, which is the newer color version that can also play videos and run apps, closer to the functionality of an iPad than the original Kindle.

In 2011 Amazon sold more Kindle books than printed books. That's astonishing, considering that everyone is familiar with printed books, but many people are still new to ebooks or think they aren't interested in them.

So clearly Amazon is betting heavily on Kindle, and I wouldn't bet against them.

Even if some other company takes over the ebook device market, Kindle and similar formats are here to stay. Who knows if Kindle will be the number one ebook reader 10 or 20 years from now? Even if it isn't, by getting started now you'll be in a position to publish books for whatever formats come out in the future.

Although this report is primarily about Kindle, it's also about selling ebooks through other major companies and devices, such as Barnes & Noble's Nook and Apple's iBooks. Almost all of what I teach about Amazon applies to the other companies, too.

Once you have a book published for Kindle, it doesn't take much time or effort to prepare and submit it for the other platforms.

The main reason everyone seems to be talking just about Kindle is simply because it's the most popular ebook device out there.

2. Kindle Myths

Let me clear up some common misconceptions about Kindle books.

1. You don't need a Kindle to read, buy, or publish Kindle books (although if you have access to one, it's a good idea to view your book on it before publishing, but either way, I'll show you how to make sure your book is properly formatted before you publish it). So don't run out to buy a Kindle just so you can publish books for it.

Kindle books can be viewed on PCs, Macs, iPhones, iPads, iPods, Blackberrys, Android phones, and probably other devices as well. You probably own at least two devices that can be used with Kindle books, and you're probably reading this report on one of them right now (unless you printed it).

2. You can publish Kindle books even if you live in a state where Amazon doesn't accept affiliates, because they are totally different things. Publishing an ebook is nothing like selling a Barbie doll for a 5% commission. Kindle publisher and Amazon associate (affiliate) accounts are completely separate. I have both and get paid separately for each.

If you live outside the USA and want to know if you can be a Kindle publisher, please refer to Amazon for the answer, since I don't have the list of all countries they accept, and it's likely that more countries will be added in the future.

3. You don't need an ISBN for your Kindle books. An ISBN is a unique number assigned to a book. Generally, every printed book sold by bookstores needs to have an ISBN, but Kindle books do not. If you have a printed version of your book that has an ISBN, don't use that ISBN when submitting your Kindle version, because if an ebook has an ISBN, it has to be a different one than the print version has.

3. Kindle vs. Other Publishing Methods

Is Kindle publishing a new business model? Some people make it sound like it is, but I see it as more of a throwback to traditional publishing combined with some of the benefits of publishing your own ebooks.

In the old days, you as an author would write a book, then send it to publishing companies hoping one of them would publish it. Then if you got really lucky, after spending months or years, a publisher would accept your book and you would make a small royalty on each sale.

Then came self-publishing, where you would pay to have a garage full of copies of your book printed and hope you could sell them. You would make a lot more profit per copy, but there were those huge upfront costs and the risk of having tons of unsold books.

Eventually the Internet made it possible to create and sell your own ebooks at very low cost and high profit margin (and oddly enough, often much higher prices than printed books).

That method of selling ebooks requires a lot of steps. Besides creating the ebook, you need to create a sales letter, put it on a website, create a download page, set up a system for processing payments, set up autoresponders, drive traffic to the site, make sales, and then handle customer support, such as download problems and refunds.

The Kindle publishing process is much simpler: create a book, publish it (which really just means filling out a form to submit it to Amazon), and then market the book.

So in a way, this is like traditional publishing in that someone else is doing the sales, distribution, and support for you, yet it's much easier to get a book accepted, you set the price, and you get a much higher royalty than with a traditional book.

The great thing is that you don't have to build a website, write a long sales letter, or do any customer support. You will need a description for your book, but it will be much shorter and easier to write than a typical sales letter than even a professional copywriter might spend days creating.

If you've already created an ebook that you're selling from your own website, congratulations, since 95% of your work is done. You'll just need to make some minor formatting changes to it and submit it to Amazon.

4. Kindle Mindset Shift (These Are the Ebooks You're Looking For)

As I mentioned earlier, Kindle ebooks are typically way cheaper than ebooks sold on individual websites. This is probably what kept me from publishing for Kindle for so long, since I owned a Kindle for over a year before deciding to do a Kindle book.

If you hadn't noticed, Kindle books are usually much cheaper than ebooks sold through sites like Clickbank. If you're used to seeing \$27 - \$47 ebooks, you may be in for a shock when you browse the Kindle store and notice most of the books are under \$10 and almost all are under \$20.

If you've been selling ebooks for \$20 or more, you need a mindset shift to wade into the Kindle market. Let me help with that...

The first rule is to think about selling more copies at a lower price. If selling 5 copies of your \$39.99 ebook is a good day (or week or month or hour, depending on your level) for you, think of selling 50 copies at \$3.99 in the same time period.

(I'm not saying you *will* sell ten times as many copies at one tenth the price, or that your Kindle book should be exactly one tenth the price of your website's ebook, just using numbers to make a point.)

The second rule is to realize that you will generally be paying out a lower percentage in fees and commissions. If you're used to paying a 50% or higher affiliate commission on that \$39.99 ebook, you're only netting around \$17 a copy in that situation, while a \$3.99 Kindle book will net you around \$2.75. So one tenth the price, but closer to one sixth the profit, for that example.

Third rule: Realize that there are other ways to profit from Kindle books, besides the money you make from sales. For example, you can link to your website or blog from within your book, and if people like the book, some will visit your site and join your email list or buy something or take some other action that benefits you. You can also include affiliate links, especially if makes sense to mention a specific product in your book; just make sure your book isn't a blatant ad for something.

Rule four is more of an essay question: How will Kindle pricing affect sales of those higher-priced ebooks? Right now they are still separate markets, but Amazon is training people to expect ebooks to cost under \$10. So if you're selling yours on your site for a higher price, now would be a good time to position it as something other than just an ebook-- a system, course, solution, etc., and consider adding some other types of media to your offer (such as audio or video) to increase the value and justify the price.

5. Kindle Customer Psychology

There's another shift in thinking you need to make for Kindle, especially if you're used to selling ebooks from your own websites.

As I sat at my desk in my home office working on one of my first Kindle books, I realized there is another big difference between Kindle shoppers and people who buy traditional ebooks from sites like Clickbank, other than the huge difference in prices they are willing to pay for ebooks.

During most of my ebook publishing career that goes back to 2002, I've generally assumed that most of my customers would be like me and would be buying and reading my ebooks from their home or office desktop or laptop computers, or printing them to read anywhere.

The past two or three years I've started hearing from customers wondering if they can buy and read my ebooks on their iPhones or other smartphones, as well as devices like iPads. But it's still a very small percentage of customers right now.

Here's one key difference between my traditional customers and Kindle shoppers: people in the latter group almost all have some kind of portable device they use to read ebooks on. Even those who don't have Kindles quite often read books on smartphones or tablets. Although you can buy and read Kindle books with nothing more than a PC or Mac, it's probably a small percentage of Kindle book buyers who do so. I've found that many people I know who are not marketers, authors, or publishers still think they need a Kindle to read Kindle books, no doubt due to great marketing by Amazon.

So what does that mean? It's a safe bet that many of your potential Kindle book customers are NOT sitting at their desk buying and reading ebooks but are on the go, reading ebooks just about everywhere from a city bus to the mall to the beach. They're mobile, they expect things to be cheap, and they want everything now. Amazon has trained them that they can buy and read ebooks anywhere (although not all devices that can display Kindle books can be used to buy them).

The traditional way of buying an ebook involves someone finding your website, reading a long sales letter, clicking an order button or link, and entering their payment info (which sometimes includes full physical address, phone, and credit card details). There are many chances for the person to change their mind or get distracted and bail out of the buying process. This happens so often that there is an industry term for it that people measure and track, called shopping cart abandonment, which has nothing to do with that

shifty looking guy in the parking lot.

Another key factor is that Amazon is one of the most trusted retailers in the world and has hundreds of millions of credit cards on file. Many of their customers are set up for one-click purchasing.

All the above (lower prices, customers on the go, Amazon trust factor and ease of purchasing) adds up to one key thing: the impulse purchase.

If you've ever gone to a supermarket or big discount store, you've no doubt noticed the checkout aisles are packed with cheap items that people are likely to buy on impulse, meaning they didn't come to the store intending to buy those things, like candy, gum, magazines, etc.

This is a major reason why so many Kindle authors do well with multiple, related, low-priced ebooks or reports, and another reason I recommend that strategy: people buy one on impulse, get hooked, and buy more. Not unlike cigarettes or beer.

The combination of portable devices, people on the go, and lower prices for ebooks has opened the Kindle book market far wider than traditional ebooks have ever gone.

It used to be that to sell well, an ebook pretty much had to be a "how to" book that solved a problem people have (bad breath, being overweight, insomnia, etc.) or covered some major area of life (like making money or relationships).

Remember I said that in some ways Kindle is like a throwback to traditional publishing? This is another area where that's true, the fact that Kindle has widened the range of marketable topics closer to what books have always been about, which means just about anything. You're no longer limited to "how to" books, but other categories like fiction, biography, history, art, children's titles, humor, and science, just to name a few. So if you have knowledge or interest in some of those categories, you're in luck.

Genres like fiction by new authors never sold well as traditional ebooks (try getting someone to pay \$30 for your PDF novel), but can do well on Kindle.

Even when it comes to "how to" or instructional topics, Kindle customers are different in that they may be consuming the books on the go or in the field. Someone might read a Kindle golf book at the course, a Kindle cookbook at the supermarket, or a Kindle art or history book at a museum or historical site.

I hope that broadens your thinking about what a Kindle book can be about.

6. Writing a Book

It's way beyond the scope of this report to teach you how to write a book. There are entire books and courses on that.

This is where you want me to say you can throw any old crap into a Kindle book and get rich, right? Sorry, just the truth here...

The reality is that if you want a successful Kindle book, you're probably going to have to write it yourself or have someone write it for you. In other words, create an original book that no one else has the right to sell.

Before you run off in a panic, realize that a Kindle book does not have to be a 300-page opus that takes a year to write. A Kindle book can be whatever length you want. There's no minimum size; something as short as a 10-20 page Word document could be turned into a Kindle book, if it covers the subject adequately, and if you price it correctly. (Something half as long as this report, or even shorter, could be long enough to be a Kindle book.)

A good strategy with Kindle books is to create several related, shorter books, at low prices, instead of one longer book. Where you might have created a 200-page comprehensive book at a much higher price, create several shorter books from the same material, as long as each book is complete in itself.

For example, instead of writing *The Ultimate 500-Page Wedding Guide*, write books about wedding dresses, wedding cakes, hiring a wedding planner, budget weddings, exotic weddings, wedding toasts, etc. (Those subtopics are off the top of my head as examples; I haven't researched that niche, but I think you get the idea.)

As with any project, the easiest way to get a book done is to divide it into smaller pieces and work on them.

If you need ideas for subjects to write about, browse the Kindle store: the categories, bestseller / top rated / hot new release lists, and see what's selling in the store as a whole (see Kindle store home page), not just a specific category.

Check out the regular book section of Amazon and other online or physical bookstores. You can also try libraries, a "secret" place I like to go niche hunting.

You can write about almost any subject; the only prohibited ones are the obvious things like porn or illegal material. You might be surprised (or even offended) at how racy some of the books in the Kindle store are.

7. Content to Avoid

I would not try to publish any of the following types of content on Kindle:

- PLR (private label rights)
- resale rights
- public domain
- scraped or copied from websites, even those that allow it

The main reason for this is to avoid submitting a book that someone else has already published on Kindle. Amazon doesn't want books that are "undifferentiated or barely differentiated versions of book content already available in the (Kindle store)" and is already rejecting books for that reason.

Sadly, some people are still selling courses telling people to publish PLR material on Kindle. That's partly why I'm writing this report, to steer you around issues like that.

Right now you can find the same book in the Kindle store, with different titles and author names, probably submitted by people who had PLR to it. Amazon used to be a lot more lenient in what books it would accept, but it's gotten more restrictive.

As a test, I picked two PLR books from my massive collection, just to see if anyone else had published them on Kindle. They were both niche books, not about marketing or business, and had been released several years ago, so I thought maybe fewer people were aware of them. Within 10 minutes I found versions of both in the Kindle store. I even found one title that was literally just the sales letter for the PLR book, not the book itself.

When you submit a book to the Kindle store, I'm pretty sure software is being used to compare the contents of your book to others already in the store, and if your book is determined to be similar enough, it gets rejected. It's very easy for software to do this.

So the best way to avoid having a book rejected is to avoid publishing the types of content listed above, which other people have the rights to publish. If you have good content like that, just publish and sell it on your own site, not Amazon.

It's quite possible right now that if you submit something like a PLR book that no one else has submitted yet, yours may well be accepted. But it's also possible that sometime in the future, Amazon may start comparing books already in the store to each other and removing all of them found to be too similar, regardless of which ones were there first, especially if they get complaints from customers who bought the same book under multiple titles and feel ripped off. It makes more sense to me to spend your time creating original books, rather than publishing ones that may get

rejected or deleted in the future, or even get your publisher account terminated. Some sections of the Kindle store are already starting to look more like a garage sale than a bookstore, with duplicate books, ugly covers, and so on. So it wouldn't surprise me at all if Amazon decides to do a major purge at some point, deleting "too similar" books and anything else it thinks indicates low quality, like books that have been listed a certain length of time but haven't made any sales. If a book's been in the Kindle store for a year with zero sales, why should it stay on the site? (I've found books from 2010 that still show no sales rank, meaning they apparently haven't sold any copies.)

If you try to publish something that's already in the store, expect to get an email like this one:

Hello,

In order to provide a better customer buying experience, we've stopped accepting and selling undifferentiated or barely differentiated versions of book content already available in the catalog even if the title, author, and other metadata for new versions may be unique.

As a result, we will not be selling the following book(s) in the Kindle store.

(title)

In addition to removing duplicate books from the Kindle store, please note that if you attempt to sell multiple copies or undifferentiated versions of the same book from your account, we may terminate your account.

Public domain is still allowed, but for most people, I don't recommend going that route, for several reasons. Amazon already has many public domain titles in the Kindle store and doesn't want duplicate books submitted, which is much more likely when everyone has the rights to publish a given title. Public domain books automatically get you the lower 35% royalty rate, regardless of the price.

If you're an expert on publishing public domain content and know where to find obscure titles that will still sell today, feel free to disregard this advice.

8. Content Jump Start

That last section was kind of a bummer, so here's something more positive.

Before you go off and write your first Kindle book, you might take a look to see what material you've already created that could work for you.

Look for things like this (while still keeping in mind the Content to Avoid list):

- Books or ebooks you're already selling or have sold
- Books you didn't finish writing
- Free reports you wrote for list building or bonuses
- Newsletters
- ecourses
- Teleseminar or interview transcripts

I published six Kindle books before I started creating new ones from scratch. The reason for this was not laziness but my desire to spend time learning how to sell Kindle books before spending time writing more books. I already know I can write books or have them written for me.

My first two Kindle books were ebooks I still sell on their own websites. I retitled them, had new covers made, and took away some of the bonuses for the Kindle editions due to the much lower prices.

My third one was a report I wrote a few years ago and sold for a few weeks, then took off the market. I made a few minor updates, added a new cover, and that book became my first Kindle number one bestseller.

The fourth one was the ebook component of another product that also includes audio and video. Again, I took away the extras and made a Kindle edition of just the ebook with some minor updates.

Book five came from an ecourse I started writing but never finished. (An ecourse is a series of emails that teaches something.) I put the emails in a Word document and realized that if I finished writing the rest of the lessons, I would have enough material to make a Kindle book from it. Apparently other people agree with me, since it became my second Kindle number one bestseller.

My sixth book started as a free report I wrote a few years ago for list building purposes but hadn't given away in a long time, meaning it would be new to many people. I made some minor updates, added a new cover, and had another book done. I

will probably keep this one at 99 cents because it was originally created to be free, and 99 cents is the lowest regular price I can set. This one became my third Kindle number one bestseller.

That leads me to another point: don't be afraid to charge for something you used to give away. If you've created a free report to give away to build your list, and the info is still relevant, it would probably make a great Kindle book.

If you don't think your report is worth at least 99 cents, you probably shouldn't be giving it away.

9. Royalties and Getting Paid

The payments Amazon makes to you for sales of your Kindle books are called royalties, just like they are for authors who write "real" books.

You get to set the price of your book (see more on this in a later section), anywhere from 99 cents to \$200.

If your book is in the \$2.99 - \$9.99 range, you can get a 70% royalty (minus a "delivery charge" of a few cents, based on the size of your book, but to keep things simple I will mostly ignore that fee in this book).

If your book is above or below that range, you get 35%.

What does that mean? It means \$2.99 - \$9.99 is where Amazon wants you to price your book. Kindle customers have been trained to expect books in that price range.

It's fine to go lower: 99 cents is a good starting point, to get some sales, reviews, and momentum for your book. I start most of my books at that price, then raise them to \$2.99, which is where the royalty rate doubles. For that reason I don't see much point in using a price like \$1.99.

Here are some sample prices and royalties:

Price	Royalty
0.99	0.35
1.99	0.70
2.99	2.10
4.99	3.50
9.99	7.00
10.00	3.50
14.99	5.25
19.99	7.00

You might think that a higher price means fewer sales and therefore less profit, but that's not always the case. Sometimes a higher price results in more units sold, because some people assume a higher price means higher quality. But even if fewer copies are sold, the profit could still be higher at a higher price.

Consider the difference between 99 cents and \$2.99. The price triples, but the royalty goes up by a factor of six, due to the change in rates. In other words, you would have to sell six times as many books at 99 cents as you do at \$2.99 to make the same amount of royalties. Is that likely? I don't know, but my guess is that most books would not sell six times as many books at that lower price. Maybe two or three times, but six seems like a stretch.

The only way to know is to test it, but you can't do a true split test on Amazon. All you can do is change the price and see which sold more copies in a certain amount of time, but you won't know how many visits each version got, so you won't really know if any difference in sales is due to the price change or some other factor.

As you can see from the chart, \$10 is about the stupidest price you could charge, because you could go a penny less and make twice as much per sale.

In fact, the whole \$10-20 range is the Stupid Zone since it pays out no more (and usually way less) than a \$9.99 price does. Yet I see prices like \$10.99 all the time in the Kindle store.

The only reason I can think of to price a Kindle book in the \$10-20 range is if you have a printed book selling in that range or higher, and you don't want to reduce the Kindle price too much. For example if your print book is \$19.99 and you think pricing the Kindle edition at \$9.99 might hurt print sales, you could set the Kindle price at something like \$15.99 so it's still lower, but not too much lower. Some customers would decide to go ahead and spend the extra few dollars to get the print book, which is what some authors would prefer, even though they would make a lower profit per copy.

As for getting paid, you can choose direct deposit (\$10 minimum) or paper check (\$100 minimum). Amazon pays Kindle royalties monthly, two months behind. So if you made sales in March, you would get paid in June, if you earned at least the minimum for your payment method.

That means Kindle publishing is not a quick cash method, since you won't see a dime for at least 60-90 days after your first sale, regardless of how much you sell. Don't worry about it, since you will get paid when the time comes, but be aware of what the schedule is.

10. The Customers Are Amazon's, Not Yours

If you're used to selling your own products directly from your own website, you understand the concept of building a customer base and a list of buyers. At least I hope so, since you get the names and email addresses of your customers when they buy from you.

You may be unpleasantly surprised to find that this is not the case with Kindle books, since people buy them from Amazon, not you. You are just the supplier of the product, and this is how things work in the real world.

Amazon doesn't give you the names or email addresses or any other info about the people who buy your Kindle books. They just tell you how many copies were sold of each book, and in which countries.

If you're used to building buyer lists and selling other stuff to those people, this may be a major bummer.

The news is not all bad, however. Since the customers are Amazon's, you don't have to deal with them at all. No download problems, no refund requests, no questions to answer about the book, or anything. So if you find yourself checking your business email or help desk every hour to see if there are any customer issues to handle, you won't have to do that with Kindle.

If you want customers to be able to contact you, put contact info in your book. I would suggest using a help desk for this, but I have seen authors include email addresses. (If you go that route, set up a separate address.) I would also include a statement that you can't promise a response to every message you receive.

OSTicket is good, free help desk software, available at osticket.com and also often included in Fantastico for fast installation, if you have Cpanel hosting.

Here's a way to get some of the Kindle customers on your list: Put together some kind of bonus (video, audio, PDF report, etc.), set up a squeeze page for it, and mention it in your book.

I usually set that up as the last page of the book, with a headline like "A Special Gift for Readers of My Book." Then describe what the bonus is, explain that the reader needs to click the link to get it, and send them off to the squeeze page.

Obviously, for this to work well, your bonus needs to be related to your book. It should be something that complements the book but isn't needed for the book to be complete. In other words, don't make your bonus be the final chapter of the book that

should have been included inside the book itself, or that will just make people mad.

Audio and video are especially good for this purpose. Since it's not practical to put those inside a Kindle book, you can use that to explain why it's a separate bonus.

11. Choosing a Good Title

Titles are important for any book, but even moreso for books sold on a site like Amazon, where many customers will find your book by doing a search. At this point assume they don't know your book exists and ask yourself what someone who wants your book might search for.

That means your title should have good keywords in it, keywords that get a lot of searches. Your title should have as many good keywords in it as possible, but still make sense and sound like a book title, not a list of keywords. One good way to do this is to use a subtitle since you can fit more keywords into it and still look legit.

Here's an example: One of my books started as *Listbuilding 101*, since it's aimed at complete beginners. I was curious whether *listbuilding* should be one word or two, since I've seen it both ways.

Since Amazon doesn't have a keyword tool (at least, not one that gives numbers of searches), I put *listbuilding* into [Google's keyword tool](#) and was shocked at the results. Here are some of the keywords it returned:

keyword	competition	monthly searches
listbuilding	low	14,800
list building	low	165,000
email list	medium	550,000
how to build a list	low	301,000
build a list	low	301,000

What shocked me was that *list building* as two words gets about 11 times as many searches as the one-word version. So guess which version I used in the title?

I saw that *email list* gets over half a million searches a month, so I stuck the word *email* in the front of my title, which was now *Email List Building 101*. (I also like having *email* in the title to make it clear what kind of lists the book is about.)

For the subtitle, the keyword *how to build a list* looked pretty good, and since I wanted to make it really clear who the book was for, I stuck *for beginners* on the end.

My final title ended up as [Email List Building 101: How to Build a List for Beginners](#) which I think still sounds like a nice book title yet manages to cram in all five of those keywords above, without looking like it.

Another tip: keywords that overlap or are contained within other keywords are money.

Keep in mind that the Google tool tells you what happens on Google, not on Amazon, but if lots of people are searching Google for something, those who are book buyers are probably searching for it on Amazon, too. Also, Amazon product listings often rank very well in Google, so there's a good chance that someone may find your Kindle book via a Google search and go directly to it, without searching on Amazon.

The *competition* column is useful for picking keywords that could rank well in Google, but it doesn't indicate how competitive a keyword is on Amazon. For that, do an Amazon search to find out how many results it returns.

You can search all of Amazon, all books, or just the Kindle store, and it can be interesting to do all three searches to simulate what shoppers do. Some people are specifically looking for a Kindle book, some are shopping for a book in general, and some are looking to solve a problem or are pursuing some interest they have and aren't even thinking about books, but end up buying one that comes up when they search for something else.

Real-life example: a few months ago I bought a new bicycle, and although I ended up getting it at a local shop, I've done a lot of shopping on Amazon for bikes and accessories and have bought several Kindle books on the subject that came up while searching for those other products.

12. Covers

A nice cover image is critical to make your listing look professional and not like something at a flea market. Considering how cheap and easy it is to get a nice cover image made, there's no excuse for not having a nice one.

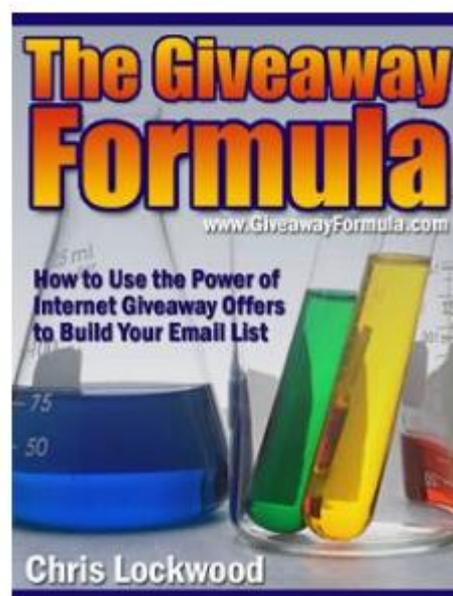
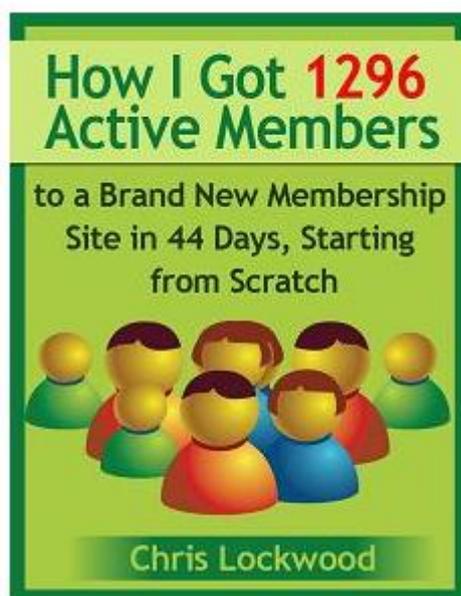
People will judge your book by its cover, especially online, where they don't have much more than the title, cover, and description to go by. And other than the title, the cover is often the first thing they see. The cover shows up not only on your book's listing page, but in searches and on bestseller charts, neither of which have descriptions.

A great place to get a cover made is fiverr.com, where \$5 is the normal price of almost everything. I usually order my cover as soon as I've nailed down the exact title of the book.

A flat cover looks better for Kindle purposes than a 3D one. The cover is used on your listing page and inside your book, so it needs to look good full size and shrunk to tiny size.

Tell your graphics person that your cover is for a Kindle book, and if they are any good they will know what size and file type to make it.

Here are some awesome examples from my own books:



Notice how the titles and author names are clearly readable and there are bright colors that grab your attention.

13. Formatting a Book for Kindle

Kindle books have their own file format, different than what is used by other ebook readers such as the Nook from Barnes & Noble.

The best way to start is with a Word document, which you can also create with the free [OpenOffice](#) software.

Your document should have no page headers or footers and no page numbers or mention of them, since Kindle books don't have page numbers. If you have a statement like "See the picture on page 34" you need to reword that.

It's good to have a table of contents, for at least two reasons. It makes your book easier to navigate and more professional-looking. It makes your free sample look nicer.

Every Kindle book has a free sample, which is the first part of the book (10%). So if you have a table of contents near the beginning, it will be included in the free sample and will help readers see exactly what's in your book.

I like to have at least ten items in the table of contents, or else the book looks sparse. You can put whatever items in it that you want; it doesn't have to be just chapter titles. You can use major sections within chapters, too- whatever makes sense for your book.

The table of contents should be just hyperlinks, no page numbers needed, so people can click a link to jump to that part of the book. See the TOC of this report as an example. Word and OpenOffice can quickly generate a table of contents for you: look for a menu item called *Indexes and Tables*.

Remove any bullets or numbering, because they get dropped or look terrible in the Kindle format. If you have a bulleted list, replace the bullets with dashes, or put blank lines between each item, or find some other low-tech way of simulating a list.

Don't worry about specific fonts, because usually either the device or the user controls that. So if you create your book in **Comic Sans**, as awesome as that font may be, it's probably not going to be in that font when people read it. The same is true for font sizes.

Text effects like **boldface**, *italics*, and underlining are preserved when converting to Kindle, so use bold or italics to emphasize certain words. I'd be careful with underlining, though, since links are usually underlined, so people may mistake your underlined words for a link and get confused when they click and nothing happens.

Colored text is also preserved, on color devices. But since many people have grayscale Kindles, don't rely on the text being in a specific color.

A book is more readable if you put a blank line after each paragraph, as I'm doing here. However if you insert multiple blank lines, that may translate as one line. The Kindle also has an annoying tendency to insert multiple blank lines where you only had one. It's like it decides which paragraphs to show on the current page, then tries to vertically center them.

Use this report as an example. Even though you're probably reading it in PDF format, I have deliberately formatted like I would prepare a Kindle book (except for bullets and numbered lists). Notice there are no page numbers, headers, or footers. The table of contents is formatted just like I would do it for Kindle. Since the contents are clickable, there's no real need for page numbers here.

Amazon accepts files in a number of formats, even including Word documents, PDFs, and txt files. They all get converted to the Kindle format when you publish them. The problem with that is you can't tell what the book will look like in the Kindle format until you publish and download it. I'd rather see it and fix any problems before making it available to the public. It usually takes me a few passes through the book to get it just the way I want it. Most of that involves inserting page breaks.

You need to insert a manual page break wherever you want to force a new page, such as the start of a chapter or major section. In Word, Insert -> Manual Break -> Page Break. Don't try to force a new page by inserting blank lines; that won't work.

I use a free Windows program called [Mobipocket Creator](#) to create a file in .prc format, which is what I submit to Amazon.

On a Mac, that program may or may not work on a Windows emulator. If not, you can use [Calibre](#).

There are other ways to do this, but this is what works for me:

1. Get the document looking nice in OpenOffice's word processor, saving in its native odt format. (If using Word, save as doc.)
2. When the book looks ready, save as HTML. (Only edit the doc or odt file, not the HTML one.)
3. Import the HTML file into Mobipocket Creator. Enter title, author, and cover image in the Metadata section.
4. Run the Build option in Mobipocket Creator and fix anything that caused a warning message in that process.

5. Use the Preview option to view the book in Mobipocket Reader.

6. If there are any formatting issues (there usually are), go back to step 1 and fix them. It usually takes me a few passes to get everything just right.

7. If the book looks fine in Mobipocket, copy it to a Kindle if you have one. Connect the Kindle to your computer with the USB cable that came with it (the charger). It should appear as a new drive. Open the Documents folder on the Kindle and copy your book there. Disconnect the USB cable and turn on the Kindle. Your book should appear on the home page. Page through it and make sure everything looks good.

I like to do step 7 since I have a grayscale Kindle and I want to make sure any images (which are in color) in the book look good converted to grayscale. This is also a time to find more places to insert page breaks. Go back to step 1 if anything needs fixing.

8. I email the book to myself and view it on my iPhone. If you have the free Kindle app installed on your phone, opening the book attachment on your phone should bring up the Kindle app. This would probably work the same way if you have an Android or Blackberry.

9. If I'm happy with how the book looks on my PC, Kindle, and iPhone, I'm ready to publish it. If I had an iPad I would probably look at it there, too, but I doubt I'd find any major problems if it already looked right on the first three devices.

If you use Calibre instead of Mobipocket Creator, the process is essentially the same as I have detailed here.

Don't let this process scare you, since you can resubmit your book if you find any issues after publishing it. This is easier than it may sound, and is definitely less work than building a website, download page, and hooking it all together.

On the webinar series I'll walk you through this process step-by-step, if you find it easier to learn this type of thing from a video.

You can sign up for the webinars in your [Kindleology members area](#) if you haven't already done so.

14. Publishing a Book

Once you have your book formatted, publishing it for Kindle is pretty easy.

If you don't already have one, create a free Kindle publisher account at <https://kdp.amazon.com> – you only need to do this once. You can publish as many Kindle books as you want from one account, and each book can have its own author name. In fact, it clearly says in the Kindle publisher TOS that you're only allowed to have one KDP account, and people have been kicked out for violating that rule.

KDP stands for Kindle Direct Publishing, which means submitting your Kindle books directly to Amazon's site rather than through a third party.

Before you publish your book, write a good description for it. Many Kindle books have 1 description s that suck. Amazon gives you 4000 characters to work with, so don't post a boring one or two sentence description.

Hint: Your description is a great place to stuff, umm, I mean insert, many of those keywords you found with the keyword tool.

Write some good bullet points, a headline, an opening sentence, and a closing sentence or two, and you'll be in the top 10%. If your book already has a sales letter, just copy those elements from it.

The reason I say to write this before you publish is so that you don't write a lame description while rushing to fill out the form to submit your book. Write the description first, then copy and paste to the form.

Look at some of my books for examples:

[How I Got 1296 Active Members to a Brand New Membership Site in 44 Days, Starting from Scratch](#)

[Email List Building 101: How to Build a List for Beginners](#)

[The Giveaway Formula: How to Use the Power of Internet Giveaway Offers to Build Your Email List](#)

Gather the following items before you publish:

- the awesome description you wrote
- your book's exact title
- a list of up to 7 keywords (these don't appear anywhere but are apparently used just for search, so use what you want to be found for)
- your cover
- your book file
- two categories to list your book in

To publish your book, go to your Kindle publisher account. Click on Bookshelf at the top. This is the page that will list all your books.

Click the Add New Title button and fill out the form, which should be pretty easy since you have gathered everything you need, right?

Once you save the form, you'll be taken to a page where you enter prices for your book. You can set a different price for each of the countries listed or just have your US (or home country) price automatically converted to the other currencies.

After you submit that second page, the publishing process begins. On your Bookshelf page you should see your new title listed with a status of *In Review*. If everything is OK, that will soon change to *Publishing*, which seems to mean your book is not going to be rejected.

Once your book is available for sale, the status will say *Live*, and you should receive an email indicating this. The email will contain a link to your book's listing page. Save that link so you can find the book easily.

I've noticed that the search function often won't find a brand new book, even if you search on the exact title. It seems to take a few hours for glitches like that to work themselves out.

Although you should try to get everything right the first time, don't panic, since you can go back later and fix things if necessary. Simply click on the book on your Bookshelf, which will take you to the publishing screen. Make any changes you want and publish it again. That will just update your book's listing on Amazon, which usually takes a few hours. In the meantime, the old listing will still be on the site.

For your convenience, the main steps in this chapter are listed in the appendix called *Publishing Checklist*, at the end of this report.

15. KDP Select

I probably should have covered this topic earlier, but you didn't publish your book before reading this entire report, did you?

Another decision you need to make when publishing is whether to enroll your book in KDP Select. It's a program where you give Amazon exclusive digital rights to your book for 90 days in exchange for certain benefits.

The agreement automatically renews every 90 days unless you tell Amazon not to renew it, but once you're in it, you're in for the current 90-day period.

Exclusive digital rights means you can't sell or give away the book in any electronic format in another store or your own website. This does not affect the printed version of your book, if you have one.

You can enroll your book in KDP Select when you publish it, or go back to your Bookshelf later and do it then. So if you jumped the gun and published your book before you read this page, don't panic. I was just messing with you.

The first benefit is the option to make your book free for up to 5 days in the 90 day period. That can be 5 days in a row, or 5 one-day periods or however you want to schedule the days.

Why give your book away? The point is to get exposure, generate goodwill, and hopefully get some positive reviews and warm fuzzies for your book.

This makes the most sense for a book you're not already selling elsewhere, and when you have other related books under the same author name already in the Kindle store.

It can work well for something like serial fiction, where you give away the first book in the series to get people hooked, then sell the rest. It works best if your book is actually good.

The hope is that some of the people who get your free book will buy some of your other books, but that won't happen if you only have one Kindle book.

The second benefit of KDP Select is that you can put your book in the Kindle Lending Library. This lets people borrow your book for free, but you still get paid. To borrow the book, the customer must be an Amazon Prime member and must have a Kindle. They can only borrow one book per month and can keep it as long as they want, but can only have one book borrowed at a time. (If you're wondering how it's possible to borrow an ebook, it gets deleted from the Kindle when the person returns

the book or ends their Prime membership.)

Amazon sets aside a pool of money each month, recently in the \$600,000 range, which gets divided among the publishers of all the books that were borrowed that month. So you won't know until later what each borrowing of your book will pay you, but in recent months it's been around \$2.

So does it make sense to put your book in KDP Select or not? There's really no universal answer; it's going to depend on your book.

My best advice is to wait until you have multiple, related books in the Kindle store, then try enrolling one of them in KDP Select. Schedule a free promo and see what happens. If you aren't happy with the results, cancel the renewal.

Even when offering your book for free, you'll probably need to promote it to get some attention for it, although it would be fun to see what would happen if you made your book free for a day and did nothing else.

The first time I did a free promo, it was for one day. I promoted it only with a few posts on Facebook, Twitter, and Google+. I ended up with 265 free downloads for the day.

I did another free promo for the same book without mentioning anywhere that I was doing so. It was a two-day promo and resulted in about double the number of downloads the previous promo got, despite no effort on my part. That's probably because the book had already hit number one, so people were finding it and just grabbing it for free those two days.

Some people I know have gotten way more free downloads of their book in a day than I have. It depends a lot on how mainstream your book is. Topics like fitness or recipes have a much wider appeal than something like Internet marketing, which is what that book is about.

If you're hoping for a flood of reviews from doing a free promo, you may be disappointed. Most authors I know who have done them got no more than one review out of hundreds of free downloads.

If you're not already selling your book elsewhere, there's no real downside to trying KDP Select.

[Read more about KDP Select here](#)

16. Anatomy of a Sale

I know you've been wondering when I was going to explain how to sell more Kindle books, so let's look at what has to happen for someone to buy your book.

Two main things:

1. They need to find your book in the store. (traffic)
2. The listing needs to make them want to buy your book. (conversion)

This probably sounds pretty basic, but it's important to understand. It doesn't matter how great your book is or how compelling your description is if people can't find your book in the store. And it doesn't matter how many people see your book listing if the description sucks or the cover or something else scares them away. So you need to work on both sides of this.

So how will people find your book in the store? Some may already be aware of it because you or someone else mentioned it on another website or in an email, and the customer either followed a direct link to your book's listing or looked for the exact title.

Just think about your own behavior. You've probably gone into a bookstore at least once knowing exactly which book you wanted before you got there. You've probably also gone there knowing you wanted a book on a certain subject, and I'll bet you've also gone in and just wandered around looking and ended up buying a book on some random subject because it caught your eye.

In most cases people will find your book either by searching (on Amazon or an external search engine like Google) for keywords or browsing (categories, bestseller lists, etc.)

That means we want to optimize our book listings so our books appear high in the rankings for our keywords on Amazon and external search engines.

It also means we want to get our book ranked as high as possible on the Amazon charts, such as Bestsellers, Hot New Releases, and Top Ranked.

Lucky for us, Amazon maintains those charts for every category in the store and updates them hourly, meaning there are many opportunities to have a high-ranking book, although it may not last for long (which is why we grab screenshots for proof).

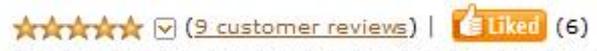
17. Amazon SEO

Amazon is not just a store; it's also a search engine, which just returns results from its own site. Just like Google, it has its own algorithm (which it doesn't make public) to decide which items to show in which order when someone does a search.

Here is my best educated guess on which things are probably included in Amazon's search algorithm, which means it's a list of things to optimize.

1. Title and author – This is definitely in there, and carries a lot of weight, because if you search on the exact title of a book, it will often show up at #1 even if the book doesn't rank well in other searches. I already showed you how to optimize the title.
2. Keywords submitted when you published your book – These don't appear to be displayed anywhere, and I can't think of any other reason Amazon would ask for them, other than to use them for search purposes.
3. Description – I'm positive this is in there, another good reason to have a long, keyword-rich description. This is a great place to put keywords you couldn't fit into your title or keyword list. Put them into the description where they make sense; don't just list a bunch of keywords there.
4. Sales rank – This is how well your book has sold compared to other books in its category and the Kindle store overall. Since Amazon's site is designed to sell, it only makes sense that bestselling products would rank higher than other products. To hit #1, just sell more books than the guy at #2. See how simple it is?
5. Customer reviews – People can rate your product from 1-5 stars, and besides showing the individual reviews, Amazon also calculates the average score and displays it as a graphic at the top of your listing, along with the total number of reviews. One of the charts, Top Rated, is solely based on this factor, so I would imagine it's included in the search algorithm, too. Probably the average score and total number of reviews are factored in. I doubt if the actual text in the reviews has any effect on rankings.

This shows up right below your title and author name:



6. Likes – Similar to Facebook, Amazon has a Like button, but it just increments a counter. It's not connected to Facebook at all, and there's no way to tell who pressed it. You can only press it once per account, and then it changes to say *Liked* as you can see above.

7. Tags – This is a feature many people don't seem to know about, maybe because it's near the bottom of the page:

Tags Customers Associate with This Product [\(What's this?\)](#)

Click on a tag to find related items, discussions, and people.

Check the boxes next to the tags you consider relevant or enter your own tags in the field below.

[email list](#) (1)

[internet marketing](#) (1)

[Agree with these tags?](#)

[email marketing](#) (1)

[list building](#) (1)

[See all 6 tags...](#)

Your tags: [list building](#), [internet marketing](#), [listbuilding](#), [email marketing](#), [email list](#), [build a list](#)

[\(Edit\)](#)

(Press the 'T' key twice to quickly access the "Tag this product" window.)

These are similar to tags you can add to a blog post in WordPress. Anyone can add them. In the picture above you can see the tags for a particular book with the number in parentheses of how many people assigned those tags to the product. This is another place to stick your keywords.

Since the only place the tags are shown is on the book listing, the only reason I can think of for Amazon to have this feature is to use them in searches. This is a way for customers and visitors (and authors/publishers) to assign keywords to a product.

It should be pretty clear how to optimize each of the factors on that list.

A few things you can do to get started as soon as your book listing is live:

1. Press the Like button.
2. Buy the book, so you have your first sale.
3. Add tags.
4. Ask people to review your book, and be sure to send it to them so they can read it. Very few customers write reviews, even if they love the book. (How many books have you read, and how many of them did you review?)

I'm always amazed (but not surprised) when I see a book with zero Likes, because that means the author or publisher didn't bother pressing the button. Don't you like your own books? I like mine, or I wouldn't publish them.

Some of the things on the list (anything keyword-related) will help you rank in external search engines such as Google. Another thing you can do to help with that is to build links to your listing page, just like you would build links to your own site.

Google already sees Amazon as an authority site, so many of the pages there rank well. Most people won't bother to build links to their listings, so it may not take too much effort to outrank them, even if their book sells better (since sales rankings won't affect external search rankings).

In the webinar series we will take an in-depth look at Kindle book listings (including yours, if you volunteer) and see how they could be improved.

18. Checking Sales

Once your book is live, you'll be eager to check your sales. Amazon does not send you an email when you make a sale. You have to look at reports, which you'll find in your KDP account. See Reports at the top next to Bookshelf.

There is a time lag in the reports, which seems to vary, but appears to be up to a few hours.

Month-to-Date Unit Sales gives you a breakdown for each book for the current month, listing number of sales, refunds, and units borrowed. Unfortunately it doesn't break down sales by day, so you can't easily tell how many books you sold today vs. yesterday,, unless you keep track of the numbers and note the difference from one day to the next.

Note: That chart initially just shows sales from the US (at least in my account, since I'm based in the US). To see sales from other countries/regions you have to select them from the dropdown.

Prior Six Weeks' Royalties breaks down your sales by title and week, showing you exactly how much you've earned for each book, as well as the total for the period. Again to see numbers from other countries you have to use the dropdown.

It may be surprising to hear that 35-40% of my royalties come from the UK, considering that the US is a much bigger market, and that I don't have any books targeted to the UK, such as haggis recipes or secrets of the royal family. But my books are in English, so I guess that helps.

It would be nice if Amazon had better reporting that let you specify date ranges and products, like what Clickbank has. It wouldn't surprise me if they improve this feature, just don't expect them to ever give you any customer information.

Prior Months' Royalties is similar to the second report, but it's downloadable in Excel format and is scheduled to be available by the 15th of the following month.

19. Pimp Your Listing

When you publish your book, the description field is just plain text. You may have noticed some books (such as mine) that have enhanced effects in their listings, such as boldface, italics, and bullets.

To add those effects, you need to go through the side door known as [Author Central](#). This was originally created so authors of "real" books could add things to their listings, which are otherwise controlled by the publishers.

To use Author Central, you first have to tell Amazon which books are yours, since it's separate from KDP.

Go to Author Central and look for the Join Now button on the right.



The image shows a light blue rectangular box containing the Amazon Author Central sign-in and registration options. At the top, it says "Already a member? Sign in to access your account." Below this are two input fields: "E-mail address" and "Password". To the right of the "Sign In" button is a link for "Need help?". Below the sign-in section, it says "New to Author Central?" and features a "Join Now" button with a right-pointing arrow.

Click that button and log in with your existing Amazon account, the one you use for KDP.

Click on Books at the top of the page, then click the Add More Books button.

Enter your title or author name and press Go. When you find your book on the next screen, click This Is My Book below it.

You may need to go through an email confirmation process to prove it's your book and not someone else's. Just jump through the hoops and claim your book.

Once your book has been added, click on Books at the top and it will list all your books. Click the book's title to be taken to a page where you can pimp out your listing. Add bold, bullets, etc.

You may also want to fill out some of the other items, such as About the Author. Any of them that you don't fill out will not appear on your listing at all.

Any changes you save here will show up fast on your listing page, sometimes within minutes, much faster than going through the KDP publishing process.

If you want to change the price or cover or upload a new version of your book, you'll have to go through KDP. That makes sense, because those are publisher functions.

If you publish under multiple author names, you can access all your books from one account. Use the process above to find a book (regardless of author name) and claim it, then if the author name is different it will ask you if you want to add that author name to your account. Then you can switch between authors by using the tiny dropdown at the upper right of the page.

20. From the Horse's Mouth

I recommend reading this free official Kindle guide published by Amazon:
[Publish on Amazon Kindle with Kindle Direct Publishing](#)

That itself is a Kindle book, so if you haven't yet experienced one, that would be a good place to start.

Familiarize yourself with the [Kindle Publishers TOS](#) here since if you publish Kindle books you're bound by them. There's a link to that at the bottom of the KDP section of amazon.com.

In this context *publish* just means the act of submitting your book to Amazon via its site.

By the way, Amazon does not charge any fees to become a Kindle publisher or publish your books. It takes a percentage of your sales before paying you, so in the unthinkable worst-case scenario where your book doesn't make any sales, Amazon won't charge you anything.

21. Other Marketplaces

As I said before there are other places you can publish your ebooks for various devices. I would start with Kindle since it's the most popular platform right now, but once your book is there, you might as well submit it to the other sites, unless you've given Amazon an exclusive by enrolling the book in KDP Select.

Two other reasons to sell through these other sites- to spread your risk in case something happens to one of your accounts and to reach customers in countries where some of the sites don't operate. For example it seems that Kindle books are only available from amazon's sites in North America and Western Europe, while Apple is more worldwide.

Bonus third reason: everyone else is talking about Kindle, so there is less competition on the other sites.

The process to work with these other sites is pretty similar to what I've told you about Kindle: format the book, submit it, wait for it to be approved, and start making sales.

I'm not going to go into great detail about the other sites, partly because this report is about Kindle and also because I have less experience with them. I may update this report with more details on these other marketplaces once I've learned more, so stay on my list to be notified when a new version of this report is available.

I will discuss the other sites in what I consider to be descending order of importance.

22. Barnes & Noble (Nook)

Barnes & Noble's Nook platform is so similar to Kindle that it looks like they just copied what Amazon did. The devices are similar, the submission process is almost the same (but in my experience, slower), and even the royalty schedule is very close, except that B&N pays 40% in situations where Amazon pays 35%. No ISBNs are needed.

One key difference is the file format. Nook uses epub, as do many of the other non-Amazon sites. You can create an epub file using the Calibre software I mentioned earlier. It's available for Windows and Mac.

One advantage B&N has over Amazon is physical bookstores. If you go into one you will probably see the Nook prominently featured where customers can play with it and buy it. Then they can buy Nook books from the device itself, without ever going to the bn.com website. (Yes, the Kindle is also available in some physical stores such as Target, but Amazon doesn't have its own stores.)

Free Nook reader software is available for most of the same devices as the Kindle software.

To get started, create an account at <http://pubit.barnesandnoble.com> and be sure to read the [FAQ and TOS](#).

23. Apple iBooks

I don't have to tell you how hot the iPad, iPhone, and other Apple gadgets are, so it wouldn't hurt to get your books in their store. Even though Kindle and Nook books can be read on Apple devices, some Apple fanatics might prefer to buy their ebooks directly from Apple.

[iBooks FAQ](#)

[Apply for an account here](#)

Note that Apple has more cumbersome requirements than the other sites I've already covered. For example it requires your book to have an ISBN.

Apple itself suggests you might want to go through an aggregator, a third party that submits books to Apple, such as [Smashwords](#). Apple pays a 70% royalty, but if you use an aggregator, it will take a cut of that. Smashwords pays 60% on iBook sales.

Companies like Smashwords can also submit your book to Barnes & Noble, if you'd like lower royalties.

On the webinar series we will cover some of these other ebook stores such as Barnes & Noble and Apple and how to work with them, even though the series is primarily about Kindle.

You can sign up for the webinars in your [Kindleology members area](#) if you haven't already done so.

24. Collecting Evidence

I love collecting screenshots like these, and you should learn to enjoy it, too. It's fun to see how many categories you can hit the top 10 in, or even number 1.

When you achieve success like this, grab screenshots so you can remember it. The charts are constantly changing, and you never know how long your book will stay at a certain spot. In Windows the PrtSc key will save a screenshot to the Clipboard, then you can paste into any graphics program, such as Paint, to crop the image.

Even if no one else ever sees them, graphics like these can be pretty motivational. I also love seeing these from other authors and publishers who are doing well with their books

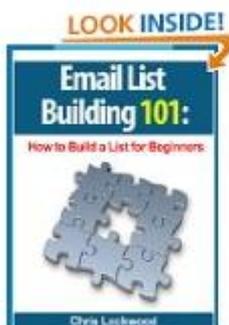
Amazon Best Sellers Rank: #19,265 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Direct](#)

#5 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Computers & Internet](#) > [Web Marketing](#)

#9 in [Books](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Direct](#)

Hot New Releases in Web Marketing



1.

Email List Building 101: How to Build a List for Beginners

Chris Lockwood

★★★★★ (2)

Release Date: February 22, 2012

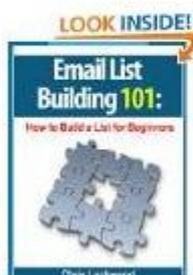
Kindle Edition

Auto-delivered wirelessly

Kindle Price: **\$2.99**

Best Sellers in Direct Marketing

Top 100 Paid



1.

Email List Building 101: How to Build a List for Beginners

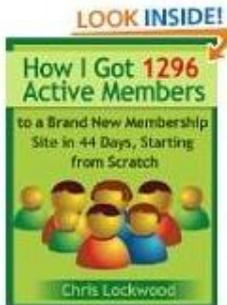
Chris Lockwood

★★★★★ (2)

Auto-delivered wirelessly

\$2.99

Top Rated in Direct Marketing



1.

How I Got 1296 Active Members to a Brand New Membership Site in 44 Days, Starting from Scratch

Chris Lockwood

★★★★★ (8)

Kindle Edition

Auto-delivered wirelessly

Kindle Price: **\$2.99**

Best Sellers in Direct Marketing

The best items in Direct Marketing based on Amazon customer purchase

Top 100 Paid

To



1.

How I Got 1296 Active Members to a Brand New Membership Site in 44 Days, Starting from Scratch

Chris Lockwood

★★★★★ (4)

Auto-delivered wirelessly

\$0.99

Hot New Releases in Direct Marketing

The best-selling new & future releases in Direct Marketing. ([Learn more](#))



1.

How I Got 1296 Active Members to a Brand New Membership Site in 44 Days, Starting from Scratch

Chris Lockwood

★★★★★ (2)

Release Date: February 13, 2012

Kindle Edition

Auto-delivered wirelessly

Kindle Price: **\$0.99**

Amazon Best Sellers Rank: #24,829 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Direct](#)

#12 in [Books](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Direct](#)

#15 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Computers & Internet](#) > [Web Marketing](#)

Conclusion

I hope you found this report useful. Thanks for reading it.

To see a list of some of my Kindle books check out my [author page](#).

Please let me know if you find anything in this report that needs updating and also let me know how your Kindle efforts go. You can contact me via the [help desk](#). Just use help topic *Kindleology* there.

Stay on my Kindleology list for updates to this report.

My blog and email newsletter is at LockwoodLetter.com.

To learn a lot more about Kindle and self-publishing than I can cover in this report, check out the Kindleology webinar series if you haven't already signed up.

You can sign up for the webinars in your [Kindleology members area](#) if you haven't already done so. You have the option of doing that whenever you are ready; I didn't want to force anyone to decide right away.

Of course the earlier you sign up, the lower the price will be, and you'll be able to get on more live webinars rather than just watch the recordings.

Chris Lockwood

P.S. Thanks to the people who helped or inspired me in the Kindle arena: Rich, JR, Chris, Jason, David, Brian, Mark, Joe, Nick, and the Academy.

Bonus: Publishing Checklist

You might want to print this page.

1. Choose a good title with appropriate keywords in it.
2. Get a professional-looking cover graphic made.
3. Write a great description for your book.
4. Choose up to 7 keyword phrases and 2 categories for your book.
5. Proofread your book, format it for Kindle, and check it in Kindle reader software (and/or an actual Kindle).
6. Gather the following items before you publish:
 - the description you wrote
 - your book's exact title
 - a list of up to 7 keywords
 - your cover
 - your book file
 - two categories to list your book in
7. Log into your Kindle publisher account. Click on Bookshelf at the top. This is the page that will list all your books.
8. Click the Add New Title button and fill out the form.
9. Be patient and wait for the status to change from *Publishing* to *Live*.
10. Look for an email from Amazon with the link to your new book listing (if book was accepted) or a rejection.
11. Once your book is live, save the link to its listing page and check out your listing for any errors or typos.
12. Hit the Like button.
13. Add tags.
14. Ask people to review your book. Buy it for them as a gift or email them the file.
15. Pimp your listing as described earlier in this report.