The Kindle Profit System

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A Beginners Guide to Publishing on the Kindle Network

The Kindle Profit System: Learn How to Become a Kindle Publisher in Minutes.

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Introduction

A lot of up and coming writers ask whether to publish their own work online or do it the old-fashioned way. Of course this decision is not as simple as picking whichever you like. Each one has its own pros and cons that make the choice a tad more complicated.

Traditional Publishing

One of the best advantages of going traditional is the prestige of easier access to media and more street credibility. Shelf space is also a good means of promoting your book. Publishing your book this way also means an advance comes your way. You can write for this without worrying about sales although bad sales may affect future advances.

On the downside, you can expect lower profit per book usually at 10% royalty. Getting a deal can be quite difficult and once you do, you lose control over your book. You are bound by deadlines which may or may not be convenient for you.

Self-Publishing

In self-publishing, you retain control over your book and enjoy a much higher profit margin. This means you can update it anytime you wish. It is relatively inexpensive as long as nothing is outsourced. No need to get your book approved and you can work at your own pace. Switching to traditional publishing is always an option.

No advance means no money if no one buys your book. You do everything by yourself with no help in editing and proof reading. Formatting and cover design are all up to you as well. However, these can be outsourced for your convenience.

Chapter I: Kindle Bookstore 101: A Brief Review

Choosing the self-publishing route means Amazon will be your primary sales channel. It offers a number of advantages when publishing your book. First off, what is the Kindle Bookstore?

The Kindle Bookstore

In 2007, Amazon introduced the Kindle which is an electronic reading device. It makes use of wireless connectivity to allow users to browse, search and download eBooks, magazines, blogs, newspapers and other digital media. Content is downloaded off Amazon's own Kindle bookstore. From 88,000 digital titles, the library quickly grew to more than 765,000 titles by 2011.

Think of the Kindle bookstore as a search engine for books. Anything that ranks well and becomes popular does not need further promotion. The good news is that Amazon will pair books in the "bought with" section. This helps in providing more exposure for your books.

Though a relatively new phenomenon, book sales from the Kindle bookstore are increasing at a remarkable pace. With the success of the device, more and more people are buying books electronically. Amazon is clever enough to expand their customer base by offering a Kindle app for every platform there is.

In terms of volume, the Kindle bookstore offers a much more competitive offering than the big boys Barnes and Noble's. The diligent community of users who put out book reviews also helps.

While offline book sales are dropping, online sales are going the opposite direction. This trend is set to continue as predicted by experts.

If you plan to self-publish, selling your book via the Kindle bookstore is a must. But how exactly do you do this?

Publishing on the Kindle Bookstore

Being a published author on the Kindle bookstore is pretty straightforward. This is possible through the Kindle Direct Publishing (KDP) program. It allows you to participate in the 70% royalty program and your book becomes available in all Kindle devices.

To publish your book, you need an account and have it on file. It is recommended that it is uploaded in DOC or PRC format but other formats are accepted as well.

Any links in your eBook should be edited to be human readable. This is to allow them to type it in their browsers.

Formatting your eBook according to Kindle standards is a must. Page breaks must be avoided and proper coding must be observed to make it appear the way you want to. You can always make changes after uploading as you see fit. To make it easier to find your eBook, you want to select your keywords carefully. Keep in mind that rankings affect its exposure and with thousands of other titles you want to get this right for maximum exposure.

Although a product image is optional, it is recommended that you upload one anyway. Images may be uploaded in .tif or .jpg format of at least 500 pixels although 1200 pixels are recommended. An image also helps in selling your product. You can put any price for your eBook but remember that Kindle advertises these to be $9.99 or lower.

Chapter II: Reader-Oriented: Your New Mantra

Identifying the audience is one of the most important aspects of writing. Before you start writing, you need to know who exactly you are writing for. In other words, you want to narrow everything down and arrive at a point where you can start focusing the content of your eBook.

Writing For a Specific Audience

Identifying your audience makes your book more manageable. It also gives a huge advantage when it comes to marketing. Once this is out of the way, you can start ticking off items on a checklist. The following is a sample format you can use. However, it is up to you to decide which ones are relevant and which ones are not.

- o Age
- o Background Experience
- o Depth of Topic
- o Economic Status
- o Education
- o Ethnicity
- o Familiarity
- o Gender
- o Location
- o Profession
- o Interests
- o Loyalty to your writing

Every decision you make about your book will be based on these criteria. This includes vocabulary, sentence structure, tone, humor and imagery among others. In short, the content of your eBook should be done with your audience in mind.

After you start with your eBook, it is a good idea to keep this checklist as you progress. See if are still focused on writing for your selected audience based on the items on your list. If so then

keep doing what you are doing. If not, you want to make the necessary changes to stay on track.

As you can see, this means that you have to do a lot of research before starting your eBook. This is best done during the planning phase where everything is still being laid out. Writing for a specific audience also increases your chances at success. This is why it is so important to spare some effort and time into making sure that your eBook is focused.

Potential eBook Readers

Five years ago, no one would have known what an eBook was. This is how new his concept is. As such, eBook readers belong to the younger crowd of Generations X and Y. More often than not, these are the people who grew up with technology as their playmate.
Your audience then is technologically savvy and used to the on-the-go modern lifestyle.

If you are writing an eBook aimed at young adults in their early 20's, there is a good chance that it will do well in the Kindle bookstore. A large number of this crowd does their shopping online anyway. They are more likely to turn towards their mobile devices to read this content as well.

Conversely, an eBook aimed at an older audience may not enjoy as much success. Writing about popular activities after retirement may be profitable in bookstores but it may stagnate online.

This is another good reason for identifying your audience. It lets you see if your eBook idea will flourish or bomb. Many experts believe that this generation gap is set to disappear eventually. For the meantime it is there and you have to consider this in your decision. Five years ago, no one would have known what an ebook is, this is how new this concept is.

Chapter III: Niche vs. Mainstream: Finding the Balance

Writing for audiences means having to choose between mainstream topics and more specialized niche topics. This is one of the most crucial decisions you will have to make as a writer. Each one has its own pros and cons as discussed below.

Going Deep with Niches

Writing for a niche audience is a good thing because of the profit potential involved. More often than not, the information you need to present here is very specific. Details are very much needed which means a lot of research is required.

As such, the kind of writer needed when going deep is someone who knows a lot about something specific. You can quickly build an online reputation here and be recognized as an expert in the field.

Niche writing involves what to write about. It takes a special kind of writer to come up with content for niche topics. This means

there is less competition here which is a good thing in terms of making a profit.

Niche writing is not about writing things you like or what people enjoy reading. It is all about sharing content to those who want to pay for it.

Apart from enjoying less competition, your audience is also much more targeted. This makes coming up with useful content much easier. You only have to worry about a narrow band of topics. This makes earning a pay check easier.

On the other hand, you need to spend a lot of time on research to become an expert, otherwise you will find it difficult to come up with content. Niche writing is time consuming since it requires some heavy thinking. Another thing is that not all niches are profitable. Making the wrong decision could spell the end of your career.

Going Wide and Mainstream

Going wide means you write for a broader audience. Instead of coming up with topics for teenage girls, you can expand your base to include teenagers in general. This style of writing is versatile and can fit any writer's personal style.

When you go wide, it is much easier to write an eBook. You can pick up any topic you want and start coming up with content in a matter of minutes. Keeping this up is easy as well. There is no

need for long hours spent on research. Best of all, you can ride trending topics and include them in your writing for your benefit.

Writing for a more mainstream crowd is not without its pitfalls though. It is easy to go wide but this also means you have a lot of competition here.
This means it can be quite difficult to make money especially when you are a newcomer. Promoting your eBook is difficult and involves promotional costs as well.

Building a loyal following of readers is also a challenge. There is a good chance that not a lot of people are all interested in the same topics. On top of this, building up your online reputation is hard to do.

Chapter IV: Quantity and Quality: Low Prices Sell More

You can sell your eBook for any price you want as already mentioned in a previous chapter. Overpricing may be tempting but this is highly discouraged. This will only turn off customers amounting to small sales figures. In fact, selling at lower prices is the best way to go.

Do Not Overprice

Pricing an eBook is easier said than done. There is no printing, shipping, or distributing involved. The seller's cut is smaller as well. As such, there is no need to inflate the price to compensate

for expenses. Costs are much lower and everyone, including your readers, is aware of this.

Advertising and marketing costs for an eBook are not as costly as their printed counterparts. Only a handful of people are required to make an eBook which means less expense for overhead. The bottom line is that they cost less to produce. This is a good thing since people want it to cost less anyway.

People are biased against the true worth of downloadable content such as eBooks. Apart from low distribution and production costs, eBooks do not exist as hard copy. They cannot be shared or copied because of restrictions and proprietary format. All these things play in the back of your customers' heads. This is why they expect to pay less for eBooks. It is quite obvious now that overpricing is financial suicide. The only thing it is good for is driving potential buyers away. Jacking up the price too high will result in a boycott by readers. The most customers expect to pay for one copy is $9.99. Even at this level, some would already think twice of hitting the purchase button. Of course selling at a lower price does pose a risk for your profit as you want to cover your costs also. In general, an eBook priced at $2.99 tends to do well in the Kindle bookstore.

When Impulse Buying Takes Over

Selling at lower prices also has another benefit in terms of gaining profit. People do not mind making a purchase when they see a low price. They will not even think twice about clicking the purchase button. More often than not, people will act on impulse and buy a

low-priced eBook as soon as they see it. For instance, suppose that you are selling your eBook at $9.99.

Selling one copy is definitely a good thing for profit. However, selling a lot of copies poses as a challenge. It is just difficult to convince people that an eBook is worth that much. Now, assume that you are selling your eBook at $2.99. Sell one copy and there is not much difference. On the other hand, multiply these sales to a hundred and you would have sold a total amount of $299.00. This simple example highlights one important fact – selling at a lower price is more profitable than selling at a higher price. When people see lower prices, they will automatically consider making a purchase. This holds true for any product or service sold online or offline.

Chapter V: Professional Editing: An Objective Evaluation

Editing remains an important element even in eBook writing. This is one of the major influences on your eBooks' success. It ultimately plays an important role in developing a comfortable piece for your readers. Proper editing does not guarantee success but it does eliminate one of the major risks of bad sales figures.

Self-Editing is Not a Good Idea

Some writers decide to edit their own work. It takes a lot of time, costs a lot and tends to be emotionally invasive. Others just cannot bear to hear what needs to be fixed in their work.

After all the hard work put into it you cannot be blamed for wanting to skip this part. Editing is a critique that is why many writers decide against it.

In response, some writers just decide to take matters into their own hands. More specifically, they decide to edit their own work. Most do it to save money and cut down on expenses.

Having this service outsourced means spending money after all. Another thing of importance is to avoid wasting time as well. Pouring over someone's work can take a while.

More than these two reasons, it is the emotional toll that many writers want to avoid. On the other hand, self-editing is not the best solution. When personal feelings are used, the editor tends to have a biased opinion towards the eBook under scrutiny. As such, this can be very bad for turning up a profit.

Proper editing uncovers errors that need to be corrected. In the process, you as the writer should make the necessary changes to make your eBook better. With a mask of emotions on, you can easily overlook these errors and inadvertently publish bad copies. It is quite easy for people to pick up on these errors and when they do, you will start to lose your credibility as a good writer.

The Importance of Professional Editing

In place of self-editing, you should consider hiring a professional to do the job for you. Professional editors are capable of setting their emotions aside and focus on improving your work.

This helps reveal anything that needs to be changed, improved or taken out of your eBook. The end result is an eBook with better quality which your readers will admire.

Of course there is a fine line between hiring a professional and asking your friend to do the editing for you. Friends tend to lack the critique needed for editing an eBook.
They may have the best intentions at heart but the best does not always come out of this. They often lack the ability to make sure that the message of your work is delivered.

Sure professional editing does cost a bit and takes some time to complete. However, do consider the things you are getting out of it. Think of it as an investment that ensures you have better sales figures once the report comes up.

Before you publish, hire a professional editor to ensure the quality of your work.

Chapter VI: eBook Covers: Making or Breaking Sales

eBook covers are the first things that customers see before the actual content. As such, making a good first impression is important from the onset. From the title to the image, you need to get everything right to grab some attention.

Covers and Why They Are Important

Visual stimulation is great at turning potential buyer into paying customer. Covers are your first opportunity at convincing people to buy your eBook and not your competitors. Having a professional-looking cover also adds up to your reputation as a good and reliable writer. (For a good source for ecovers and templates see the important resources and links section at the end of this book).

More importantly, this helps people visualize what they are about to purchase. In a sense, this is where the content of your eBook begins. If they see your eBook as something that provides the answers they are looking for, they will have no second thoughts on buying it. People do judge by the cover of an eBook and you should always keep this in mind. Having a bad cover is bad for business – plain and simple. Customers will only suspect the quality of your work. Some may even go as far as questioning its legality. Buyers beware would be the perfect slogan here.

Apart from images, a good title gets you a long way as well. A title that is carefully written also acts as a good attention grabber. Remember that the purpose of a title is to provide a glimpse of the content of your eBook. The best titles tickle your customer's fancy and excites their senses. When you have done this, you know you have written a good one.

As you can see, a well-written title and a polished image both go together to make a great cover. If you want to sell your eBook, there is no way around these requirements.

Hire a Professional for a Great-Looking Cover

Many eBook writers say that they do not have the resources to create a good cover for their work. Luckily, this part of the eBook can be outsourced as well. Help easily comes your way when you hire a graphics artist to do the job for you.

As mentioned earlier, you must avoid a bad cover at all costs. While there are plenty of free templates scattered all over the internet, it is best to ignore these. You cannot rush quality and letting a graphic artist do his thing is a better idea. This also means that you will have to spend money for your cover.

The good news is that there are plenty of graphic artists you can hire off the bat. All you need to do is upload a job listing at the appropriate site and you are good to go. Sooner or later, freelancers are bound to answer the ad. Good freelancers can also be found at [Fiverr](#) where everything is five bucks.

When hiring for help, be sure that you do an extensive background check before signing them onto the team. Ask for their portfolio to see if they can meet your standards. Finally, be sure that they can meet the deadline you set.

Chapter VII: Self-Advertising Methods

Taking the self-publishing route means you have to do the advertising and promotions by yourself as well. The good news is that there are a few self-advertising methods you can choose from.

Amazon Product Page

Since you will be selling through Amazon's Kindle bookstore, it is important to have at least a basic understanding on how it works. Specifically, being aware of the inner workings of the Amazon Product Page is a must. However, this is one of the most misunderstood parts of this self-advertising method.

Many people waste the space provided in this page and pretty much fumble the ball. To put it simply, think of this as a small ad space in a glossy magazine. You need to build up hype to get your customer's attention. This is your chance to make a good first impression.

Excite your customer's visual senses with the right cover art. Avoid using bright colors and crowding your graphic. Your eBook should be placed in the right category as well. This makes tagging for relative content much easier and more effective.

The product description section is very important but often misunderstood. Instead of an actual description, it is better to use this space to promote the eBook or yourself.

Do not skip on any awards and distinctions you received. Remember to keep things short though.

Customers tend to stop reading this section so take this into account. If you have good reviews, this section would be a nice place to put them up.

The "bought with" and customer reviews sections are both important for your eBook's popularity. However, there is little you can do to control these sections. You will have to contend with what you can actually control.

Social Networks

More and more people are signing up for social networking sites. In fact, the average person spends most of their time on the internet checking their [Facebook](#)news feeds and [Twitter](#)tweets among others. With so many people within reach, it is a good idea to promote your eBook here.

Social network marketing does have its advantages. For one thing, it is easy to set-up. Maintenance requires a bit more effort though.

Another bonus is that this campaign will not cost you a penny. Creating an account is free and the only thing you need to spend here is some time and effort.

One thing that you can never take away from social networks is the close connection you get with your readers. People are more than willing to provide feedback through comments. Some would

even create their very own fan submissions which double your content. Your readers will surely appreciate it when you respond to their comments.

Social networking sites are also a good way to tap into the hottest and latest trends that people are interested in. This way you are aware of what the next big thing may be. You can ride this trend to your advantage and cash in.

The benefits of self-advertising through social networking are undeniable. For good measure, make your online presence felt on Facebook, Twitter, YouTube, Google+ and other similar sites. With account integration, you can post new content and keep in touch with your readers across all your accounts without a hitch.

Book Communities

When promoting an eBook, it's always best to target those people who are already familiar with it. You can do this over various online forums that cater to specific interests such as book reading. Book clubs also exist in the online universe so they are always worth checking out. Last but not least, there are sites dedicated to promoting eBooks as well.

Obviously, you cannot miss out on the opportunity of promoting your eBook on these kinds of sites. It has the advantage of reaching out to people who are already interested in buying them. Chances are most of your sales will come from these groups of people.

You can think of book communities as social networks for and by book enthusiasts. As with any kind of community, you should play your part here. This means contributing something useful such as tips, information and the like. This way you are seen as a respectable member of the group and not another business person out to get their money.

Another advantage here is that you build trust and close connections with other members of the community. Soon enough, you will be seen with respect and be considered an important part of the group.

Like in social networking sites, you will have to put time and effort in promoting your eBook in book communities. The rewards can be overwhelming though.

You can find these communities through a quick search online. Be sure to behave properly and follow the rules or risk getting booted out.

Search Engine Ads

When people have questions or are simply looking for something, the first place they turn to is the internet. You can find everything on the internet after all. Specifically, a search engine can find anything for you. This is why search engines such as [Google](#) and [Yahoo](#) attract so much site traffic.

With so many people visiting these sites everyday, it is a good idea to promote your eBook here. Luckily, you can do this through search engine ads. Such an advertising method is easy enough to understand. Whenever someone uses certain keywords related to your eBook as search terms, your eBook appears on the results page.

This means your ad can potentially receive a lot of exposure. More exposure means more chances of reaching your target audience and converting them into paying customers. The targeted audience works to your benefit in terms of conducting a successful advertising campaign.

The most common type of search engine ads is pay-per-click (PPC) advertising. This involves charging advertisers every time the ad is clicked hence the name. Fees vary widely depending on the level of competition that exists for the keywords you choose. However, the disadvantage of launching a PPC campaign is that you are charged every time your ad is clicked on even though you may not realize any sales from the visitor.

Signing up for PPC advertising is fast and easy. You are most likely to sign up with [Google AdSense](#) if you decide to promote your eBook this way.

Ranking plays a huge role here and you want to come out on top for maximum exposure. The good news is that there are plenty of tools that help you do this.

Video

In most cases, promoting using text is enough. On the other hand, the power of images can never be underestimated. People are just more likely to relate to your message when presented with an image, or better yet, upon watching a video about it. Name recall and brand recognition are two bonuses that go with video marketing as well.

Most videos are uploaded and seen via [YouTube](). Users are free to upload their own videos and comment on others. As such, the site is one of the most frequently visited on the internet and actually ranks third. Uploading videos there is also a great way to tap into a crowd of site visitors.

Ads are usually placed as part of videos or can be what the video is about. It provides a brief but more detailed preview of a product. Unlike text and still pictures, videos have the advantage of staying in a person's memory longer.

When videos grow popular enough, they have the potential to go viral. This means they can be shared around by almost everyone on the site. It is not uncommon for these videos to reach a million views when this happens. Now imagine that your eBook promotion earned a spot at a viral video. You are talking major exposure here.

Coming up with content for your video campaign is as important as your text ads. It is important to keep it short but rich in content. Try to aim for around three to four minutes of content.

Word of Mouth

Finally, you can promote your eBook via word of mouth. This method does not require as much effort as the others once you get it going. In fact, you do not even have to do much at all. Another thing is that this ad campaign is completely free. Getting the ball rolling is a bit tricky though.

First off, you have to generate hype around your eBook. When this happens, people are bound to get excited and spread the word themselves. It is important to meet these expectations though or else this campaign will fall flat.

Starting this campaign is best done through other means such as social networks and video marketing. Encouraging enough people to jump on the bandwagon is important as well. The more the merrier applies here.

Other reliable means of spreading via word of mouth include your very own social network. You can always start with family and friends and work your way outside your social circle. Soon enough, your campaign will reach farther than you expect. Rumors do spread like wildfire which is good for increasing your eBook's exposure.

Advertising by word of mouth also has a unique advantage. You may not know this but people are more likely to trust the word of someone they know. This is what makes this advertising method such a huge success.

Jumpstart your word of mouth advertising when you send out free copies of your eBook for review. Providing a sneak peek for a few select users is a good idea as well.

The Final Formula: Putting it All Together, How to Publish Your ebook on Kindle

Self-Publishing on Amazon's Kindle Bookstore in 7 Easy Steps

Getting published through the Kindle bookstore is quite easy. Content may be uploaded and online in a matter of hours. Follow these steps and start publishing your works right away.

Preparation

Before getting started, you need to have your eBook prepared. Amazon sets the standards for formatting so be sure to edit accordingly. The Kindle Digital Text Platform (DTP) requires a simple HMTL code without any CSS-style sheets. Other formats such as DOC and PDF are accepted but HTML conversion is preferred. Do this by saving your document on MS Word to HTML (Web Page, filtered).

Page numbers, footers and headers must be removed since Kindle re-flows everything according to reading settings and font size. The table of contents should have links to each section it refers to.

Two cover images, one in full color and one in grayscale, should be included.

- o Step One
  Go to https://dtp.amazon.com/ on your web browser. Log-in to your account or sign up if you do not already have one.

- o Step Two
  Click "Add New Item" on the following page. Expandable sections which need to be filled in appear under the heading that says "My Shelf."
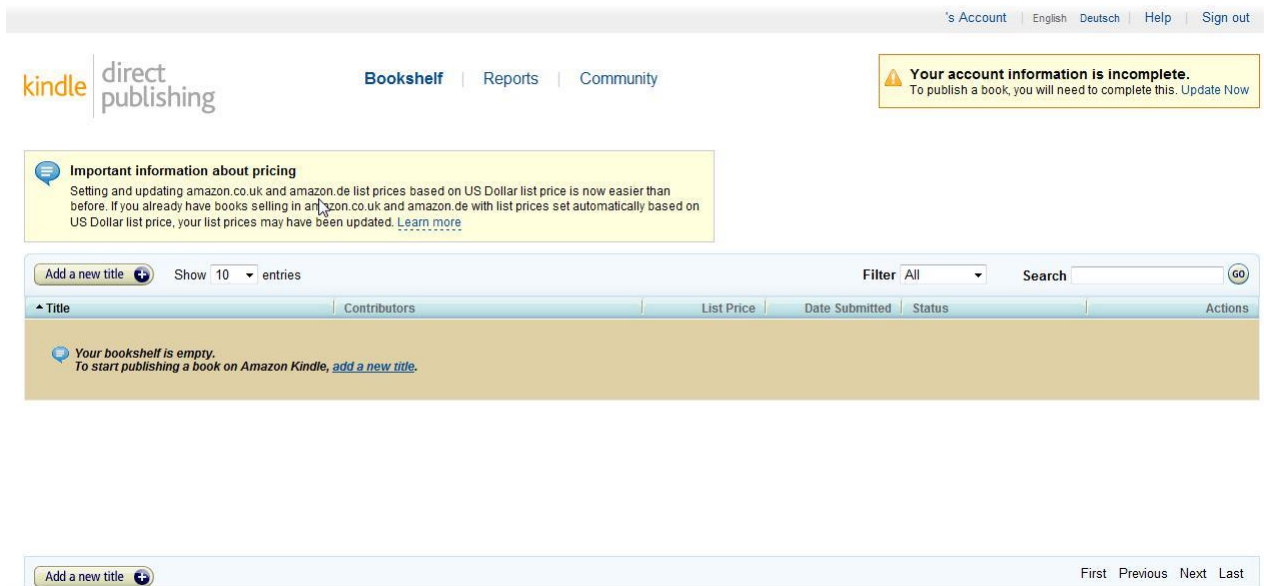
o <u>Step Three</u>

Enter your product details which include the title, description (note the limit of 4000 characters) and keywords among others. Enter an ISBN if you have one. Otherwise Amazon will assign one for tracking reference. Leave the publisher field blank if you do not have one. This is where you upload your cover image as well. Note the option to enable or disable digital rights management. When you are done, click on "Save Entries."

- o **Step Four**

Confirm your Content Rights. Select radio buttons for all the territories where you have sale or distribution rights. Check the box to confirm that you have the right to upload content.

o Step Five

Upload and preview your eBook. Browse and find your file and upload your content accordingly. Be sure that the file type is accepted by the Kindle bookstore.

o Step Six

Enter the retail price. It is up to you to know how much you want to sell your eBook over the Amazon Kindle Store. The minimum amount is set at 99¢ and the maximum is $200. Note that Amazon keeps the lion's share of the profits. Authors can retain as much as 70% of the price so be sure to consider this when pricing.

- o <u>Step Seven</u>

Publish your eBook. When the dust settles, your eBook has already been uploaded to the Kindle bookstore. The process will take around 24 hours to complete.

Additional Tips

If you made a mistake on your eBook and only realized this after uploading, be sure to upload an edited version. It will overwrite the original without a hitch.

Cover images should be in JPG or TIF format and around 400 x 600 pixels on the longest side.

Keywords affect how people will find your eBook. As such, you want to put a lot of thought into which ones you will be using. Getting this right maximizes your exposure and puts you on top of the rankings.

Conclusion

Lets recap, now that you have a grasp of the basic concepts of selling eBooks, it is time to apply everything you have learned.

When you finally decide to self-publish your eBook, the next crucial step to take is to sign up for an account on the Kindle Bookstore. Having one makes it possible to sell on one of the largest digital media stores in the world.

Before selling an eBook though, you need to write one first. One of the first things you should consider is your readership. Writing to specific groups of readers makes it easier to find the focus of your work. As for eBooks, you are most likely to write for a younger crowd who lives in a fast-paced and modern world.

As a writer, you will have to pick topics which are mainstream or niche based. The difference is enough to dictate whether you will enjoy success or suffer from failure. In general though, writing for niche topics is more profitable due to less competition and more trust and credibility as an expert writer.

Pricing has a lot to do about the success of product or service among other things. For eBooks, it is best to stay on the average scale to keep attracting buyers for more profits. Quality is another thing you should worry about.

Lastly, you should employ a strategy on how to maximize your eBook's online exposure. One method may not be enough so you should be prepared to conduct multiple campaigns at once. So the

next step is to take action, step out of your comfort zone and tell yourself I'm going to do this and before you know it you'll become a successful Kindle publisher.