

How To Sell eBooks On Kindle That You Don't Have To Write



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How To Sell eBooks on Kindle That You Don't Have To Write

I. Introduction

In May 2011, the giant retailer, Amazon.com, announced that it sells more books in its Kindle digital format than it does in a printed format. Think about that for a minute. Amazon.com, the largest bookseller in the world, now sells more books and articles digitally than it does in a printed format.

The reason is because more and more people are reading books and articles on their portable devices, such as Kindle, Nook, iPhone, iPad, PC, MAC, or Android. Using Amazon's free Kindle reader, you can read Kindle eBooks from nearly any of these devices.

And with these portable devices, you can take dozens of books with you at a time. The digital versions are far cheaper than the printed versions, since there are no printing costs to deal with. So it's no wonder that Amazon.com now sells more books digitally than they do in print format.

However, what's even more interesting is that Amazon.com also reported that only 3% of their total books at that time were available for sale in a Kindle digital format. So what this means is that 3% of the total books available on Amazon were responsible for generating over 50% of Amazon's total book orders for 2011.

And the trend is still heading upward. You can certainly expect that more and more digital books and articles will be created from scratch, or converted from an existing printed book.

So if you are interested in selling digital books or short articles through the largest bookstore in the world (Amazon.com), there is no better time for you to do so than now. And the best part is that it's free to self-publish through Amazon's Kindle Direct Publishing Service (KDP). Amazon.com just keeps a small percentage of each sale.

By purchasing this report, I'm assuming that you have intentions of selling Kindle books on Amazon.com. That's great! You should be proud of yourself for recognizing this golden opportunity.

And here's more good news for you. Whether you want to write books and articles yourself, or you just want to sell content that others have written, this



report has step-by-step instructions on how to get your new Amazon business up and running fast.

So let's jump right in and get started!

II. Choosing Your Topic

The first step in creating or publishing a new eBook on Kindle is to do some research and find a topic for your book that has the most potential. You don't want to spend valuable time creating and selling an eBook that no one will buy or read.

Whether you plan to write the book or article yourself, or whether you plan to get others to write it for you, research is still an important step.

In the next section, you'll learn the easiest and fastest ways to perform this research so you can move on with your book.

A. Researching What Topics Are In Demand

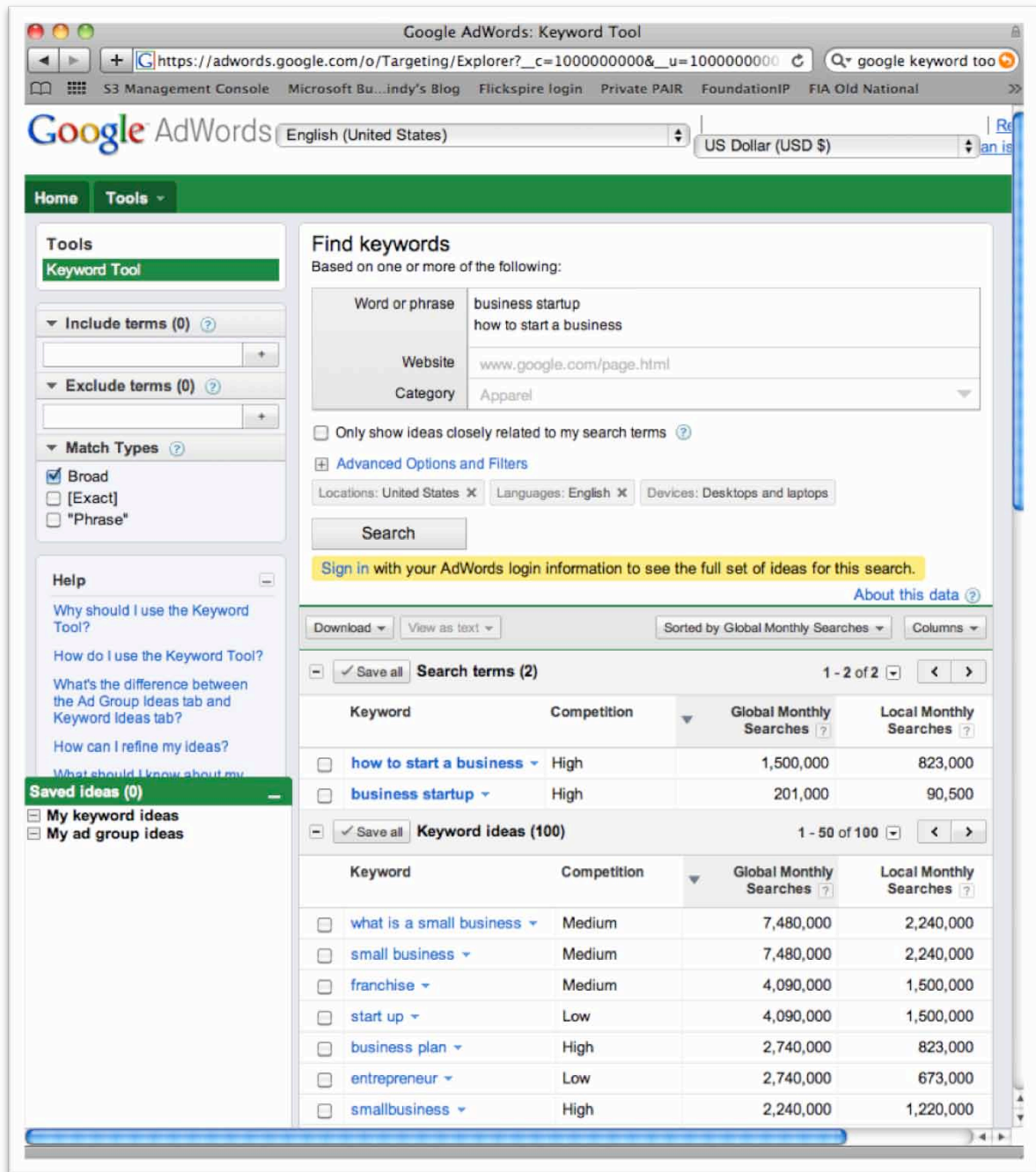
The easiest way to decide what types of eBook to sell is by researching some of the hottest trends in the market. You can do this by searching on some of the most popular places on the Internet.

For example, you can use Google's Keyword Tool (<https://adwords.google.com/o/KeywordTool>). With this tool, you simply type in the different key words that you think people would use to search for information on the topic you are considering.

Then Google spits out the data on how many people are searching on that topic each day on Google's search engine.

Plus, Google also shows you other related key words that may be even more popular than the ones you initially listed, as you can see in the example below under "Keyword Ideas".



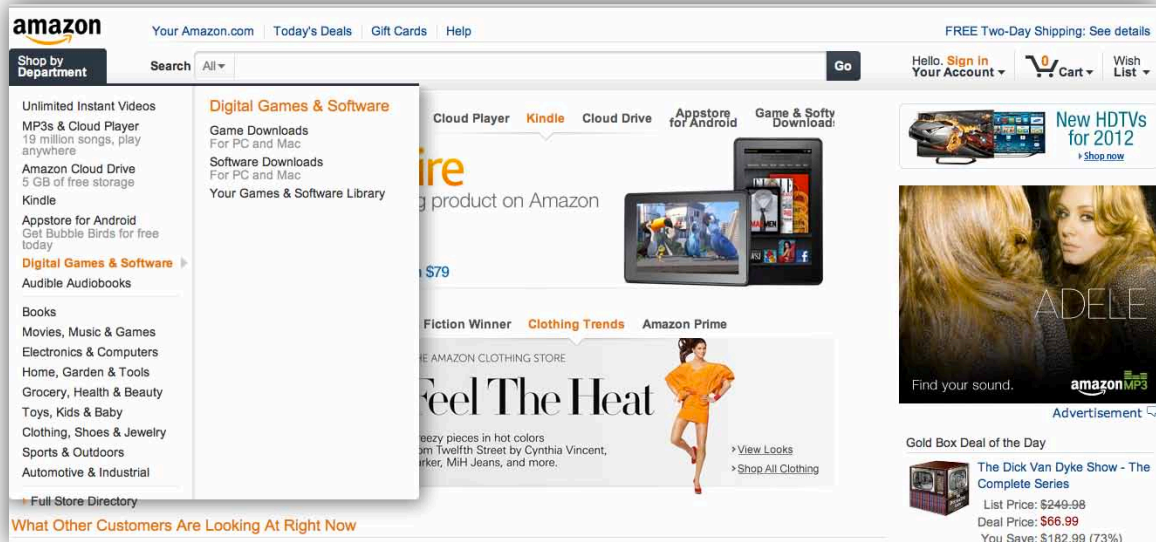


The Google Keyword Tool is a great way to figure out what type of information and products consumers are looking for. In fact, it's one of the best free tools that currently exists.

Another great way to decide what types of eBook to sell is by using Amazon.com. In fact, since this is a report about creating Kindle articles to sell on Amazon.com, you should definitely include Amazon.com in your list of places to research.



As mentioned previously, Amazon.com is the largest bookstore in the world, and you can market instantly to millions of daily visitors for no up front cost.



With Amazon, you can easily search to see what the hottest, newest and best selling books are to get ideas on what types of eBooks you should consider selling. You can do this by browsing through the numerous categories that Amazon provides or by simply typing the key words of a topic that interests you into the search field.

Let's look at a more specific example on how to use Amazon.com for market research. Every month Amazon publishes its top 10 editor's picks of the best books that Amazon feels its readers will enjoy.

By looking at this list, you can quickly get ideas on topics that people may be interested in learning more about through Amazon.com. You can also see how the book is being sold, i.e., in printed or digital format.



You can also search Amazon on your potential book topic and see if others are selling books on that subject matter. You can check out how popular those books are from Amazon's Best Seller Rank and from just reviewing the competing books in general. These are just a few examples of how you can research the general popularity of your topic.

TIP: If you see a hot topic that has printed books that are selling well, but there are not any digital books yet, this could be a great opportunity. Don't be scared about the fact that a digital book doesn't exist yet on the topic. If printed books on the topic are selling well, chances are that a digital book would too – but people just haven't gotten around to creating one yet.

Another popular place to search on the Internet to get ideas on what type of eBook to sell is ClickBank at <http://www.clickbank.com>. ClickBank is an online retailer of more than 50,000 digital products, including eBooks.

ClickBank allows publishers of digital products to find affiliates who want to promote those products.

ClickBank is a great site to use for research on the types of eBooks and other digital products that are currently selling. This can give you a lot of insight on the types of eBooks that may currently be in great demand.



One feature on ClickBank that you can use to help identify hot topics is called the “Gravity” score. In ClickBank’s Marketplace, every product listed is ranked with a “Gravity” score.

The “Gravity” score is a percentage of the number of distinct affiliates who earned a commission by referring a paying customer to the vendor’s products. This is a weighted sum and not an actual total. For each affiliate paid in the last eight weeks, ClickBank adds an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added. All factors are combined, and adjusted such that more recent sales activity is given greater weight.

For example, as shown in the screen capture below, upon searching on the key words “internet marketing” and selecting “gravity” in the “Sort results by field, the first product that appeared was “Dotcomsecrets X – Internet Marketing Coaching Program.” The gravity score is of 455.25.

This is a high score, which indicates that there have been a number of affiliates in the last eight weeks who have experienced success in making sales. In general, you will want to look for products that a high gravity score, as these are the products that are selling the best.

The screenshot shows the ClickBank Marketplace interface. At the top, there are navigation links: Home | Sign Up | Marketplace | Order Help | Blog | Log In. Below this is the ClickBank logo and three main buttons: Sell Products, Promote Products, and Buy Products. The main heading is "Marketplace" with a subtext "Choose from thousands of great products to promote". A search bar contains "internet marketing". On the left, there is a promotional box for "Make More Money. Promote These Products!" with a "Click Here" button. Below that is a "Resources" section with "Recently Removed" and "Filters". The main results area shows "Results" for "Marketplace Help". It indicates "Displaying results 1-10 out of 3192 (pg. 1 of 320)" and "Results per page: 10". The "Sort results by:" dropdown is set to "Gravity", with options for "Low to High" and "High to Low". The first result is "Dotcomsecrets X - Internet Marketing Coaching Program (view mobile)" with an "Avg \$/sale" of "\$39.66" and a "Promote" button. Below the product name, it says "The Dotcomsecrets Coaching Program - Huge Epc's And Great Recurring Income! Get Affiliate Tools Here: Http://x.dotcomsecrets.com/affiliates.html". At the bottom of the result, it shows "Stats: Initial \$/sale: \$7.25 | Avg %/sale: 37.0% | Avg Rebill Total: \$32.68 | Avg %/rebill: 40.0% | Grav: 455.25 | Cat: E-business & E-marketing : Marketing".



If you only use two different tools for your research, Google's KeyWord tool and Amazon.com are the best sources of information. After all, Google is the largest search engine in the world, and Amazon.com is the largest online bookseller in the world. So they both have a literal goldmine of information for anyone who is wanting to sell Kindle eBooks on popular topics.

But, don't feel like you have to stop there for ideas. You may get ideas from another site, such as Clickbank, that then causes you to dig further on Google and Amazon on that subject. So it's generally a good idea to include ClickBank and possibly a few other sites in your list of places to research.

And when doing your research, it is generally best if you find something that is both popular and that you find interesting...so you can have some fun in the process.

Isn't that the reason you want your own business?

The truth is that most people think about starting their own business because they want to have more time, more money, and the freedom to do whatever they want. I call this the **"Work Less, Enjoy More"** principle.

You should always think about ways you can design your new business in a way that will allow you to work less, while enjoying more of your life. If you're going to take the time to create something new, why not find ways to create it to serve your end goal.

So as you research the subject matters that are currently in demand, look for those that you also find fun, interesting, or exciting.

Please take a few minutes now and write down some of the types of eBooks that you're thinking about creating based upon the research you've performed.



Once you have done some research and created a short list of topics that you're considering, it's time to pick one of them as the topic for your Kindle eBook.

B. Picking The Topic For The Book

At this point, you need to have a list of ideas that you are considering from your research in the previous step.

And again, you are generally looking for subject matters that you find interesting and that have at least some people selling that type of printed book or eBook successfully already.

TIP: In order to really grow your profits, you should consider creating multiple eBooks in the future. You can start with just one eBook first to learn how the process works and get some experience, but you can make far bigger returns when you create multiple eBooks on various topics that are in demand. Just keep in mind that you may come back to some of these other topics later, even if they aren't the one you choose initially.

And before you finalize the topic for your eBook, you will want to consider how big you want the eBook to be. For example, do you want to create a normal sized book (over 100 pages), a normal sized eBook (25-50 pages), or just a short article (of less than 20 pages)?

A lot of people don't realize that Amazon.com also allows you to publish short articles in a Kindle format. So you don't have to write a 150-page book to take advantage of the opportunities to sell good content through Amazon.com.

In fact, many people sell Kindle eBooks that are just 10 pages in length, and you can too (unless Amazon ever changes their rules to have a page count minimum).

But if you decide to sell just a short article, you will want to make sure you provide good content that is worth the amount you are charging for the eBook, and in comparison with others being sold.

TIP: Whenever your article is short, you should mention this fact in the product description. But you can do so in a compelling way. For example, you could say that this is an article that is jam packed with information on the subject in just [insert #] short pages. You are letting them know that it is short so they aren't expecting 50 pages only to get 10. But you are also letting them know that it doesn't waste their time with a lot of fluff and gives tons of great content in just a few pages.



After you have determined what type of eBook you want to sell, you next need to choose your book title, since this is part of the research process.

C. Choosing The Best Book Title For Maximizing Sales

Before you move forward with having your eBook created, you first need to choose a title for the book.

It may seem pre-mature to pick a title for your eBook before you even create it. But the process of choosing a Title will help you solidify whether or not you have really chosen a good industry or topic to start with, as you will see momentarily.

But if you prefer, you can always choose your title after your eBook is complete and come back to this section later.

But if you do, at least read through this section and pick a draft title for your eBook in the meantime.

If you are publishing an eBook for business purposes, the most effective eBook titles are ones that focus on a keyword or keyword phrase within your niche. So, you will want to make sure you that you include your key words in the title of the book, so that it will be found by more people.

You can use the Google Keyword Tool that was mentioned earlier to identify what the most popular key words are that people use in Google when searching on that subject matter.

For example, if your ideal key word that gets a lot of searches is “start a business”, then you might name your book “Start a Business”. Amazon will then add the phrase [Kindle Edition] to the end. So your book title would end up being “Start a Business [Kindle Edition]”.

People who are then searching Google and other search engines for “start a business” will be more likely to find your book than those searching on “starting your own business”.

However, if you pick the most popular key word that shows up in Google’s list, it will be a lot more difficult to ever have your Amazon listing show up in Google searches for this topic. So you will want to pick a popular key word, but one that doesn’t have a gazillion competing pages, if you also want to increase your chances of being found through Google too (and not just through Amazon’s internal search).

Subtitles are not necessary. In fact, they actually detract from the effectiveness of your keyword phrase in your title.



But it is critically important that you select a title for your book that contains the key words people would use in Amazon.com and on Google when searching for information about your topic. Otherwise, no one will ever find your book.

III. Determining Who Will Write The Book Or Article For You

Now, you can certainly write the eBook yourself from scratch if you so choose, but there are also ways to sell eBooks on Amazon that you don't even write. In this section, we'll look at several different ways you can use to get your eBook written.

A. Writing It Yourself

Many people get caught up in the notion that they can't create an information product because they are not a writer. Well, don't let this discourage you.

Given the fact that Amazon lets you publish short articles, you don't have to be a professional writer to create a great eBook that is just 15 or 20 pages.

But if you prefer to have someone else write the eBook(s) for you, then we also have good news for you. It is cheaper than ever before to hire other people to write good content for you or who can provide you with information that allows you to create it yourself efficiently.

B. Hiring Someone Else For A Nominal Fee

There are actually several different ways that you can leverage content that is written or researched by other people in your eBook(s).

For example, you can (1) hire another person who is an experienced writer or an expert on that topic to write the book for you; or (2) you can interview an expert on that topic and then turn their interview into a book; or (3) you or someone else can do the research on the topic and then write the book.

Let's look at each of those in more detail.

Hiring A Freelance (Ghost) Writer For A Nominal Fee:

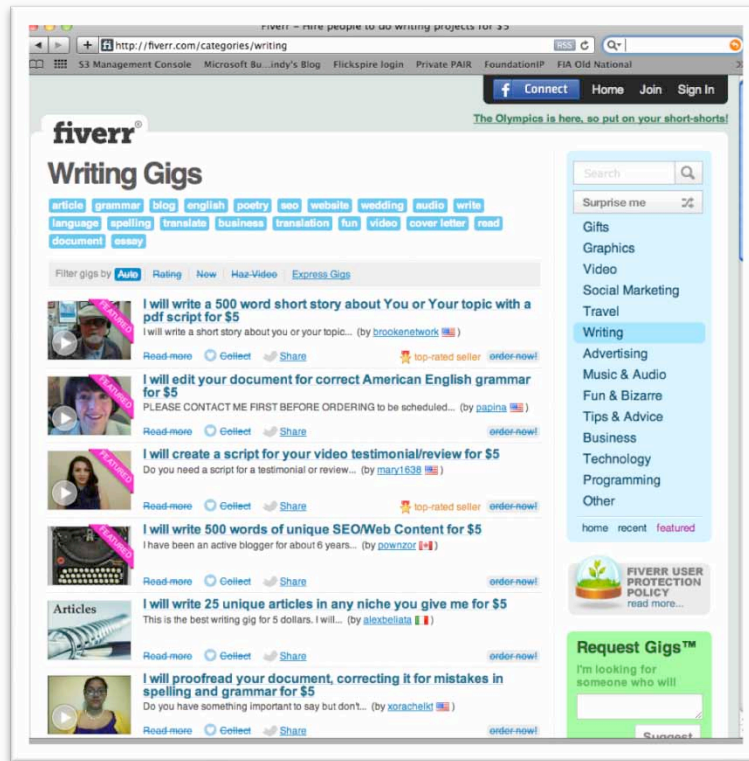
A great way to get your eBook created is by hiring a freelance writer from sites like eLance.com or even Fiverr.com. On eLance, you can find experienced writers for a very reasonable price that can write reports on nearly any subject you can imagine.

Another great site for hiring freelance writers is Fiverr.com (www.fiverr.com). Just in case you haven't heard, Fiverr is a site where people from all over the world start by posting things that they are willing to do for \$5.



There are many writers who are willing to write an article for \$5, and expand that into a larger report for added fees of \$20 or \$40 through “gig extras”.

As you can see in the following example from Fiverr, there are numerous people willing to write 500 word articles for you for just \$5.



You will want to choose a top rated writer, though, to ensure that your article is good quality.

Heck, even if you get someone who only does a decent draft, you could always hire someone else to improve it for \$5, or you could edit it yourself. It's hard to go wrong when you're spending \$5-\$10 to get the first draft of your eBook written by a top-rated writer. That's why hiring a freelance writer on Fiverr can be a great way to get started.

TIP: With over 640,000 listings, Fiverr is also a great place for you to get other projects done quickly and cheaply for your eBook.

For example, once your report is done, you may want to pay someone \$5 on Fiverr to design a professional looking cover for you.

If you have any interest in learning how to make money for yourself using Fiverr, then check out our special report called [“How To Make \\$20-\\$30 Per Hour When](#)



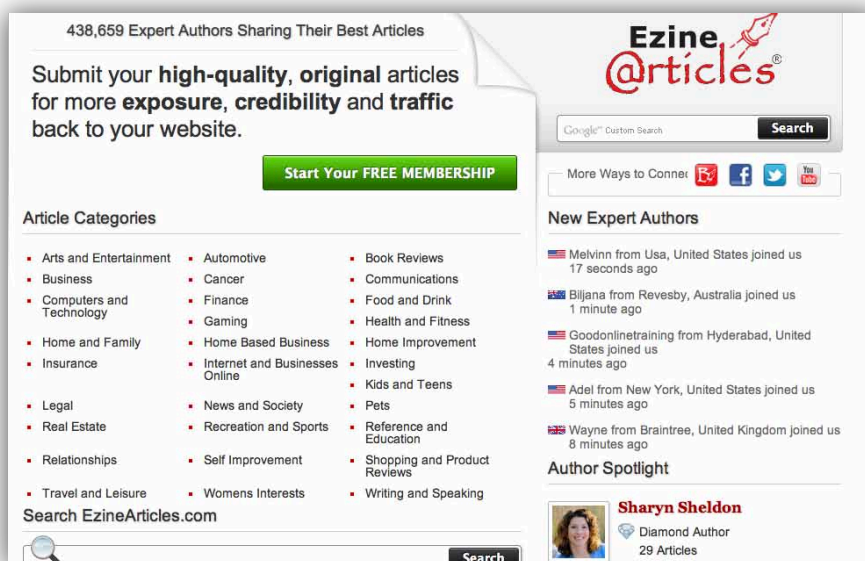
[You Sit In Front Of Your Computer](#)".

So as you can see, you can get articles created on any topic you desire from some highly qualified writers. And there are several other ways you can leverage other people to help you get your eBook created, which we'll cover next.

Interviewing an Expert And Transcribing The Interview:

Another way to create your eBook is by **interviewing an expert about a certain topic**. You can find experts to interview on sites such as eZineArticles (www.ezinearticles.com).

On ezinearticles.com, there are more than 400,000 experts authors who are willing to share their articles with others. The key here is to look for authors who have written a lot of good quality articles about the topic that you want your eBook to be about.



You can then contact them to see if you can interview them and record the interview.

You could then use the interview in various ways. For example, you could transcribe the interview and then re-format the content into your eBook.

As another example, you could sell the interview as an audio program through Amazon and other places too.

Or, you may work out a deal to have that particular author write the eBook for you instead of just giving you an interview that you can re-purpose.



TIP: When you hire authors to interview and/or to write content for your eBooks, please make sure you get a written agreement with the author that gives you ownership of copyright and other intellectual property rights in the specific content that they create for you. Otherwise, this could cause you problems later if you don't get the copyright interests in their work transferred over to you.

Hiring Someone To Do Research For You:

You can always hire someone else on sites such as Fiverr to do a lot of research for you, and then send you a summary of their research on the topic, and the sources where they got that information.

This can be another great way to have someone else help you get your eBook written. And yet another way to get content for your eBook is through finding books that are in the public domain where their copyright has expired. Let's look at that next.

C. Using Public Domain Works

Copyright law and public domain law is beyond the scope of this article. But it's worth mentioning briefly that once a copyright on an older work has expired, then the work enters the public domain and others can use the materials without compensation to the original author. Once a work is part of the public domain, that work can also be re-written, summarized, and/or repacked in different ways without getting permission from the original copyright owner.

Let's quickly look at a few different tools that have been created by third parties as a way of locating works that may be in the public domain. (Note that you would still need to verify whether a work is truly in the public domain or not before you would want to use it as content for your book, or you could have legal issues with a copyright owner if their copyright hasn't expired yet).

One way to find copyright free works or downloadable versions of public domain books is Google itself. Google now offers free, downloadable versions of public domain books that you can find in Google Book search at <http://books.google.com>.

Unfortunately, there's no way to browse through a directory of books that are available. But you can keyword search for them.

If the book is out of copyright, or the publisher has given Google permission to distribute, you will be able to see a preview of the book, and in some cases the entire text. If it's in the public domain, you are free to download a PDF copy.



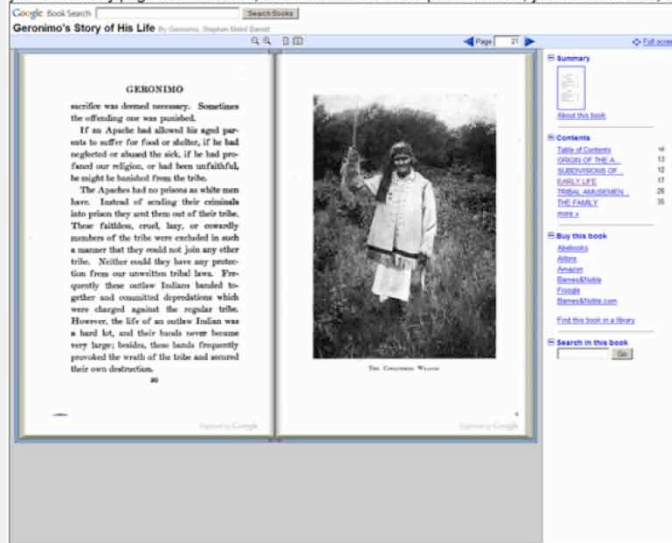
What you'll see when you search on Google Books

[Full View](#) | [Limited Preview](#) | [Snippet View](#) | [No Preview Available](#)

Each book includes an 'About this book' page with basic bibliographic data like title, author, publication date, length and subject. For some books you may also see additional information like key terms and phrases, references to the book from scholarly publications or other books, chapter titles and a list of related books. For every book, you'll see links directing you to bookstores where you can buy the book and libraries where you can borrow it.

Full View

You can see books in Full View if the book is out of copyright, or if the publisher or author has asked to make the book fully viewable. The Full View allows you to view any page from the book, and if the book is in the public domain, you can download, save and print a PDF version to read at your own pace.



Another resource to find copyright free works is Project Guttenberg (<http://www.gutenberg.org/>). Project Guttenberg has over 36,000 copyright free eBooks on file.

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Some of Our Latest Books



Again, public domain works can be a great source of free content for your eBook(s) in the future. But you will want to confirm that the work is truly in the public domain and therefore free to use before you just copy it and start selling it.

You don't want to take someone else's word for it just because you see it on their site somewhere. And the public domain laws can vary depending on the country in which you are located.

Before using a work (especially a famous work) that you believe is in the public domain, you certainly need to analyze the scenario based upon the copyright laws, or hire a copyright attorney for an opinion on whether you could use the work.

Let's look now at the final way you can get an eBook created for you: by acquiring eBook distribution rights from an existing author.

D. Acquiring eBook Distribution Rights From An Existing Author

Earlier, we covered the fact that Amazon reported in 2011 that only 3% of the books it sells are available as Kindle eBooks, but how Kindle sales accounted for over 50% of its book sales.

This means that the majority of authors (97% of them in 2011) do not currently have their works published in a Kindle eBook format, in the most popular format of the world's largest bookseller. This provides you with an incredible opportunity, whether you want to create your own eBook, or whether you want to approach some of the existing popular authors who don't yet have their book being published in that format.

For example, you can reach out to an author with a great book on a popular topic and acquire the rights to distribute the book as an ebook in return for paying that author a royalty.

But please note that if the publishing company holds the rights to the books, then the publishing company would be the one you would have to get the eBook publishing rights from.

So you may find it easier to look for self-published books, because it would be easier to work out a deal with the author directly if you want to go this route.

TIP: If you negotiate a deal with an author or publisher to have eBook distribution rights on the work, make sure that you get a written agreement that clearly gives you those rights. And make sure the person you are dealing with has the ownership or right to assign the eBook rights to you.



But as you can see, there are various ways to get your information product written so you can take advantage of the growing demand for Kindle eBooks. You can either write the eBook yourself, or use one of the methods discussed in this section to get others to help you write it.

Once you have decided how to get your information product written, the next step is to move forward and actually create your Amazon account and, of course, your eBook too. Let's look at those next.

IV. Creating A New Amazon Account

It's good for you to create an Amazon account before you create your eBook, so you can log in to the self-publishing center and gain access to their eBook preview tools and various Kindle publishing guidelines.

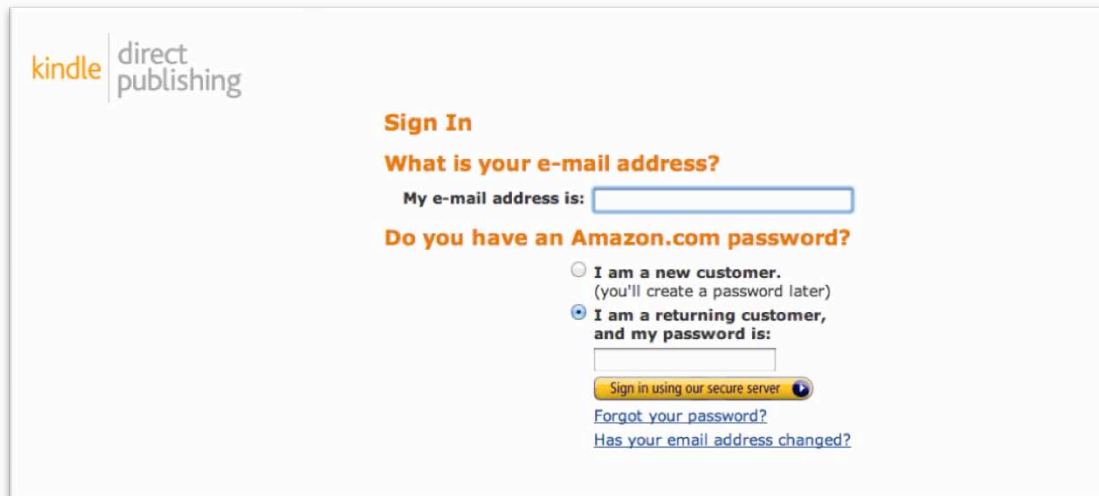
In order to self-publish and list your eBook on Amazon, you need to set up an account on Amazon's Kindle Direct Publishing site at <https://kdp.amazon.com/self-publishing/signin>.



The screenshot shows the Amazon Kindle Direct Publishing (KDP) website's sign-in page. At the top left, it says "kindle direct publishing". In the center, there is a "kdpselect" banner with the text "A new option to make money through the Kindle Owners' Lending Library and promote your book for free." Below this, there is a "Welcome to Amazon's Kindle Direct Publishing, the fast and easy way to self-publish your books for sale in the Kindle Store." section. To the left of this text is an image of a Kindle device. Below the welcome text, there is a paragraph explaining KDP: "With Kindle Direct Publishing (KDP) you can self-publish your books on the Amazon Kindle Store. It's free, fast, and easy. Books self-published through KDP can participate in the 70% royalty program and are available for purchase on Kindle devices and Kindle apps for iPad, iPhone, iPod touch, PC, Mac, Blackberry, and Android-based devices. With KDP, you can self-publish books in English, German, French, Spanish, Portuguese, and Italian and specify pricing in US Dollars, Pounds Sterling, and Euros. You will also find useful information on our active community forum." To the right of the welcome text is a sign-in section titled "Sign in with your Amazon account". It contains a "Sign in" button, the text "You will be signed in using our secure server", and a "Don't have an Amazon account" section with a "Sign up" button. At the bottom right, there are language options: "English | Deutsch | Français | Español | Italiano". At the bottom left, it says "Start publishing today with Amazon's Kindle Direct Publishing!"

If you already have an Amazon account established, you can login using your Amazon account email and password.

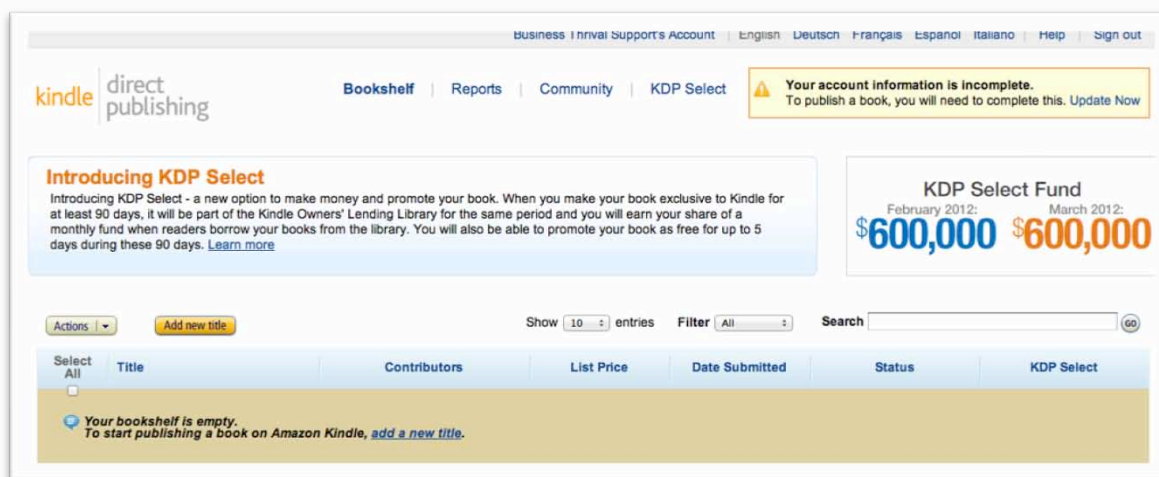




If you don't have an account, you can quickly create one. To register, you simply select the option called "I am a new customer", and then fill in the information on the new account screen. This information includes your name, your email address, and the password you want to use.

Once you are registered, you will see the main menu appear where you can set up your personal information and list your eBook whenever you're ready.

Go ahead and enter your personal information. To do so, in the upper right hand corner, select the name of your "Account."



Until you complete the account setup, you will see a warning in the upper right corner, like you see in the above screen capture. The warning is just reminding you that the account information must be provided before you will be allowed to publish a book.



But the basic information is pretty standard, so it won't take you more than a few minutes to fill it out. You need to provide your name or company name for the publisher. You also need to provide your address, telephone number, as well as your Employer Identification Number or Social Security Number for tax purposes.

Since Amazon pays you a royalty on every book sold, which is covered later in this article, you will also need to select how you want to get paid and in which currency.

Amazon pays you by a check or an electronic funds transfer to your bank account and in U.S. dollars, British pounds or Euros.

Once your account is set up, you will have easy access to Amazon's library of self-publishing tips and articles, as well as the tools that will let you preview the draft of your book.

So now it's time to move forward and create your eBook. Are you excited yet?

V. Creating The Book

Now is the time to actually move forward with creating the book. This is not as hard as it may sound.

Let's take a look at the best tools to use for creating your book, what type of content you should include, as well as some formatting tips that will help your document convert well into the Kindle format.

A. The Best Tools To Use

The good news is that Amazon allows you to create your Kindle book from one of several different formats, such as from a zipped HTML file, a Word document, Adobe PDF, Plain text, Rich Text, or ePub or MobiPocket reader file.

However, the easiest format to use for creating your eBook is a Word document. It is FAR easier than any other format, from our experience.

You could also create your eBook in another format and save that format to PDF. And then try uploading the PDF file into the Kindle format. However, you may encounter formatting errors in the way it is displayed. So, be mindful of this.

If you have access to Microsoft Word (which most people do, whether they use a PC or a Mac), then that is the format you should start with. If that doesn't work well for you, then you may want to try the PDF or other supported formats (such as Rich Text or Plain Text) next.



In order to create a nice looking eBook, there may also be something you want to take a **screen capture** of so you can include that as an image in the book. There are several tools you can use to take screen captures, depending on your operating system.

The easiest way to take a screen capture in Windows is by hitting the Print Screen key. On a Mac, you can select [Command] [Shift] [3] to take a complete screen, or [Command][Shift][4] if you want to select the area of the screen to capture.

Once the image has been captured, you can insert it into your Word document using Insert | Image. Make sure you use the Insert command instead of just copying and pasting the image into the document. That will allow the image file to convert properly into the Kindle format. We'll discuss more image tips later.

You may also want to use an **image library** to find photos, clip art, or other graphics to insert into your eBook. If you include external images, just make sure that they are clearly free to use or that you have purchased a proper license to use that image.

An excellent resource for finding free images is Creative Commons at <http://www.creativecommons.org>. You can find images there that apply to almost any topic.

But please note that whether or not you can use the image in your eBook (i.e. commercially) depends on the type of license that the owner of the image assigned to the image.

For example, if the image owner assigned the highest license that allows commercial use as long as you put their copyright notice under your work, then you could use their image inside your eBook (with their required copyright notice under their image).



The Licenses



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This license lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered. Recommended for maximum dissemination and use of licensed materials.

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But if the image that you want to use has a more restrictive license, then you could not freely use it in your eBook without permission from the copyright owner.

Another great way to find images to include in your eBook is through photo and image libraries such as iStockPhoto (<http://www.istockphoto.com>). Through iStockPhoto, you can purchase the right to use the image commercially in your work.

TIP: It is critically important that you make sure you have the proper license to use the images that you end up including in your eBook. If you do not get the proper license or ensure that the image is free for you to use, then you could be faced with paying hefty licensing fees to the copyright owner to avoid a copyright lawsuit. This is definitely something you want to avoid by just paying to license the images from services such as iStockPhoto, or by ensuring you have free permission to use the image commercially.

It's generally a good idea to keep a file to show where you got your images, such as where you bought them or where you got free permission to use them. This would allow you to prove that your use of the image was authorized if you were ever challenged.

So now that you are aware of the most important tools you will need for creating your Kindle eBook, let's take a look at the content that you need to include.

B. Content To Include

At a high level, the document (such as your Word document) for your eBook will need to include:

- Embedded Cover Image (optional)



- Title Page with:
 - Name of eBook
 - Author name
 - Copyright notice
 - Optional table of contents (very short/abbreviated)
- The main body of your content
- Any images throughout to make it more interesting (optional)
- A list at end to your other content or web site (optional)

Let's look at each of these in a bit more detail now.

The **embedded cover image** is a graphic that is inserted onto page 1 of your Word document as a cover. We'll come back to this more in a minute.

The next section to include in your eBook is a title page. The title page is a page in your document that is either page 1 if you're not using an embedded cover image, or page 2 if you are using an embedded cover image.

Your **title page** can include whatever information you want, but it is generally standard practice to include the Name/Title of your eBook, the author and/or publisher's name, the copyright notice, and an optional table of contents.

The table of contents could also be listed on a separate page, or omitted altogether. But a lot of people include it as part of the title page in just a super-short format, so that people will be able to see more of the remaining content as part of the "look inside" feature.

You can certainly use your judgment on what makes the most sense for you, after you look inside some other eBooks to see how they did it.

The **main body** of your content is of course the meat of your eBook – or the article itself. Within the article itself, you can also include one or more **images** (such as photos, clip art, screen shots, etc.) if you want to make it more interesting for the reader.

You can also **consider listing your own web site, links to other books you sell on Amazon, or links to something else you offer** within the book. Many people put this type of information at the end of the report, such as "if you enjoyed this book, check out my other books here."

But the key point here is that Kindle eBooks are a GREAT way for you to promote other things you have done and to get some additional free traffic from your efforts.



So, those are the basic things that you should consider including in your Word document for the Kindle eBook.

Now let's go back to the topic of the **embedded cover**. Some people leave the embedded cover image off, and others like to include it.

The big reason you may want to leave off the embedded cover image is because it greatly impacts how much of your book that Amazon visitors will get to see for free when deciding to purchase the book or not.

Amazon has a “free look” feature that lets people look inside the book. But Amazon calculates how much to show of the book based upon the file size.

So this means that when you include the cover image, more of the file size that Amazon allocates to the preview feature is eaten up by the cover image. So people previewing your book on Amazon.com will not see as much of the actual text of your book in that scenario.

You can always play around with this and still include a cover image if you really want to. In fact, some people just include a smaller version of their product cover in a size that doesn't take up as much space as if it spanned the whole page.

Unless you feel like it is critical to have a graphic on the first page when someone opens your eBook, it is fine to just leave off the embedded cover image.

Note that you will still have a separate **catalog (product) image** that gets uploaded as a separate file from your Word document. The catalog image is what gets displayed in search results on Amazon.com, and when people click on your listing for more details. This is different from an embedded cover image that you can choose to include on page 1 of your actual Kindle eBook, if you prefer.

Although the catalog image is also optional, you would be crazy to not go back and add one if you want to get very many sales. If you publish a Kindle eBook without a catalog/product image, then your book will show up along the other books with the graphic that says “Image Not Available”.

If someone sees your incomplete listing next to a list of other books that have nice looking covers, which one do you think they will buy? They would likely buy one or more of the other books, and not yours.

So even though the catalog image is optional by Amazon.com, you should put it on your list as REQUIRED. 😊

In general, catalog images can be JPEG or TIFF format. The size must be a minimum of 1000 pixels on the longest side, and an ideal height/width ratio of



1.6. And for better quality, Amazon recommends that images be 2500 pixels on the longest side.

So what does all that mean in plain English? This means that **the ideal size for your catalog image should be 1562 pixels x 2500 pixels in size** to maintain the ratios that Amazon recommends. And again, it should be in JPEG or TIFF format.

For a detailed list of requirements for your catalog image, and your embedded cover image, please see Amazon's cover image guidelines here:

<https://kdp.amazon.com/self-publishing/help?ie=UTF8&topicId=200645690>

Another helpful article on cover images is:

<http://www.natashafondren.com/writing/kindle-formatting/ebook-cover-design-and-optimum-size-specifications-for-amazon-kindle-bn-nook-ibookstore-and-ipad-formats/>

This all sounds complex, and if you're not a graphic designer, it may be. But the good news is that you can easily hire a graphic designer on sites like Fiverr (<http://www.fiverr.com>) to create a cover for you, often for as little as \$5.

You would just give them the current specifications from Amazon on what the overall dimensions need to be, and what the final size needs to be.

It's worth investing in coming up with a nice-looking cover image for your book, so you can compete with all of the other books in the Amazon search results that cover the same subject matter as yours does.

And if you are planning to also include an embedded cover image on page 1 of your eBook, then the image size for it will need to be 600 pixels by 800 pixels, preferably JPEG.

TIP: If you are only able to have one file size created for both the catalog image and embedded cover image, you should choose 600 pixels by 800 pixels as a JPEG file, and then let Amazon scale the image for the catalog image.

So now that we've covered the requirements for the cover images, let's talk about the requirements for any other images used inside your eBook.

Any images used within the text of your eBook cannot be more than 127 Kb in size. (The file size limit for images used to be just 63 Kb in size). JPEG and GIF files are best, since those are supported without conversion.

If you insert any images into your document in a non-supported format (such as BMP or PNG), or that are larger than 127 Kb, then Amazon's software



automatically recompresses your images as JPEG files during the conversion process.

The images will generally look better whenever you can optimize your images to fit these requirements before converting your Word document to a Kindle eBook.

Optimizing your images to fit these requirements before uploading to KDP will help decrease the size of your uploaded file. It will also reduce the chance of encountering difficulties in conversion due to large file size.

But don't get hung up on these image requirements. At least Amazon's software will convert the images for you if absolutely necessary.

TIP: You may want to just insert whatever images you want first into your Word document, and then upload the file as a test to see how it converts. You can always choose to delete any images that look terrible after the conversion, and keep the ones that converted fine. That can save you a lot of time.

For more information on formatting your images, please see this article: <https://kdp.amazon.com/self-publishing/help?topicId=A1B6GKJ79HC7AN>

Now that we've covered the basic sections that you will need to create for your eBook, let's look at some Kindle formatting tips that will help your book convert better into the Kindle format.

C. Kindle Formatting Tips

When creating your Word document (or whatever format you're using for your eBook), you should keep the following Kindle formatting tips in mind.

First, you want to try and avoid any special or advanced feature of Word that may not translate well into Kindle. If you use a lot of special features, your Word document will still upload fine in most instances. However, you may find that the Kindle eBook that gets created may have a lot of strange characters in it, or formatting that looks odd, such as extra whitespace.

Here's how you can address the most common Word formatting issues:

- Avoid page breaks except if you are including an embedded cover image
- Use hyphens to create bullets, instead of using Word auto-bullets
- Avoid auto-numbering
- Avoid extra carriage returns or you will have extra whitespace
- Don't copy/paste images into the document. Instead, use Insert Image.

For additional information on this topic, you can refer to Amazon's Simplified Formatting Guide at:



<https://kdp.amazon.com/self-publishing/help?topicId=A17W8UM0MMSQX6>

This is a great guide that gives you a lot of great information about how to use Microsoft Word to format your eBook.

Now, let's take a look at how to create your book description, and how to preview your book on a Kindle device.

D. Creating A Powerful Book Description

It may seem strange to talk about creating the description for your book before you have even uploaded the book to Amazon. The reason for creating the book description right after you finish the writing of the book is because everything will be fresh in your mind about what you think is so great about the book.

You can certainly come back to this step at a later time if you want to, but just consider writing at least a draft of your book description before you move on with any other parts of the process.

The book description is what you say in your eBook listing inside of Amazon.com to tell people what the book is about. It's your mini-sales pitch. It gives you a chance to describe what is covered, and to sell them on the idea of why they should buy it. The description has a 4000-character maximum.

In order to create a powerful book description, you should first brainstorm on what you feel are the most important "**features**" of the book. This can include a list of the key concepts that are taught in the book, details about how long the book is, or teasers about certain golden nuggets that you reveal inside the book.

Note that if your article is really short you should mention that it is a short article along with the page count within your book description. This will keep you from upsetting people who didn't realize it was so short.

Once you have written down some of the "features" of the book, you should next brainstorm on how the reader will "**benefit**" from reading this book. An example of a benefit might be after applying the information in this book, you will finally be equipped with the tools you need to spend more time with your family and work less hours.

The best way to get ideas for what to include in your book description is to do some brainstorming of features and benefits on your own, and then go search through related books and see how they are being described.



You can then add to your list of features and benefits as you read about what other related books have in their book descriptions. But of course, you would only want to include topics are actually contained in your book.

Never lie in your book description. 😊

But you can still be persuasive while also being accurate.

You may recall back from earlier in the process, you created a first draft of your book title. This is a good point for you to read over the book description that you came up with on what the eBooks covers and make sure that your book title is still suitable.

Now that you have the book description done, you may realize that you really should change the book title more. But if you do, please refer back to the earlier section on how to use key word research to help you choose a book title that has a higher chance of showing up in Google searches too.

So let's cover another important topic: how to preview all your good work so you can see how it looks as a Kindle eBook.

E. Previewing How Your Book Will Look On A Kindle Device

There are multiple ways that you can preview a Kindle eBook before the book has been published.

For example, you can use a mobile device to see what the output really looks like, or you can use one of two previewers that Amazon provides. These 3 methods are generally the easiest to use, although there are also other ways to preview your Kindle eBook too.

You will of course want to see what your book will look like before you publish it, so you can correct any issues in your Word document (or other source file) as necessary.

So let's look at the 3 easiest ways to preview your Kindle eBook.

On a Kindle Device:

If you have a mobile device such as a Kindle ebook reader, Nook, iPhone, iPad, or Android device, you can install the Kindle reader and preview your book there.

Here are some instructions for how to set this up.



1. Go to the app store from mobile device and search for the program called “Kindle Reader”. You then need to install that app on your mobile device, if it’s not already there.
2. Once installed, launch the Kindle Reader app. When the program first loads, it will prompt you to enter your Amazon user name and password. You can login with the new account that you just created earlier, or another one if you prefer.
3. From your Kindle Reader app, look up what it shows as your “send to Kindle” address. It may say something like YourName@kindle.com. (Note, you can also find your Kindle email address from a web browser if you are logged into Amazon.com from your computer. To find it here, go to Manage Your Kindle | Kindle Email Address.)
4. You will be adding the word “free” to your send to kindle email account, to make sure you can use this as a free service over a WiFi connection. Your revised email that you will need to use will look something like YourName@free.kindle.com. Keep this email address handy for future use.
5. Create a new email using your normal email program. In the “to” field, put your free Kindle address that you wrote down above in Step #4. In the subject field, put the phrase convert, so it looks like this (with just the word:

convert

6. Insert an attachment to your email. The attachment should be your Word document (or other source file that you’re using, that is supported by Kindle). The file size will need to be less than 50 meg, which is the maximum size your source document can be for it to be converted.
7. Send the email to your free Kindle account.
8. Wait about 5 minutes, which is generally the amount of time it takes for Amazon to convert your file.
9. Then refresh your Kindle Reader app on your mobile device, and see how your new eBook looks!

It is so exciting when you see your book in this format for the first time. You’re almost a real author or publisher now!

So this is by far the easiest way to preview your eBook on a Kindle device, but there are also other options. Let’s look at how to use the Simple and Enhanced Previewers that Amazon also provides for allowing you to preview your book before it gets published.



Using A Previewer Software Program:

Here are two ways you can preview your book from a simulator (i.e. without having an actual mobile device in your hand). You can use the “Simple Previewer” or the “Enhanced Previewer.”

6. Preview Your Book

Previewing your book is an integral part of the publishing process and the best way to guarantee that your readers will have a good experience and see the book you want them to see. KDP offers two options to preview your book depending on your needs. [Which should I use?](#)

Simple Previewer

If you are not using any of the advanced formatting features from **Kindle Format 8** (e.g. text-wrapped around images, colors, tables, etc.), the simple previewer may serve your needs. It will display your book as it will appear on an e-ink Kindle, and the same formatting will appear on other devices.

[Preview book](#)

Enhanced Previewer

If you did use any **Kindle Format 8** features, or if you want to see what your book will look like on multiple devices (Kindle Fire, Kindle, Kindle DX, iPhone and iPad), we recommend you use the enhanced previewer.

[Instructions](#)

> [Download Book Preview File](#)

> [Download Previewer:](#)
[Windows](#) | [Mac](#)

With the **Simple Previewer**, this preview feature is built into the Amazon Kindle Direct Publishing site. You do not need to download any software.

You just need to walk through the process as if you’re getting ready to publish a new eBook, and on step 6, it will have a preview your book step. It’s OK if you just enter a bunch of sample information in steps 1-5 so you can quickly get to the preview screen. Nothing gets published until you finish the publication process and choose the Publish option.

The Simple Previewer is good if you are not using any advanced formatting features of Kindle Format 8, such as text-wrapped around images, colors, tables, etc. It will display your formatted book as it will appear on an e-ink Kindle devices.



Let's look at an example of what the Simple Previewer looks like. You can see that the below screen capture shows an article of ours that talks about "Lessons From Amazon...Innovate or Be Left Behind."



You can see that this example is displayed as a black and white version of the eBook, which is how many of the Kindle readers will see it.

The Simple Previewer is great for getting a quick look at how your book converted, and may serve your most basic needs.

However, if you used any advanced Kindle 8 formatting, or if you want to preview what your book will look like on multiple devices, such as Kindle Fire, Kindle, Kindle DX, iPhone and iPad, then you will want to download the "**Enhanced Previewer**" software onto your computer.



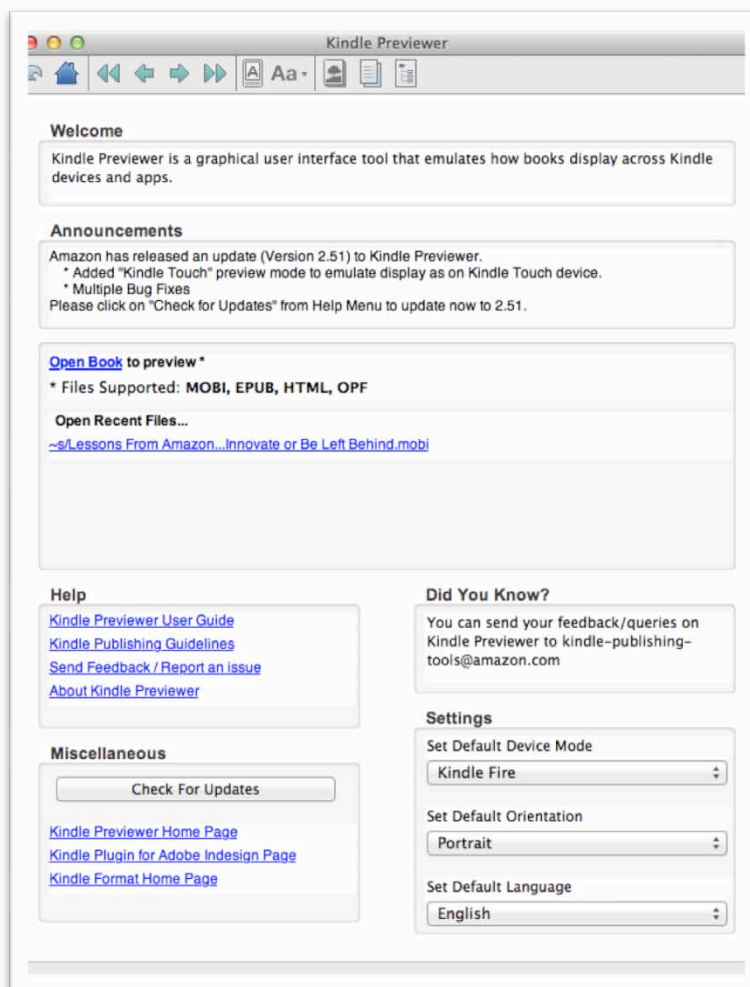
You can find more information on how to download the Amazon Kindle Enhanced Previewer at <http://www.amazon.com/gp/feature.html?docId=1000765261>.

Once you have downloaded the Enhanced Previewer to your computer, you of course need to install the program.

Then, return to Step 6 in your web browser where you were working through the book setup process. You will need to actually download the “Book Preview File” to your computer so that the Enhanced Previewer can render it for you.

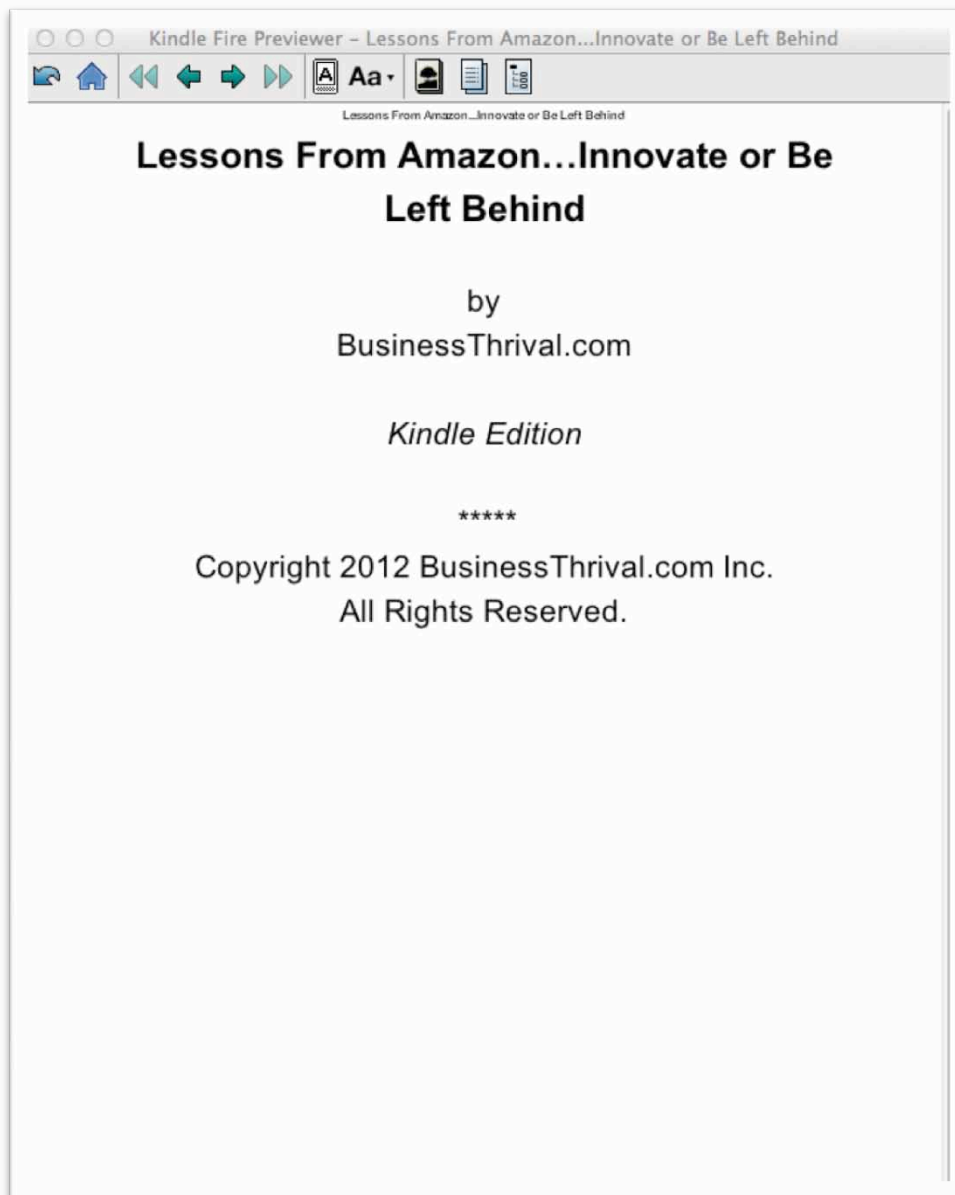
You will see an option on the screen to download your preview file. Select that download option.

Once your file has been downloaded, you can open the Enhanced Previewer program (called Kindle Previewer), on your computer. Here is an example of what the Enhanced Previewer program looks like.



Then, from within the Enhanced Previewer program, select “Open Book” to preview. Browse to the path where you saved the file to your computer and click Open Book to preview.

For example, you can see how our book file “Lessons From Amazon...Innovate or Be Left Behind” looks in the Enhanced Viewer.



The nice thing about the Enhanced Previewer software, you can easily change the settings on how you want to preview your book. You can do this by changing the “Default Device Mode.” Here you can select which device you want to



preview your book on, such as Kindle Fire, Kindle Touch, Kindle, Kindle DX, Kindle for iPhone/iPad or a custom setting.

This allows you to do some testing and confirm that your eBook will display correctly on the various formats.

You can also change the default orientation of how you want to preview your book, as well as your preferred language to read the book.

As you can see, the Enhanced Previewer is a really powerful tool for making sure your eBook looks exactly the way you want it to before you publish your book.

TIP: According to Amazon, images do not display correctly with you preview an uploaded file in the Kindle Simple and Enhanced previewers. For example, larger images can rotate or resize when being previewed. To see what they will really look like, you will need to test this on an actual device, which is covered in a later section.

Thus, you may want to consider using a combination of these preview methods to find what best suits your needs, and your particular book.

F. Fixing The Most Common Formatting Problems

So what do you do if you see all kinds of problems when you preview your book file? Here are a few solutions to the most common problems:

Problem: There is a lot of extra whitespace between my paragraphs

Solution: Make sure you don't have an extra carriage return in between the paragraphs where the whitespace is appearing.

Problem: My bulleted or numbered lists are not showing up correctly.

Solution: Remove any Word auto-formatting, and just use characters such as hyphens to create your own bulleted list.

For numbered lists, just type your list using numbers like you normally would, but make sure Word does not auto-number it (which you can see visually). In other words, make sure the auto-number setting is turned off in your Word settings.

Problem: My images are not displaying correctly in the Simple or Enhanced Previewers.



Solution: As was mentioned earlier, images do not display correctly when you preview an uploaded file in the Kindle previewers. For example, larger images can rotate or resize when being previewed.

To see what they will really look like, you will need to test this on an actual device. To do so, you can use the method described earlier to send an email to your Kindle account and then open it from your Kindle Reader on your mobile device.

If you don't see your problem listed addressed, then you may want to refer to this article where Amazon describes how to solve some of the most common problems:

<https://kdp.amazon.com/self-publishing/help?topicId=A1MMQ0JHRBEINX#wrong>

At this point, you should go back and fix any issues that you found with your Word document or other source file during the preview process.

You can then repeat the testing process again until you are happy with how everything looks. At that point, you can sit down and start the process of actually uploading your book to Amazon with the intention of publishing it! Let's look at that topic next.

VI. Uploading Your Book To Amazon

A. Adding The Basic Book Details

To publish a book, you need to add what Amazon calls "a title." You simply click the tab called "Bookshelf" at the top of the page. A main menu will appear where you can click the button labeled "Add a new title."

The screenshot displays the Amazon KDP Bookshelf interface. At the top, there are navigation links for 'business', 'hrival', 'Support's Account', and language options. The 'Bookshelf' tab is active. A yellow warning box states: 'Your account information is incomplete. To publish a book, you will need to complete this. Update Now'. Below this, there are two promotional banners: 'Introducing KDP Select' and 'KDP Select Fund' showing earnings of \$600,000 for February and March 2012. At the bottom, there is a table with columns for 'Select', 'Title', 'Contributors', 'List Price', 'Date Submitted', 'Status', and 'KDP Select'. The table is currently empty, with a message stating: 'Your bookshelf is empty. To start publishing a book on Amazon Kindle, add a new title.'



Then you simply enter your book details. Amazon provides simple, self-explanatory fields. If you are not sure what to type in the fields, you can click on the “What’s this?” link for more details.

At the top of the screen for Step 1, you will see an option for “KDP Select”.

By activating KDP Select, you are basically agreeing to allow your Kindle book to be loaned out as part of the lending library during 90 days. This lets people read the book for free, and then return it before they can borrow another one.

In order to activate KDP select, you must agree to keep your book exclusive on Kindle for that 90-day period (and not list it anywhere else).

One reason you may choose to select this option is if you want to help your new book get some exposure early on, and help improve your rankings and feedback.

KDP Select allows you to list your eBook for free for 5 days in a 90-day range, so that anyone searching on Amazon during those 5 days can obtain the book for free permanently, without having to return it through the lending feature.

kindle direct publishing

Bookshelf | Reports | Community | KDP Select

Your account information is incomplete.
To publish a book, you will need to complete this. Update Now

1. Your book
Not Started...

2. Rights & Pricing
Not Started...

Introducing KDP Select

Introducing KDP Select - a new option to make money and promote your book. When you make your book exclusive to Kindle for at least 90 days, it will be part of the Kindle Owners' Lending Library for the same period and you will earn your share of a monthly fund when readers borrow your books from the library. You will also be able to promote your book as free for up to 5 days during these 90 days. [Learn more](#)

Enroll this book in KDP Select
By checking the box, you are enrolling in KDP Select. Books enrolled in KDP Select must not be available in digital format on any other platform during their enrollment. See the [KDP Select Terms and Conditions](#) for more details.

1. Enter Your Book Details

Book name:
New Title 1
Please enter the exact title only. Books submitted with extra words in this field will not be published. [\(Why?\)](#)

This book is part of a series [\(What's this?\)](#)

Series title: _____ Volume: _____

Edition number (optional): [\(What's this?\)](#)

Description: [\(What's this?\)](#)

FAQs

Who are contributors?
Contributors are the people involved in creating your book. You can identify your book's author, editor, illustrator, translator, and more. To publish your book, at least one contributor name is required, and all contributors of any public domain content are required. Enter contributor names in the order in which you want them to appear in the Kindle store.

Should I use my physical book's ISBN?
Do not use an ISBN from a print edition for your digital edition. If you want to include an ISBN for the digital version of your book, it must be a unique ISBN. [Learn more](#)

How do I target my book to customers?
You can target your book to customers using browse categories and search keywords. Browse categories are the sections of the Kindle store (History, Fiction, etc.). Search keywords help customers find your book when they search the Kindle store. [Learn more about browse categories and search keywords.](#)

Should I enable Digital Rights Management?
DRM (Digital Rights Management) is intended to inhibit unauthorized distribution of the Kindle file of your book. Once you publish your book, you cannot change its DRM setting. [Learn more](#)

How do I know if my book is in the public domain?



The lending library and the 5 days it is offered for free can both help you get reviews faster, spread the buzz, and help you increase the popularity of your book.

You can make some money through the KDP Select program, through a pool of funds that Amazon collects to pay out to people who participated in the lending library.

But yes, you may lose some initial revenue that you could have otherwise gotten in higher priced sales. But you will also pick up a lot of readers that may not have bought the book otherwise. And if those readers like your work, they may also check out your web site or other books, if you included such information in the eBook they got for free.

So KDP Select is definitely an option for you to consider for your book. But you will need to review the program details and decide if it is right for you.

After you specify whether or not you want to participate in KDP Select, you then need to **enter the title of your eBook**.

Then, specify whether your book is part of a series. If your book is part of a series, you will need to provide a series title and volume number. If you have an edition number, you can also provide that as well. You can just skip the series fields after you indicate that your book is not part of a series.

One you have completed the book details, you simply type a **brief description** of the book in the text box field. Most of the times this is the blurb you find on the inside flap of a hardcover book.

As you learned earlier, the description has a 4000-character maximum. This is just enough to give the reader a basic overview of what the book is about, and perhaps include a little teaser to entice the reader to buy the book.

You should have already created your book description from the earlier section. But if not, you can refer back to that section for instructions, and/or you can look at other books on Amazon for examples of what to include for these details.

Next, you will need to provide information about the **book contributors** by clicking the “Add contributors” button. This is where you identify the book’s author (you or your company).

If you used an editor, illustrator, or translator, you can list those resources as well. To publish your book, at least one contributor name is required, and all contributors of any public domain content are required.



Book contributors: [\(What's this?\)](#)

Language: [\(What's this?\)](#) Publication date (optional):
 English

Publisher (optional): [\(What's this?\)](#) ISBN (optional): [\(What's this?\)](#)

2. Verify Your Publishing Rights

Publishing rights status: [\(What's this?\)](#)
 This is a public domain work.
 This is not a public domain work and I hold the necessary publishing rights.

3. Target Your Book to Customers


Categories [\(What's this?\)](#)

Search keywords (up to 7, optional): [\(What's this?\)](#)
 7 keywords left

4. Upload Your Book Cover

Upload image (optional): **Your book cover will be used for:**

No image available



- the product image in Amazon search results
- the product image on your book's detail page
- the book cover inside your book

A good cover looks good as a full sized image, but also looks good as a thumbnail image. If you do not upload a cover image, a placeholder image will be used. [See placeholder image example.](#) You can change or upload a new cover image for your book at any time.

[Product Image Guidelines](#)

When you designate the work as being in the public domain, the duration of copyright varies between countries, so ensure that you set your territory rights to only include those territories where you have determined the book is in the public domain. The 70% royalty option is not available for works that consist entirely or primarily of public domain content. [Learn more](#)

After specifying information about the contributors, you then select the language you want the book to be published in. Kindle Direct Publishing supports many languages. You can also list the publication date, publisher, or even the international standard book number (ISBN), if you have one.

An International Standard Book Number (ISBN) is a 13-digit code used to uniquely identify a book. ISBNs link essential information allowing booksellers and readers to know what book they are buying, what the book is about, and who the author is. ISBNs are used worldwide as a unique identifier for books.

If you want to include an ISBN for the digital version of your eBook, it must be a unique ISBN. You cannot use an ISBN from a print edition for your digital edition.

You are not required to supply an ISBN, but if you plan to distribute your eBook to various other sources later, some of them may require one.

Don't let getting an ISBN hold you back. You can always buy one later if you need to have one for other purposes.



But if you ever need it, a service we have used to buy ISBNs is Bowker Identifier Services. With this service, you can buy just one ISBN number, if that is all you need, or thousands ISBNs at one time for a fee.

Next, you have to specify **how you hold title to the book**. The options are to choose whether you hold title to the book privately (yourself or your company), or whether your book contains content that is in the public domain.

You will generally select the option that specifies your work does “NOT” contain content from the public domain, if you created this yourself (or hired someone to help you, and got all rights in the work). Public domain works were discussed earlier in this report, so if you are unsure about what this means, please refer back to that section.

You also need to select the **categories** where you want your book to appear. You can add two categories where the your eBook can appear on Amazon.

Furthermore, you can **assign 5-7 descriptive keywords** that will be used to help your book show up in searches that are done within Amazon.

Note that these key words are different than those that could allow your book show up in the search engines like Google.

As discussed in the earlier section on naming your book, you should consider naming your book title with the key words that you want your book to be found in through the search engines.

But these key words that you specify within the Amazon Kindle Direct Publishing site on this step in the process are the words that people use within Amazon when people are searching for books on a certain topic. So for this, you can specify additional key words than what you may have included in the title (name) of your eBook.

Once all the book setup is complete, you will then upload your book cover.

B. Uploading Your Book Cover

To upload your book cover, you merely select the option “Upload Your Book Cover.” Upon selecting this option, Amazon provides you with an option to include a cover image for your book cover.



Since customers see your book cover in search results, it is always recommended that you include a product image. Otherwise, Amazon will use a placeholder image, as was discussed in detail earlier.

The screenshot displays two sections of the Amazon KDP upload process. Section 4, 'Upload Your Book Cover', includes an optional image upload area with a placeholder, a list of where the cover will be used (Amazon search results, book detail page, and inside the book), and a 'Browse for image' button. Section 5, 'Upload Your Book File', features a DRM selection (radio buttons for 'Enable' and 'Do not enable'), a 'Book content file' input field with a 'Browse for book' button, and an 'Upload book' button. Navigation buttons at the bottom include '<< Back to Your Bookshelf', 'Save and Continue', and 'Save as draft'.

Please refer back to the earlier section that covered the content you needed for your book for the detailed specifications on your book cover.

Once you have uploaded the book cover, the next step is to upload your book file.

C. Uploading Your Book File

Before you begin the process to upload your file, you will need to **select a digital rights management option**. This option is intended to prohibit unauthorized distribution of the Kindle file of your book.

Once you publish your book though, you cannot change the digital rights management option.

However, a word of caution, in Amazon's eyes digital rights management is a little more complicated. If you select that you want digital rights management enabled, Amazon will actually manage your copyrights for you, making it more restrictive for people to do things with your book.

So, for our purposes in this report to keep the process simple, you should consider selecting the "do not enable digital rights management" option.



Once you have specified your desired digital rights management option, you are now ready to upload your book.

In the earlier sections, you learned how to upload and preview your book, and to fix errors in your book. So at this point, you should be just uploading your final Word document or other source file that contains everything the way you want it.

The next screen you are taken to has the option to “**Preview Book**”.

You can refer back to the earlier sections if you haven’t yet previewed and corrected any formatting issues in your book, so you will know how to handle this step in the process.

But assuming you already have your final file ready, go ahead and attach it, and do a final preview to make sure it’s the right file.

Within the preview, you can change the font size, just like you can on an actual Kindle. Unfortunately though, you can’t make any other changes from the preview. If you need to make changes, you will have to go back and change the content of the book itself in your chosen format and then re-upload it.

Click the “Save and Continue” button and you will then be prompted to select your royalty option.

D. Choosing The Rights, Royalty, Pricing & Sharing Options

The last step before you publish your book is to **choose your rights, royalty and price**. Since you are mostly likely working with content that you hold the rights to, you will want to select “Worldwide rights – all territories.” If you only want your eBook to be published within a certain territory, then select “Individual Territories.”

Amazon offers two royalty options. A 35% royalty or a 70% royalty. This may seem like an easy choice, right? Your gut may tell you to automatically select the 70% royalty option. Well before you do that, you need to know the difference between the two royalty options.

With the 70% royalty option, the minimum list price for a book is \$2.99. Any book under this price must be listed under the 35% royalty option. The 70% royalty option also has the Kindle “Book Lending” feature enabled by default. Under the 35% royalty option, you can disable this lending feature. So, the tricky part is to figure out where you will sell more books, either under the 35% royalty or the 70% royalty option.



8. Choose Your Royalty

Please select a royalty option for your book. ([What's this?](#))

35% Royalty
 70% Royalty

	List Price	Royalty Rate	Delivery Costs	Estimated Royalty
Amazon.com	\$ <input type="text"/> USD			
Amazon.co.uk	<input type="checkbox"/> Set UK price automatically based on US price £ <input type="text"/> GBP			
Amazon.de	<input type="checkbox"/> Set DE price automatically based on US price € <input type="text"/> EUR			
Amazon.fr	<input type="checkbox"/> Set FR price automatically based on US price € <input type="text"/> EUR			
Amazon.es	<input type="checkbox"/> Set ES price automatically based on US price € <input type="text"/> EUR			
Amazon.it	<input type="checkbox"/> Set IT price automatically based on US price € <input type="text"/> EUR			

You may want to experiment with a few price points to see what works best for you.

The last selection to make after selecting the price, royalty and pricing is whether you want to **allow lending of your eBook or not**. With lending you are allowing users to lend your eBook to their friends and family for 14 days.

9. Kindle Book Lending

Allow lending for this book ([Details](#))

By clicking Save and Publish you agree to the [Kindle Book Lending Program](#) for marketing, distribution and sales.

Kindle Book Lending ✕

Enrollment in Kindle Book Lending will allow users to lend your book after purchasing to their friends and family for a duration of 14 days. For full details, review the [Kindle Book Lending Program](#).



You will have to weigh the pros and cons of whether you want to get more exposure for your book and higher popularity, at the expense of sales, or if you want to disable lending and just focus on sales.

It's a delicate balance, because more exposure and higher rankings can also help your sales over time. But if your goal is more immediate income, then you should select the option to Disable Lending.

Once you have completed the registration process, click the **"Save and Publish"** button.

Amazon will then review and approve your eBook and within 24-48 hours your book will show up in the Kindle store.

Once your content has been approved, go purchase your first copy. This way you can check your product to make sure it is the way you want it to look.

If you see any issues, then don't worry. You can fix them in your listing. That is the beauty of working in the digital space. You can easily change the content or formatting at any time in the future. Plus you don't have to worry about printing costs since you are reproducing printed materials.

Unfortunately though, when you do make changes or edits to your eBook after it has been published, there will be a 12-hour lag to give Amazon enough time to review and approve your content again.

So, once your updated version has been published again, then make sure you promptly purchase a copy of your eBook to again make sure it is the way you want it to be and look.

That's it. **Congratulations, you're now an author!**

So, now what?

Well, there is a lot you can do to market your book and help increase your sales, which we'll look at next.

VII. Marketing Your Book

Once you have your eBook listed on Amazon, the next step is to drive traffic to your eBook listing so you can increase your sales.

Let's look at several different ways you can do this.



A. Letting Amazon Do It For You

As you've already learned by now, Amazon.com is the world's largest online bookstore, and the best place to start with in selling digital eBooks. And because Amazon is such a powerhouse, you get the benefit of their millions of daily visitors for FREE.

TIP: It's not required, but you can also follow the SEO Hack described in the next section to make your product listings on Amazon.com show up high in the search engines, so even more people see them.

But you don't have to pay for advertising to get the visitors on Amazon.com to see your product listings. You simply have to create a product that covers a popular subject matter, and then do a good job creating a listing that makes your product something worthy of buying.

The elements of a good product listing for your eBook generally include:

- A product title that contains the key words that people would search for on that powerhouse
- Content that covers a popular subject matter
- A description of the product that makes it sound interesting enough that someone would want to buy it
- A price that is fair compared to other similar eBooks
- A nice looking cover for the information product (which again, you can have someone create for as little as \$5 on Fiverr).

Once your listing is set up, you simply let Amazon do all the work in collecting the money when orders are placed. With Amazon Kindle, Amazon will deliver the eBook automatically to the customer, since you upload the content when you create the listing.

But the key point is that Amazon.com (and other giant powerhouses) are the cheapest way to get free advertising for your eBooks. You then just pay them a small commission when the order is placed, and don't generally have to spend anything up front. This is a GREAT way to get started with little to no up front cash!

B. Getting Your Amazon Listing Ranked High On Google

People will already be finding your eBook when they are searching directly on Amazon. But wouldn't it also be awesome if they could find your Kindle eBook on Google or other search engines too?

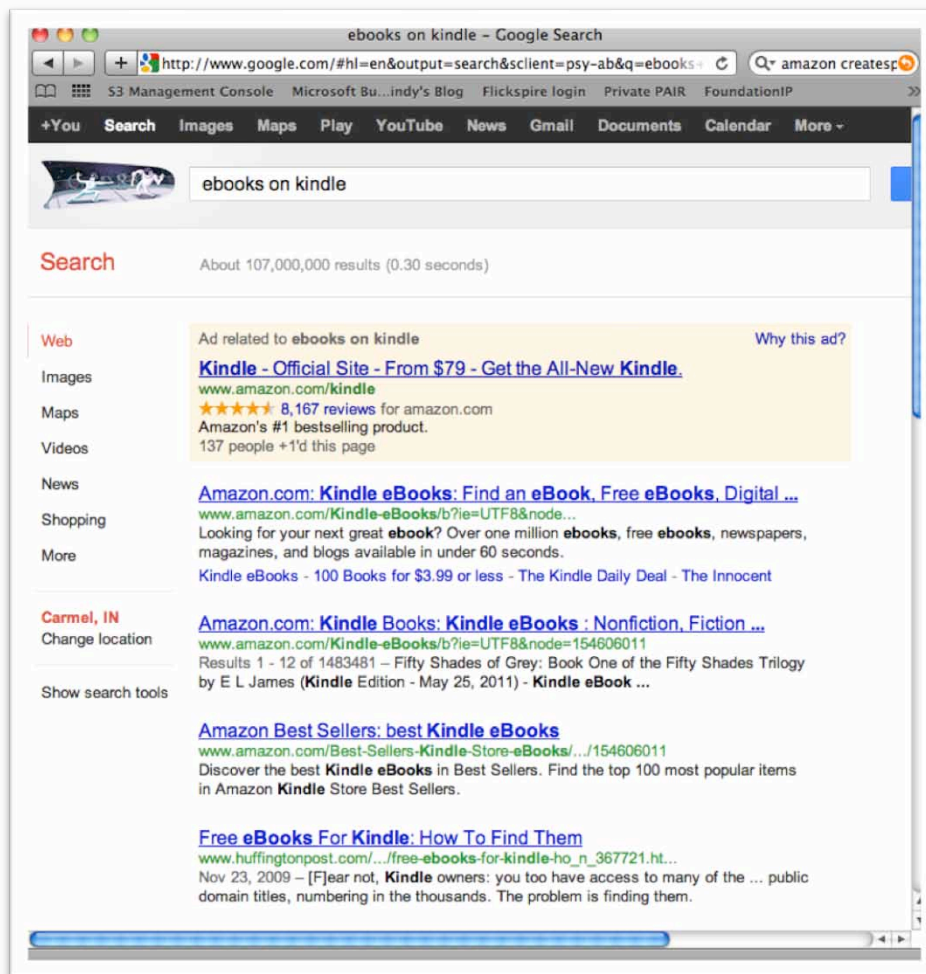
Of course, and that is the purpose of this section involving search engine optimization (SEO).



SEO involves getting your web site (or your product listing on Amazon.com or another powerhouse site) to show up high in the search engine rankings.

On the search engines such as Google.com, you will see paid listings at the top and sometimes on the right side. These are advertisements that another company is paying to have displayed there

But then, you will see the white area in the main part of the page that contains the “organic listings”. Those are listed because the search engine has determined that those particular pages were the most relevant for the search term that was typed into the search box by the user.



It's great when your Amazon.com product listings can show up in the organic listings, so you don't have to pay an advertising fee to appear there.

If you can get your Amazon product pages listed on page 1 of Google and other search engines for popular search terms, this can help you get a lot of additional sales for your products.



Please note that search engine optimization (SEO) is a complex and ever-changing topic that is outside the scope of this report. It can take months, and sometimes years to get a totally new web site ranked high in the search engines for more popular key words.

That's because Google and the other search engines have to decide which page of the billions of pages on the Internet are the ones that are most relevant and helpful to the user for a given search.

And Google determines this based upon how many other sites are linking to your particular page, what topics they are being linked on, and based upon how popular those other sites are that are talking about your site. In other words, Google and other search engines use their vast databases to determine which sites are the most popular and credible on a given subject matter.

So if you just create a new web site to sell your eBooks, then you don't yet have any other sites on the Internet pointing to your new pages. And it can take some time to get other sites to link to you to show Google how great your new site is, especially for the various key words that you would like to rank for.

But, here's the good news.

You actually have an unfair advantage when you list your products on giant powerhouses like Amazon.com, eBay, and Fiverr, as a few examples.

Google already loves those sites and finds them highly relevant. So when you create your own product listing through their platform, your product will actually be hosted on their domain.

So this means that you can take advantage of certain SEO strategies that you would never do on your own brand new site. For less than \$20, you can basically pay someone to generate the various types of inbound links to your product listings pages (on Amazon for this scenario) that will help them rank high in the search engines for the terms contained in the name of your product.

Again, to clarify, please **only** perform the steps that we're about to cover on your product listings pages on giant sites like Amazon.com. If you perform these steps on your own web site, it could cause your site to be de-listed and not show up at all in any search results.

It would not look normal for a newer web site to get hundreds of incoming links to a certain page overnight on your own site. But it is perfectly normal for sites like Amazon.com to get tens of thousands of daily links, because that happens each and every day already.

Below is a process you can follow if you want to help your Amazon product listings pages rank higher in the search engines for the organic listings.



STEP 1. Determine the product listing page(s) that you want to advertise.

Your product listing pages are the pages on Amazon.com where your Kindle eBook shows up.

TIP: You will want to strip out all the extra characters that may be added to the URL when you load the page, and just keep the shortest part.

Here's an example of a long URL that you may see in your web browser:

http://www.amazon.com/Beginning-Access-2003-VBA-Programmer/dp/0764556592/ref=sr_1_1?ie=UTF8&qid=1343676478&sr=8-1&keywords=Denise+Gosnell

But here's how you would want to shorten it to just keep the main part of the URL:

<http://www.amazon.com/Beginning-Access-2003-VBA-Programmer/dp/0764556592>

Both of these links work, and take you to the same page. But the second one has everything after the "/ref" part removed (that is information about the referring page and search that got me to that page).

The shorter and second link above is the one you would want to use in this example to get the best results. Of course, you would replace this with whatever the URL is for YOUR OWN PRODUCT, instead of the one I've used above as an example.

And of course, you will want to test the shorter link, and make sure that it still works. You don't want to perform this process on a link that doesn't work. ☺

Next, you'll basically hire a few different people on Fiverr to help you create 5,000-10,000 new links to your Amazon product listing page, for around \$20.

And since you're just sending the inbound links to a product listing page on a giant powerhouse, you don't have to worry about it hurting your own personal or business web site.

And you can always remove that product listing from Amazon and re-list it again under a different name in the future – if for some reason you don't like the way it turns out by having 5,000-10,000 sites on the Internet link to your product listing page.

But this strategy is a great way to get your product listings on the giant powerhouses showing up high in the search engines under the terms that are contained in the title of your product listing.



STEP 2. Hire a top ranked seller on Fiverr.com to get 200-500 Social Bookmarks pointed to your Amazon product listing page (for \$5).

Here's an example of what to look for when finding someone to perform this step for you:

The screenshot shows a Fiverr gig listing for a seller named 'messageinbox'. The gig title is 'I will provide 200 social bookmarking links for \$5'. The seller has a 100% rating, 4 days for delivery, a 100% gig rating, and 14 orders in queue. The gig is marked as 'TOP RATED SELLER'. The description lists various services including 200 social bookmarking links, free ping to over 100 servers, free RSS combinations, and free link crawling submissions. It also includes social media sharing buttons for Tweet, +1, and Like. The gig has 2944 positive reviews, 0 negative reviews, and 630 people have collected this gig. The background image of the gig shows a collage of various social bookmarking and RSS feed icons.

fiverr[®] The Olympics is

I will provide 200 social bookmarking links for \$5

[Order Now](#)
[Contact Seller](#)

CREATED ALMOST 2 YEARS AGO, IN SOCIAL MARKETING

messageinbox
rated 100%

4 days EST. DELIVERY

100% GIG RATING

14 orders IN QUEUE

[Collect](#)

- ★200 Social Bookmarking Links for \$5 (2 URLs max)★ ☆SUPER BONUSES☆
- ★FREE Ping to over 100 Ping Servers
- ★FREE RSS combination for all your links
- ★FREE RSS Submission to RSS Aggregators ★(New) FREE Link Crawling Submission ...Link report will be given..No Adult/pharma sites. No racist,illegal, hate,gambling content.

Tweet +1 Like 2

2944 POSITIVE REVIEWS

0 NEGATIVE REVIEWS

630 COLLECTED THIS GIG



STEP 3. Hire a top ranked seller on Fiverr.com to build a link wheel for you to get 2000-5000 back links to your Amazon product listing page (for \$5)

Here's an example of what to look for when finding someone to perform this step for you:

The screenshot shows a Fiverr gig listing. At the top, the Fiverr logo is on the left and 'The Olympics' is on the right. The main title of the gig is 'I will build a LINKWHEEL with 6 High pr Blog Manually And Then Create 3000 Backlinks On Them Dominate The First Page Of Any Search Engine for \$5'. Below the title, it says 'CREATED ABOUT 1 YEAR AGO, IN SOCIAL MARKETING'. To the right of the title are two buttons: 'Order Now' and 'Contact Seller'. Below this is a seller profile for 'volarex' with a 99% rating, 7 days for delivery, a 99% gig rating, and 141 orders in queue. There is a 'TOP RATED SELLER' badge. The description starts with 'Collect' and '5000+ Sales 8 years experience SEO consultant will help you here! I will build a 6 site linkwheel for you (PR3-9 Root Domain), & then ping all the web 2.0 sites. After it i'll create a total of 3000 backlinks to the 6 sites. Then I'll send you a full report + login details. This strategy helped many of websites dominate search engine! P.S Cheapest and best Submission! ATT: You provide the article for sites.' There are social media sharing buttons for Tweet, +1, and Like. A video player shows a woman speaking, with a play button and a 01:41 duration. Below the video are logos for 'seo' and 'Get found on Google Get more business'. At the bottom, there is a section titled 'Want more? Check out my Gig Extras™' with three options: 1) '+\$5' for 6 more high pr blogs and 3000 backlinks, 2) '+\$5' for spinning an article into 75 unique versions, and 3) '+\$10' for 12 more high pr blogs and 6000 backlinks.



STEP 4. Hire a top ranked seller on Fiverr.com to build a back link pyramid to get 2000-5000 back links to your Amazon product listing page (for \$5)

Here's an example of what to look for when finding someone to perform this step for you:

fiverr The Olympics

I will build eminent backlink pyramid with 5000 profiles links, links are all from different domains and about 90 percent are dofollow for \$5

[Order Now](#)
[Contact Seller](#)

CREATED OVER 1 YEAR AGO, IN ADVERTISING

 **dino_stark**
rated 100%


4 days
EST. DELIVERY

100%
GIG RATING 

253 orders
IN QUEUE



[Collect](#)

I will blast an eminent backlink pyramid (EBP) consisting of 300 Site about PR 4+ links among which there're varied from 10 to 20 edu / gov links randomly in tier 1 and then 4700 profiles links built to 300 high site PR links above-mentioned as tier 2. Backlinks from different domains about 90% dofollow publicly viewable, I'll ping all of them via 200+ proxies. new buyer if u have any question free to ask me, dont accept PORN, GAMBLING SITES!



xrumer backlinks seo traffic links
linkwheel bookmarks scrapebox google



Eminent Backlink Pyramid

Want more? Check out my Gig Extras™

I will create 8000 backlinks Tier3 backlink to Tier2, so you will have **+\$10**
3 Tiers 13000 backlinks pyramid
Additional 2 days



STEP 5. Hire a top ranked seller on Fiverr.com to spin one article into 1000-2000 articles that get submitted to article directories and point to your Amazon product listing page (for \$5)

Here's an example of what to look for when finding someone to perform this step for you:

The screenshot shows a Fiverr gig listing. At the top left is the Fiverr logo. The title of the gig is "I will spin and submit Article to over 1200 Article Directories, article submission for \$5". To the right of the title is a yellow "Order Now" button and a blue "Contact Seller" link. Below the title, it says "CREATED OVER 1 YEAR AGO, IN ADVERTISING". The seller's profile is "mikemeth" with a 99% rating, 3 days estimated delivery, a 100% gig rating, and 27 orders in queue. A "TOP RATED SELLER" badge is visible. The description of the gig is: "**OVER 10000 SOLD!**". For 5\$ I will spin your article to (50-60% unique) and then submit spun articles to 800-1200 article directories. This strategy helped many of my sites rank top 10 instantly after 1-2 weeks! Best part up to 120-300 auto approved articles first day! Will give you full list of directory urls and autoapproved articles. **Will use linklicious.me pro for indexing backlinks** P.S. Every 5 orders 1 is free!! There are social sharing buttons for Tweet, +1, and Like. A video player is embedded with the text "Order now you will not be dissapointed!". Below the video are two small thumbnail images. At the bottom, there is a section for "Gig Extras" with two options: "I will get you Ultra Spinnable Article on Exact or Similar General Niche and Submit This Article Instead" for +\$5, and "I will make 5000 AutoApproval blog comments to autoapproved directories urls to boost index rate and power" for +\$10.

fiverr The Olympics I

I will spin and submit Article to over 1200 Article Directories, article submission for \$5 [Order Now](#) [Contact Seller](#)

CREATED OVER 1 YEAR AGO, IN ADVERTISING

mikemeth rated 99% **3 days** EST. DELIVERY **100%** GIG RATING **27 orders** IN QUEUE **TOP RATED SELLER**

[Collect](#)

****OVER 10000 SOLD!****. For 5\$ I will spin your article to (50-60% unique) and then submit spun articles to 800-1200 article directories. This strategy helped many of my sites rank top 10 instantly after 1-2 weeks! Best part up to 120-300 auto approved articles first day! Will give you full list of directory urls and autoapproved articles. ****Will use linklicious.me pro for indexing backlinks**** P.S. Every 5 orders 1 is free!!

[Tweet](#) [+1](#) [Like](#) < 20

article marketing **submit article** **article submission** **seo** **rankings** **backlinks**

Order now you will not be dissapointed!

00:28 **fiverr**

Want more? Check out my Gig Extras™

- I will get you Ultra Spinnable Article on Exact or Similar General Niche and Submit This Article Instead **+\$5**
Requires no additional time
- I will make 5000 AutoApproval blog comments to autoapproved directories urls to boost index rate and power **+\$10**
Requires no additional time



Note that some of these strategies may require you to provide the consultant with one or two articles on the topic that is related to your product (or another topic, if appropriate). For example, with the article spinning, you generally will get higher quality output if you give them a high quality article to start with. This article will need to be different than your Kindle eBook, since you don't want to give away the report that you're trying to get them to buy. But you could still use portions of your content as a short article if you want to.

Note also that some of these providers will be using computer-generated articles that they create from the article you give them, so some articles may not sound like a human wrote it.

If this fact bothers you, then you may want to skip this SEO Hack all together.

But the point about getting the inbound links using this process isn't to have someone actually read them. It's about getting the search engines to see thousands of links pointing to your product listing page on the giant powerhouse site so that your page gets listed high in the search engine results when people are searching.

At the time this report was written in 2012, this is a strategy that works well to get your product listings pages ranked high in the search engines.

However, SEO is a constantly evolving field, so this may stop working next year or the year after if Google changes their rules again for how they rank web sites. As with anything, things can change. We're just sharing what works today, and you can decide whether it makes sense for you.

But again, you do **NOT** want to try this with your own web sites, because it would not be natural to get thousands of new links overnight. Google and other search engines would likely de-list your own web site from their index so that no one would see it in the search results for any key words.

So now that you know how to implement this SEO hack if you choose to, let's look at another way to help boost your sales.

C. Strategically Changing Your Book Price

There are times when you may want to strategically raise or lower the price of your Kindle eBook. For example, you may want to set it at a lower price initially, just so you can get a higher volume of sales and increase your book's popularity.

The more sales a book gets, the more likely Amazon is to show your book as a best-seller, and feature the book on other places on Amazon.



So, one approach you could take is to set a lower initial price point, and then after you've gained popularity, raise your price so you can ride the wave of your popularity. People will pay more for a proven book.

Or, you can always set a higher price, and just make more money per transaction. The higher you set your price, the fewer people will buy it. So it's a bit of a numbers game to determine the "sweet spot" for what gets the most sales without sacrificing any extra amount you could include in the price.

You can change the price very easily by updating your listing, so this is something you may want to test from time to time.

D. Other Ways To Promote Your Book

Many people are successful on Kindle from just using a combination of the 3 strategies that have already been covered.

But here are a few additional ways you can increase exposure for your Kindle eBook.

Content Marketing:

With content marketing, you basically publish free content through various sites on the Internet, and then point people back to your Amazon product listings.

With content marketing, the goal is to get other people to like your content, and therefore go visit your related page to get more information and hopefully buy your information products from you.

(Note that with SEO that we talked about in the previous section, the goal was to get the search engine computers to like your page, so the quality of the content was less important).

The better quality of content that you publish, the more people will like you, and the more likely they will be to click on the link that you've provided.

Here are some examples of what you can do for content marketing:

- **Articles:** You can submit articles to various article directories (such as ezinearticles.com), and then include links in your author bio to your Amazon product listing page. You can upload the same article to the top 5-10 article directories, or you can use an automated tool to create hundreds of articles that get distributed all over the Internet. If you go the automated approach, the best way is to re-write each paragraph of your article into 5 different variations, and then use automated tools such as Unique Article Wizard to convert those paragraphs into hundreds of



- unique articles that are high quality (and not computer-generated garbage).
- **Videos:** You can create informational videos and upload them to video sites such as YouTube, and include a link back to your Amazon product in the video description, and in the video itself if you prefer. It's easier than ever before to create videos using a USB camera, or with just your computer. And there are video distribution tools such as Traffic Geyser that can distribute your videos to hundreds of video sites online.

Social Marketing:

With social marketing, you engage with other people through social media sites such as Facebook, Twitter, and Linked In, or through forum and blog posts.

When you interact with people through social media sites such as Facebook, Twitter, and Linked In it's important that you provide useful content, mixed with some humor along the way. Then, you can point people to your products from time to time. But you don't want to over-do it with just constant pitches. People interacting in the social media sites are generally there to be engaged and have a conversation.

So it's good to engage them by asking questions, starting up a debate, or posting something funny or interesting. Then, when you have something interesting you'd like to make them aware of (like your new product), you can also include a link and say something like:

So excited that I just finished my first Kindle eBook. Check it out here: [link].

You can also find forums and blogs that are related to the topics that you cover in your eBooks. You then provide helpful answers or comments to people, and include your Amazon product URL in your author footer, depending on the rules of the forum.

And if people found your answers helpful, they may also check out your web site for more details.

VIII. Expanding Your Reach

Now that you have the tools to make your Kindle eBook successful, you can also consider expanding your reach. Let's look at a few ways you can do that.

A. Selling Your Book In Other Digital Bookstores

While Amazon.com is the largest online bookstore in the world, Apple iBooks and Barnes & Noble also have digital programs for their iPod/iPad, and Nook devices, respectively.



So you may want to also convert the book you created for Amazon Kindle into the iBooks and/or Nook formats and sell the book in those channels too.

You can also consider listing your eBook (as a PDF, for example) on various powerhouse sites such as Fiverr and eBay. A lot of people don't even realize that you can sell eBooks on Fiverr (as \$5 product) or on eBay (through classified ads).

So this is definitely something to consider too, if you want to reach a wider audience on other powerhouses that get tons of daily traffic.

B. Offering A Print-On-Demand Version Of Your Book

You may even want to consider offering a print-on-demand version of your book, such as through the CreateSpace service (<http://www.createspace.com>).

CreateSpace is owned by Amazon, and allows you to have a printed version of your book created right after someone places an order for it on Amazon.com. This is great, because you don't have to stock a big inventory of a book that no one will order.

Yet you can get additional exposure on Amazon by having another book listing (of your book as a printed format, and not just a Kindle eBook).

Check out the CreateSpace web site listed above if this is something that interests you.

So that's it. You now have an amazing set of tools to help you become the next Amazon Kindle rockstar!

IX. Other Business Ideas

If you liked this special report and want some other ideas on the hottest businesses to consider, check out some of our other special reports below.

These strategies are also great for existing businesses that just want to add some new revenue streams!



Make Money Selling iPhone Apps With No Programming Experience



- Why iPhone apps are such an incredible opportunity right now – like the wild west
- How to create and make money with iPhone apps, without having any programming skills
- How to submit your iPhone apps to Apple for approval, so they can be sold in the App Store

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How To Sell Used Books Through The World's Largest Bookstore – Amazon.com



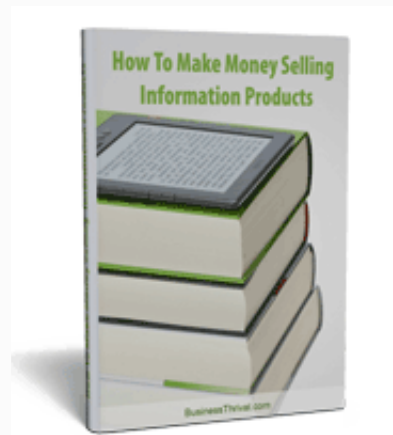
- How to let Amazon.com – the world's largest bookstore – sell used books for you, while they even handle the fulfillment
- How to find used books from libraries, auctions, and other sources and properly ship them to Amazon for fulfillment
- How to make sure you buy books that are popular, and for the right prices so you can make a nice profit

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How To Make Money Selling Information Products



- Why information product businesses are one of the easiest types of online businesses to start
- How to create great information products with basic computer programs that are on nearly any computer
- How to get other people to sell your products for you, including online powerhouses where millions of people visit every day

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How To Make Money Selling Other People's Products As An Affiliate



- How to make money by selling the products and services of other companies
- How to find the best affiliate offers to promote and sign-up for those affiliate programs
- How to properly advertise those affiliate offers so you can make money on each sale, while the affiliate handles all the order fulfillment and customer support issues.

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How To Make \$20-\$30 Per Hour When You Sit In Front Of A Computer



- How to use Fiverr in creative ways to make money selling your services
- How to optimize your Fiverr listing for maximum orders, including the most popular types of services you can consider offering
- How to use “Gig Extras” to make even more sales to your customers

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How To Make Money Playing Around On Social Media Sites For Other Businesses



- How you can get paid to play around on social media sites like Facebook and Twitter for other businesses
- How to find businesses that may want your services as a freelance social media manager
- How to create the most important social media pages for your clients if they don't have existing pages yet

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- How the U.S. Government buys from vendors
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