

BONUS

How To Create And Sell A Kindle Ebook

By

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Introduction

You've heard the stories of indie fiction authors putting their novels on Kindle and suddenly raking in six or even seven figures.

You've heard of non-fiction authors creating tiny little ebooks that pull in a steady income, month after month, so that they can quit their jobs and enjoy the life of a writer.

And maybe all this talk has you thinking of publishing your own Kindle book. But you're not really familiar with the technical process. And being that you've never published a Kindle book before, the whole "create a Kindle bestseller" thing also leaves you scratching your head.

If all or part of this process has you puzzled, then **the good news is that you're reading the right report.** Over the next several pages you'll discover:

- **How to format and publish your book.** That's right, you'll learn everything you need to know about getting your book in the right format so that it looks great on your readers' Kindle screens.
- **How to sell loads of copies.** In the second portion of this report you'll find out what some of the top Kindle authors know about creating bestselling books.

So let's jump right in...

Creating Your Kindle Book

For this report I'm going to assume that you've already written your book (or you're getting ready to do so). And I'm also assuming that you're putting out GOOD content – either fiction or nonfiction – rather than trying to upload rehashed or poor PLR content.

Take note that if your plan is to upload this sort of content, Amazon will likely to reject it (as they're cracking down on duplicate content).

So let's start with accepted document formats...

Choosing an Accepted Format

Amazon allows you to upload your book in a wide variety of formats, including:

- **.doc** (such as when you use Microsoft Office, Word) – *preferred format*
- **.prc** (MobiPocket, unencrypted only) – *preferred format*
- **.mobi** (another version of Mobi Pocket, unencrypted only)
- **.txt** (Kindle will convert this to an HTML file)
- **.rtf** (Kindle will convert this to an HTML file, but it often doesn't convert well)
- **.pdf** (accepted, but may not convert well)
- **.epub** (use epubcheck to validate your file before conversion)
- **.htm or .html** (compress it if you have multiple files or images)
- **.zip** (zipped .html or .htm file, must be in a single folder)

While all of the above are accepted by the KDP (Kindle Direct Publishing) program, do note that .doc and .prc are the preferred formats.

The other formats are acceptable, but sometimes your document formatting and images may not convert well. (In just a bit I'll give you the step-by-step process for converting your file.)

Note: As mentioned, .doc is one of the preferred formats. However, more recent editions of Microsoft Word default to saving word documents in the .docx file format. Unfortunately, these don't always convert well. As such, if you're using a version of Word that defaults to .docx, click on "save as" and re-save it using the .doc format.

If you have images in your book, then here too you need to use the accepted formats. Your images need to be rasterized as you cannot use vector images. The acceptable formats include:

- .jpg or .jpeg (preferred format)
- .png
- .bmp
- .gif

Keep in mind that Kindle uses grayscale to depict internal book images. Nonetheless, you can still go ahead and upload color images (using RGB mode for your images). That's because people who view your book on devices like their iPad will see the pictures in color.

Note: For the purposes of this discussion, I'm going to assume to use the example of creating a Kindle book by using the .doc format, simply because it's so popular.

Read on for specific instructions...

Formatting Your Document

Let's say you've chosen the .doc format. What next?

Can you just save your document and upload it to the Kindle marketplace?

Not quite.

That's because you need to be aware of what types of formatting are allowed and not allowed on Kindle (and which may technically be accepted, yet they don't translate well).

Note: Even though you're using Microsoft Word to format your document, the "tags" used to create your formatting are actually HTML tags. Indeed, you'll be saving your final document as an .HTML file.

Why bother starting with the .doc format at all? Simple. Because most authors write their books in Microsoft Word or using similar software. That's why the below tutorial will show you how to go from a .doc file to a Kindle book. If you'd rather create your book directly using an .HTML editor, that's up to you. But the tutorial below is for the average author who's writing a book and saving it as a .doc file.

For starters, you need to consider that Kindle users get to choose options to enhance their reading experience.

That means that you should keep your special formatting confined to extraneous parts of your book, such as your table of contents.

The "meat" of your book, however, should basically be the default text.

Here's what I mean:

- ✘ Don't use fancy fonts.

- × Don't use fonts that are bigger or smaller than average.
- × Don't try to force alignments.
- × Don't use bullet points, because they won't translate well.
- × Don't use special characters.
- × Don't use special formatting such as headers and footers.
- × Don't use page numbers.

The reason for these restrictions is because readers can choose their font sizes and other options on their Kindle reader. Because they can choose the font sizes, that makes page numbers irrelevant. If the reader chooses a larger font, you'll have more pages. If they choose a smaller font than the default, you'll have fewer pages. And in either case, your page numbering will be messed up.

In some cases, attempting to force styling (such as font sizes) won't translate well at all. The book won't look right. And that means you'll get complaints from your readers. As such, stick with the defaults and keep your book simple.

Tip: Just think of the way a paperback book is formatted. You don't see a bunch of different font styles or font sizes within the body of the book. Keep it simple and easy to read, because doing so ensures your readers focus on your content... NOT your formatting.

So what DOES translate well?

Simple formatting, such as italics, bolding, headings and indentations. You'll also want to use "page breaks" after every chapter to ensure that your chapter text doesn't run together.

Tip: To insert a page break at the end of each chapter in Microsoft Word, put your cursor at the end of the chapter. Then click on "Insert" on Word's navigation menu and click on "Page Break".

If you use images within your document, insert them using center alignment.

Note: You'll have two cover images. The smaller cover image will be your internal image, which is the one readers will see when they first open up your Kindle book. The external image - which is bigger - will appear in the Kindle marketplace only.

Generally, the overall structure of your book will look something like this:

- Internal cover image (preferred) or plain text title page.

- Copyright page and publisher's information.
- Table of contents – but without page numbers.
- Other optional "front matter," such as a preface.
- The body of the book.
- Optional "back matter," such as a prologue.

Note: Don't include an index because it won't translate well. Remember, you can't put page numbers since the page numbers won't translate if the reader chooses to view your book using a different font size. As such, that renders an index as basically useless.

Now, let's look at the most common formatting accepted by Kindle along with the associated HTML tags:

Tip: Do note that you can simply format your document in Word as usual, by clicking "B" to bold the text, "I" to make italics, etc. Then when you save your .doc as the .HTML file, the HTML tags noted below will be inserted automatically into your file – no HTML coding knowledge required.

If you're an advanced user, then naturally you can format your document yourself by directly inserting the following tags...

- Bold. ` text `. You can also use ` text `
- Italics. `<i> text </i>`. You can also use ` text to be emphasized `.
- Underline. `<u> text </u>`
- Links. `link`
- Centering. `<center> text </center>`
- Headings. Use tags H1 through H6. Example: `<h1>heading text </h1>`
- HTML. Designates the beginning and end of the actual HTML formatting. Use `<html> all the text of your book </html>`
- Body. This tag is also used at the beginning and end of HTML documents, with all text enclosed within the tags. Like this: `<body> your ebook content </body>`

- Paragraph. `<p>` one paragraph of text `</p>`
 - Break. To create a line break, use this tag: `
`
 - Page break. Remember to use this command at the end of each chapter. As mentioned, you can click on "Insert" and then "Page Break" to create a page break in Word. Otherwise, use this tag: `<mbp:pagebreak />`
 - Image. You can insert an image using the `` tag.
-

Go ahead and format your book, once again being sure to put "page breaks" at the end of each chapter and overall keeping the formatting simple. When you're happy with the looks of your Word document, save it as usual using your .doc format (just so you have your original .doc file).

However, now you need to create another copy of your document. This time, go to "Save As" in Microsoft Word. Then choose from the drop down box "Web Page, Filtered" (which will convert your .doc file to the required .html file).

Technically, you could upload the .html file and image files directly to Kindle Direct Publishing without any further modifications.

However, Amazon's own guidelines suggest that you take the extra step of compiling your .html file and image files using MobiPocket creator. Read on...

Creating Your Ebook Using MobiPocket Creator

Here's what to do next:

Step 1: Download and install MobiPocket here:

<http://www.mobipocket.com/en/downloadsoft/productdetailscreator.asp>.

Step 2: Choose "Import from an Existing File" and choose "HTML Document." Find the HTML document on your hard drive, click it, and click "Import."

Step 3: Click on "Cover Image" and then "Add a Cover Image." Find your internal cover image on your computer and click "Update". (Please note that this is the aforementioned internal cover image, the one that will be shown to readers when they first open up your book.)

Step 4: Now build your book by choosing "Build".

The end result is that you'll have a .prc file. This is the file that you'll upload to Kindle Direct Publishing (KDP), which you'll learn how to do in just a bit.

But before you do that, let's take a moment and make sure that your Kindle book is going to look good on the Kindle device. You can do that by using Amazon's free Kindle Previewer tool, which is available for download here:

<http://www.amazon.com/gp/feature.html?docId=1000234621>

Simply download and install the software by following the prompts. Then click on "File" and "Open Book." Choose your .prc file.

Now look carefully at every page to determine if there are any formatting problems. You'll probably note that it looks like your book doesn't have any margins and perhaps you'll even notice that centered text doesn't actually look centered. That's common.

Generally, you don't have to worry about these perceived formatting problems, as the final book will look slightly different on the actual Kindle device (meaning your book will have margins and the text will be centered.). So don't waste time trying to create "better" margins or center alignment. Instead, just double check in your original file that the book does indeed have the correct formatting tags. If so, you can usually safely ignore these two problems, as they really aren't problems at all.

What you want to pay attention to are things like:

- **Nonsense/gibberish.** Usually due to trying to convert special formatting. Again, keep it simple by taking out special formatting commands, special symbols, etc.
- **Chapters that run together.** Be sure to add a page break.
- **Formatting problems due to different font sizes.** Remember, the reader gets to choose his font size on his Kindle device. As such, you should preview your book using two or three different font sizes, as sometimes formatting problems only appear when looking at the book using certain font sizes.

Tip #1: Do note that links won't be live in the previewer.

Tip #2: Also note that this is just a preliminary preview. You should always download your final Kindle book in a Kindle device to make sure it looks exactly the way you intended it to look.

If you need to change anything, then go back to either your original .doc file or your .html file (if you're comfortable working directly with .html tags).

When you're done making changes, you'll need to save the filtered web page, upload it to the MobiPocket creator and create a new version of your book.

Then once again, preview it using the Kindle Previewer to see if everything looks good.

You'll rinse and repeat the above steps until you're happy with the way your book looks. Once you're satisfied, then you can move on to the next step...

Creating Your Cover

I mentioned this before: You actually need two covers for your Kindle book:

- 1. The first is your external cover**, which is the large cover graphic that you'll upload to the Kindle marketplace. This should be in a TIFF or JPEG format. It should be a minimum of 500 pixels wide by a maximum of 1280 pixels tall. Save it using RGB, as it will be displayed in color. Also, choose 72 DPI to save the image.

Tip: If your cover or the borders for your cover are white, your cover will just blend into the background of the Kindle marketplace. As such, you'll want to insert a small border around your cover to help make it stand out.

- 2. The second is the smaller internal cover**, which is part of your actual book. This can be in JPEG, PNG, GIF or BMP formats. You should keep it at 127kb in size or less, otherwise Kindle will resize your image (which could change the looks of your image). Internal images should be saved using RGB formatting, but they'll be converted to grayscale for those viewing your book on a Kindle device.

Now it's time to be brutally honest...

If you're not a designer, then I STRONGLY urge you to hire a professional cover graphic designer to create your cover. That's because your cover graphic is often the first thing a prospect sees. That means it gives the first impression of your book. And thus a good cover can actually boost sales, while a poor, amateurish graphic can hurt sales.

One way to find a professional designer is to simply search Google for "Kindle cover designer" or "book cover designer." Another way to do it is to post a project on www.elance.com.

Either way, keep these points in mind:

- **Make sure the designer has experience creating Kindle external and internal covers**, so that the designer is able to create it using acceptable specs.
- **Check the designer's portfolio.** Do you like the looks of these covers? Do they look like bestselling covers?
- **Do your due diligence.** Be sure to research a designer's name and business name in Google and, where applicable, check their Elance feedback. You're looking to see if the designer has a long, established and good history online as a designer.
- **Be specific.** Once you've hired a designer, give the designer as much information as possible about what you need. This includes the title of your book, how you'd like your name to appear, what types of graphics you envision what colors you'd like included.

Whenever possible, give examples of covers you like (either from the Amazon marketplace or even the designer's own portfolio), being sure to explain what it is about each cover.

Example: "I like the title and author placement and font on this cover, but I like the graphics and colors of this cover." Give several examples so your designer gets a feel for what you want.

Once your cover is ready, move on to the next step...

Crafting Your Product Description

When you load your book into the Kindle marketplace, you'll be asked for a product description. Obviously, this is what tells your prospects what your book is about. It's like the blurbs that people put on the back cover of their physical books, except here you have much more room.

Please Note: This isn't an afterthought. That means you shouldn't just write your description on the fly when you're uploading the book to the marketplace. Instead, you want to take at least an hour or more to craft this description. And if you don't fancy yourself much of a sales person, then I urge you to go to Elance.com and find a copywriter to write this blurb for you.

Why?

Because, just like the cover of your book, the product description can make or break your book.

However, if you choose to do it yourself, then here are five tips to help you out:

- **Read descriptions for bestselling books.** This is one of the best ways to get a quick education in how to write a description. Study them. Dissect them. See if you can figure out why the description does such a good job of selling the book.
- **Consider your target market.** Before you even think of writing your description, picture your perfect reader. Doing so will make it easier for you to write a blurb that appeals to your prospects. Ask yourself things like: Male or female? Age? Why would this person want to read this book?
- **Focus on benefits.** Once you start writing the description, focus on the benefits of reading the book.

Example: If it's a non-fiction book, what problem does it solve? If it's a fiction book, what type of reader would most enjoy this book?

- **Offer a juicy excerpt.** Finally, offer a good excerpt to help draw the reader in and persuade them to purchase the book.
- **Include testimonials.** But only include the best testimonials, those that really help sell the book.

Now let me give you an example. Let's suppose you have a nonfiction book about finding love. Here's an abbreviated version of the product description:

Are you tired of being alone? Do you ever get depressed over the weekend, especially when all your other friends are out on dates? Do you ever feel embarrassed going out to dinner or to the movie theater by yourself?

Listen, it's not your fault. Your soul mate is out there waiting for you. And once you know these secrets for finding true love, you'll never spend another Friday night alone!

Just image it... [enter more benefits here]

The blurb would then be followed by testimonials and endorsements from influential others, such as other well-known writers in the niche.

Or let's suppose you've created a fiction book – a thriller. Here's a sample product description:

Jack picked up the phone, expecting it to be his daughter saying she was running late. Instead, it was the kidnapper's voice. And he wanted cash – money that Jack didn't have – or his daughter was dead.

See how that sets up the book and arouses reader curiosity? You'll want to do the same thing when you write a description.

Once your description is ready, then you can upload your book...

Submitting Your Book to the Kindle Marketplace

Now you're set to upload your book to the marketplace. First, gather together your product description, cover graphic and book file (the .prc file).

Then complete the following steps...

Step 1: Sign in to Kindle Direct Publishing (at <https://kdp.amazon.com/self-publishing/signin>).

If you have a regular Amazon.com account (as a buyer), then you'll be asked to update your account with your seller's information.

Simply follow the prompts and fill in the required information, which will include the following:

- Agreeing to the Kindle terms of service. (Be sure that you actually do read this.)
- Name and contact information, including address and phone number.
- Your tax information (so that Amazon.com can report your earnings).
- Your preference as to how you'd like to receive your royalties.

Click "Save" when you're finished.

Step 2: Add your book. Once your seller account is complete, then return to your Kindle Direct Publishing dashboard and click on "Add a new title."

Step 3: Fill in the required information. Once again, you'll be presented with a screen that's pretty self-explanatory. Just fill in all the required information over the next few screens, which will include:

- Title of your book. (In the second half of this report you'll learn how to create a good title – so be sure to read those tips before uploading your book.)
- Whether the book is part of a series (and if so, what number).
- Book contributors (AKA authors).
- Language.
- Optional publishing details, such as publishing date, publishing house and ISBN.
- Publishing rights.

- Keywords. These are the words your market is likely to use when searching for your book. You'll learn more about choosing good keywords in the marketing section of this report.
- Product image. This is the large (external) cover graphic that we talked about earlier.
- Content rights and distribution. This refers to if you're selling the book globally or just in certain countries.
- Pricing information. Later in the marketing section you'll learn about how to develop a pricing strategy that moves books.
- Royalty information.

Step 4: Click "save and publish"... and then wait. Once you've submitted your book to the marketplace, then it's just a matter of waiting. Usually you can expect to wait about 24 hours.

Note: Books that aren't in English will likely take two to three times as long.

Step 5: Review the final copy. Once your book appears in the marketplace, take one last look over it to make sure the listing and graphic look right. Then download a copy of the book and review it on an actual Kindle device to make sure the formatting is correct. This final review is optional, but highly recommended since you want to make a good first impression with your customers.

Quick Recap

And now you know how to format your book, convert it into one of the preferred files and then submit it to Amazon's Kindle marketplace.

Of course just creating and submitting your book is half the process.

The other half is to get as many of your targeted prospects in front of your listing so that you can make money with your book.

And that's exactly what you're about to learn how to do, so read on...

Selling Your Kindle Book

Congratulations: Your book is complete and already appearing on the Kindle marketplace.

Feels good, right? But it will feel even better when you start selling copies of it. And that's exactly what you'll learn how to do here in the second half of this report, so keep reading...

Consider Your Overall Strategy

Are you planning to get rich with one book? If so, you may want to reconsider that strategy. That's because most people who do well in the Kindle marketplace know that the key to success is to build a following with the first book or two, and then keep putting out similar books.

Example: If you write a weight loss book, then you offer another weight loss book. Or if you write a thriller novel, then you create more thriller novels. Better yet, make the new novels sequels to the other novels.

Now, one of the keys to building this following is to make sure your pricing strategy allows for swift sales, especially in the beginning. You see, there are a LOT of books in the Kindle marketplace that go for \$1-\$5. Some of these authors already have a following.

So do you think a buyer is going to pick up a book from an unknown author if the book is priced at \$20? Probably not. Especially when the buyer can get a "sure thing" from a known author for less.

Point is, you need to price your books (especially the first one) at "no brainer" prices. Here are two price points to consider:

- **99 cents (or \$1).** One of the best "no brainer" prices, so with a good cover graphic, description and marketing, you can get plenty of people willing to risk a buck to try your book.
- **\$2.99.** This is still inexpensive, so it can get people to give your book a try. However, the key with this price is that it makes you eligible to receive 70% commissions – thus you make more money on every book.

Tip: The other choice is to do some market research to see what similar books in your niche are going for. But be sure you're comparing apples to apples, meaning don't compare your book with that from an unknown author.

Here's what I suggest...

Start by offering your first book for 99 cents to build your following, and then price subsequent books at \$2.99. Again, the point to keep in mind is that your overall strategy should include writing multiple books in the same niche.

Promote in the Kindle Marketplace

Your promotional efforts start in the way you present your book in the Kindle marketplace. We've already talked about three important pieces, including:

- Having a good cover.
- Implementing a sound pricing strategy.
- Creating an enticing product description.

Now let's look at some of the other factors that will affect your success...

→ Category

If you've written a non-fiction book, then it's probably fairly easy to categorize your book. If you wrote a business book, put it in the business section. If you wrote a book about pairing wines with food, then put it in the "cooking, foods and wine" section. Generally, it's pretty self-explanatory.

However, sometimes those who've created fiction books believe that their book is flexible enough to capture readers across several genres.

Example: If you write a thriller about a robot who falls in love, then it seems like you could put it in thrillers, romance or science fiction.

But here's the thing...

Genre readers are used to specific "formulas" and formats in their books. They want to get lost in the story, not stop midway to raise a skeptical eyebrow. And if that happens, you're likely to get a lot of disgruntled customers.

Example: If you put a story about a robot falling in love into the "romance" section, you can bet you're going to get bad reviews.

For starters, romance readers tend to be primarily women, while the robots would primarily appeal to men. So right there, you're going to lose your readers.

Secondly, romance readers are used to seeing a romance take place in the present or in past (like in the 1800s on a windswept prairie), so they wouldn't be happy to read about a robot of the future. The reader's expectations wouldn't be met, and your book tanks as a result.

Point is, consider your category carefully.

Not only do you want to put your book into a category that will attract attention from buyers, you need to make sure it's in the RIGHT category so that you don't end up with unsatisfied customers.

→ **Keywords**

Some of your prospective readers don't have time to endlessly browse categories to find what they want.

So instead, they'll run a search.

And that's why your product title (where applicable and/or possible), product description and product "tags" should all include the keywords that your market is most likely to search for when looking for books in your niche.

Here are three ways to uncover the best keywords/tags:

- **Search similar books.** In other words, look at other book listings in your niche to see what keywords they're using to attract customers.
- **Use keyword tools** (like [WordTracker.com](http://wordtracker.com)). Simply input your broad keywords (like "French cooking") to see what similar words your market is using to search for information.
- **Brainstorm.** Simple, but it can be very effective. Basically, just list as many relevant words as possible. Then you might check that they're actually useful by using a keyword tool.

Example: Let's suppose you've created a French cookbook. You might use keywords like:

- French recipes
- French cookbook
- French cooking
- French recipe book
- Beef wellington

And so on.

→ Title

I mentioned this before: Your title is another factor that can make or break the success of your book. And that's why you should spend a considerable amount of time choosing the right title.

Tip: Browse the bestsellers on Amazon.com, paying particular attention to the titles. Which ones catch your eye? Then ask yourself, why are these titles appealing?

Now, if you have a fiction book, then your title can be vague (which can arouse curiosity).

Example: "The Girl Who Kicked the Hornet's Nest" doesn't tell you exactly what the book is about, but it does raise questions in the reader's mind. (What girl? Did she make someone angry? What happened?)

If you're selling a non-fiction book, however, then your title better be more clear about what your book is about, how it benefits the reader and/or who it's for.

Let me give you five templates with real-life examples:

Template #1: Secret(s) of [benefit].

Example: "Secrets of Attraction: The Universal Laws of Love, Sex, and Romance"

Template #2: How to [get a benefit].

Example: "How to Win Friends and Influence People"

Template #3: The Art of [topic].

Example: "The Art of Raising a Puppy"

Template #4: [Topic]: What It Is and How to Do It.

Example: "Behavior Modification: What It Is and How to Do It"

Template #5: The Complete Guide to [Topic].

Example: "The Complete Guide to Asperger's Syndrome"

Build an Email List

Earlier I mentioned that one of the keys to success is to build a following with your first book and then keep putting out additional books. Amazon will be your partner in this, in that they may send out emails and make in-store recommendations to your customers whenever you put out a new book.

That helps. But you should take control of this marketing strategy yourself by making sure your most interested prospects and customers are well aware of any new books you put out. And the best way to do this is to build one or more mailing lists.

Here are two lists to build:

1. Prospect Mailing List

Do you already have a blog or other website? If so, then put newsletter subscription forms on every page of your site, and specifically tell your site's visitors to join your mailing list.

Naturally, it's best if you give your prospects a good reason to join your list. And one way to that is by offering them an enticing freebie. This freebie should be directly relevant to the book you're selling.

Example: Let's say your book is about bodybuilding. Here are example freebies you can offer in exchange for email addresses:

- An excerpt from the book.

- A "lite" version of the book. For example, if the full book is 20 chapters, the lite version may also be 20 chapters - but each chapter is stripped down to a few tips (rather than full information).
- A relevant report, such as "10 Ways to Build Bigger Biceps."

2. Customer Mailing List

Since you don't control the Kindle marketplace, obviously you can't get all your customers on a mailing list. However, generally you can get your most interested customers on your list. And you do this by specifically telling your ebook's readers to go to your website to sign up for your mailing list.

Again, just as with the prospect mailing list, you need to give your readers a reason to join your list. The reasons may include:

- Sign up to be informed when you publish a new book.
- Get exclusive discounts and special offers.
- Get special bonus content.

Example: If you put out a bodybuilding book, then offer a free "customers only" video on your website.

The third one is likely to get the most subscribers on your list, but you should certainly mention the first reason as well.

Let me give you an example call to action:

"Would you like to see a video of these exercises? Then click here now to join the customers only secret site, where you'll get instant access to 10 videos. Plus, you'll automatically be informed of updates, product announcements and more. So join now - it's free!"

And here's how to start building these lists:

Step 1: Set up a website. This involves getting a domain name (at NameCheap.com) and web hosting (at HostGator.com).

To make it easy to create your site, you can install a WordPress blog by downloading the free files directly from WordPress.org or using your HostGator control panel (www.youractualdomain.com/cpanel) to install WordPress in just a couple clicks.

Tip: If you don't know how to create a website (or you don't want to), then go to www.elance.com, post a project and find a competent web designer/developer to do it for you. Point is, don't spin your wheels for weeks or months trying to do something that you don't know how to do, when you can hire someone to do it quickly and easily for you.

Step 2: Get a mailing list manager. Your next step is to enlist a third-party service to collect email addresses, send out autoresponder messages, allow you to broadcast live messages and generally manage your list.

There are a lot of services from which you can choose. Here are three good ones:

- www.aweber.com
- www.icontact.com
- www.getresponse.com

Step 3: Put subscription boxes on your website. Once you've selected your mailing list manager, then your last step is to set up your account and then put subscription boxes on your website.

The three recommended mailing list services mentioned above give you complete instructions on their site as to how to do this. Generally, it involves copying and pasting a line or two of code into your site's source file.

The onsite instructions are pretty detailed (and some even include videos). But again – if any of these steps confuse you, then hire a webmaster to take care of this small task for you.

Step 4: Create calls to action. As mentioned before, you need to give your prospects and customers a reason to join your mailing lists. And you need to create a call to action, which specifically tells them how to join your list as well as why they should do so now. See earlier in this section for an example of a call to action.

Step 5: Contact your subscribers regularly. Finally, be sure to keep in regular contact with your subscribers by emailing them at least on a weekly basis. Doing so keeps your name in front of them and keeps them excited about your book.

What should you send to them? Any or all of the following:

- Tips.
- How to articles.
- Mobile apps that go along with the content of your book.
- Videos
- Interviews.
- Announcements about your upcoming products.

And so on – basically, anything of interest to your readers, something that you can send to them on a weekly basis.

Start a Blog

In the last section I mentioned starting a blog. Indeed, one of the easiest ways to create a website is to put a blog script on it and start posting articles.

Here's how to do it...

Step 1: Install your blog. As mentioned earlier, you can go to WordPress.org to download all the files you need. The site also contains complete documentation for everything from installing the blog to customizing it, so be sure to bookmark the site.

The alternative (and easier) way to install your blog is through your hosting control panel. HostGator is one host that has a cpanel, which you can access by typing in your domain with a slash and "cpanel" at the end. Like this: www.yourdomain.com/cpanel

Then just log in using the information HostGator sent you when you first got an account. Once you're logged in, simply scroll down to the "Software/Services" section and click on the "Fantastico De Luxe" option. You'll then be taken to a screen where you can choose to install a WordPress blog in just a few clicks. Be sure to write down your admin login name and password, and keep them in a safe place.

Step 2: Customize your blog. Your next step is to customize your blog. And one good way to do this is by using a theme that's different than the "default" themes that are loaded when you first install your blog.

Instead, go here to pick out a theme: <http://wordpress.org/extend/themes/>.

Then go here to learn how to install and work with your theme:
http://codex.wordpress.org/Blog_Design_and_Layout.

Finally, go there to learn how to otherwise customize the features on your blog:
http://codex.wordpress.org/Working_with_WordPress.

Tip: One WordPress feature default that you'll want to change is the search engine's ability to see your site. Log into your WordPress dashboard. Click on "Settings" (on the left side menu). Click on "Privacy." Then choose the "Site Visibility" option which states, "I would like my site to be visible to everyone, including search engines..." Be sure to click "save changes" when you're finished.

Step 3: Start posting content. Once your blog looks good, then it's time to start posting. Simply log into your WordPress dashboard, click on "Posts," and then click on "Add New."

Ideally, you should initially populate your posts with about half a dozen articles.

That way, your visitors won't leave right away because your site is too quiet. You should then commit to posting on a regular basis, preferably at least once per week.

What should you post?

Aim for a variety of content to keep your readers interested, including text, video and audio of various lengths.

Below are ten ideas and examples:

- 1. Short tips.** This post may only be 100 or so words in length, as you just present one tip.

Example: "The Surefire Way to Get Rid of Belly Fat."

2. Tips article. This is where you post a top list of five, seven, ten or more tips.

Example: "Top 10 Ways to Get Bigger Biceps."

3. How to article. This is a step-by-step article that describes a process.

Example: "How to Lose 10 Pounds by Summer."

4. News and commentary. This is where you post excerpts and links to niche news and comment on it.

Example: "Diet Drug Yanked from Market - Are You in Danger?"

5. Response to other content from other niche bloggers. This is where you link to other people's content (using blog trackbacks) and comment on their articles.

Example: "Why I Disagree With [Author's Name] Stance on Bodybuilding Competitions."

6. Motivational and inspirational content. As the name suggests, this is where you tell a story or share other content that motivates and inspires your target market.

Example: "How a Former Fat Girl Became a Beauty Queen."

7. Promotional articles. This is where you directly sell something (such as your Kindle book).

Example: "New Book from [Your Name] Launching on [Date] - Should You Get It?"

8. Announcements. This could be an announcement about an upcoming book launch. But you can also announce things like contests, book signings and anything else that may interest your readers.

Example: "Transform Your Body and Win \$500 - Here's How to Enter for Your Chance to Win!"

9. Resource articles. This is where you create a list of resources – good or bad – for your readers.

Example: "Top Five Bodybuilding Supplements to Avoid!"

10. Rants. This is an emotionally based opinion piece.

Example: "Why I Hate the Last Two Weeks Before a Bodybuilding Competition."

Any of these articles can be turned into SEO (search engine optimized) articles, which means they're constructed in such a way to pull in traffic from Google, Bing, Yahoo! and other search engines.

Here's how to optimize your content...

Step 3.1: Discover the keywords your market is already using. There's no sense in optimizing an article around a keyword that no one is searching for in Google or elsewhere. That's why you need to use a keyword tool (like WordTracker.com or MarketSamurai.com) to discover what words your market is inputting into search engines.

All you have to do is enter a broad keyword – like "bodybuilding" – and the tool will show you hundreds if not thousands of other related words that your market regular searches for.

Usually you'll want to ignore those words that get a lot of searches, because a lot of other webmasters, bloggers and other marketers are trying to rank well for those same words.

Instead, you want to look at the longtail keywords, which tend to be four or five word phrases that don't get searched quite as often (but they're also easier to rank well for in Google). If you rank well for several of these low-competition words, then collectively the traffic adds up.

Example: Words like "bodybuilding" and "weight loss" and "bodybuilding supplements" all have a lot of competition. Instead, you might consider words like "weight lifting over 40" or "weight lifting for women."

Tip: If you're using WordTracker.com, look for words with a KEI value of 100 or more. The KEI (keyword effectiveness index) is a measure of how much competition a word gets in

relationship to how many people search for it every month. You want words that get a decent number of searches yet don't have much competition.

Go ahead and compile your list of keywords that you think you can rank well for in the search engines. Then move on to the next step...

Step 3.2: Create content around these keywords. Next, you need to choose one keyword and create an article around these keywords. You should include your keyword in the title as well as one to three times for every 100 words of content.

Example: Let's say your keyword is "weight lifting after 40" - here's an example of how to include it in an article...

Weight Lifting After 40 - Is It Even Possible?

If you've ever looked into weight lifting after 40, then you've probably heard all the downsides. You're more prone to injury. You lose fat more slowly. It's hard to gain muscle.

But none of this means you shouldn't consider weight lifting after 40. Here's why... [continue with article]...

See that? In just a little over 50 words, I included the keyword phrase 3 times (once in the title, twice in the opening text). You can see that creating content around articles is a lot easier than you think!

Once you've finished your article, move on to the last step...

Step 3.3: Post your content. The final step is to post your article on your blog... and then start planning your next post!

But here's something else: You can also post this article (with a link pointing back to your blog) in other places, such as: EzineArticles.com, Squidoo.com, ArticleAlley.com, GoArticles.com, IdeaMarketters.com, a secondary Blogger.com blog or WordPress.com blog... and more.

You can even post the article - or at least a link to it - on your Facebook page. Which brings us to the next topic...

Tap Into the Power of Social Media

There are a lot of social media sites around. However, you really only need to start by joining and using two:

- [Twitter.com](https://twitter.com)
- [Facebook.com](https://facebook.com)

That's because these are the two sites where you'll find the majority of your prospects.

Now let's look at them separately...

→ Twitter

[Twitter.com](https://twitter.com) is a micro-blogging site that allows you to send out short, 140 character posts to your followers. That's enough to send out a short tip. However, these sorts of posts are ideal to use to link to your regular blog or send out short announcements.

The key to linking to your blog posts are to post "teasers" that arouse curiosity or promise a benefit if the reader clicks through to your site.

Here are three examples of "teasers" that are short enough to post to Twitter:

Example #1: Which golf club grip improves your putting 110%? Go here to find out: [link]

Example #2: This 1200-year-old herb melts fat - find out what it is here: [link]

Example #3: Do you make these 5 golf mistakes? Find out here: [link]

Of course in order for these teasers to be useful, you need to have followers.

Some people recommend searching for your niche keywords to find people who're interested in what you're offering. Then you "follow" them, as the majority of people you follow are likely to follow you back.

Problem is, these people aren't truly interested in what you're offering. And there's a good chance several of them are marketers in your niche who're primarily interested in marketing to you (rather than reading what you have to say).

So instead, advertise your Twitter feed on your blog, on forums of which you're a member (in your sig file), and in email newsletters you send out. Think of it as another channel to reach your target market.

Tip: To get even more followers, ask your existing followers to "re-tweet" your messages.

→ Facebook

There are a few different ways you can use [Facebook.com](https://www.facebook.com) to advertise your Kindle books, including:

- Using your personal account to connect with fans.
- Creating a Fan Page.
- Buying pay per click ads on Facebook.com.

For the purposes of this report, let's focus on the free methods of social networking.

And specifically: While some people do use their personal accounts for promotional purposes, I suggest that you keep it separate from your business activities. Instead, create a Fan Page.

Tip #1: To create a Fan Page, log into your Facebook.com account. Scroll down to the bottom of the page and click on "Create a Page." You can then follow the self-explanatory prompts and fill in the required information to create your Page. For best results, put some content on your Wall - such as tips, announcements and links to articles - before you go live. That way, your Wall looks busy and popular.

Tip #2: Be sure to put a newsletter subscription box on your Fan Page, and give people a reason to join (such as an exclusive free report, an excerpt from your Kindle book, etc).

Unlike Twitter, there is no limit to the amount of content you can post. That's why I suggest you post a variety of content, including:

- Announcements.
- Short tips.
- Articles (how to, tips, rants, interviews, case studies etc).
- Teasers with links to the full article on your own blog.
- Specials, discounts and other promotional content.
- Contests.

- Videos.
- Audios.

Basically, just about anything you put on your blog can be put on your Facebook page.

Now, there are two ways to use Facebook, and your marketing strategy should take both of these methods into consideration:

1. Use Facebook to connect with existing fans, prospects, etc.

I mentioned this with Twitter – basically, think of Facebook as another channel through which you can connect and interact with your existing customers, fans, and prospects.

To that end, be sure to advertise your Facebook page on your website, within your existing Kindle books, on forums, in your emails and anywhere else your customers and prospects are likely to see it.

Tip: Give people a reason to join your Facebook Page, such as exclusive discounts, freebies and other offers for Fans.

2. Use Facebook to find new fans (prospects).

Facebook is naturally viral in nature. If your existing fans “like” your Page, click “like” on your content, or post on your Wall, then these “likes” and comments will be seen by friends of the people who commented on your Page. It’s likely these friends will come over to see your Page, which means you have more Fans, which means you’ll have more people “liking” and commenting on your Page... and the viral cycle continues!

Point is, you should focus on posting good content that gets people to comment and click like. Indeed, you can even create calls to action, such as:

- Click “like” if you’re ready to lose a quick 10 pounds!
- What’s your golf handicap? Post it here...

Another good way to use Facebook to get new prospects is by holding contests. Specifically, hold contests that require people to not only become “fans” to join the contest, but these fans are likely to get their friends to become fans, too.

Example: Let's go back to the example of you publishing a bodybuilding book on Kindle. You could have a bodybuilding photo contest, where your fans enter their current photos for a chance to win. Winners are determined by which photos get the most "likes."

Can you see what will happen? People who submit their photos will get their friends to "vote" by joining your Fan Page and clicking "like" on the photos.

That means your Fan numbers will increase effortlessly. And while not every new Fan will be interested in your Kindle book, some will – and those folks will stick around.

Using Other Promotional Methods

You've been learning about some of the most powerful and effective ways to reach your prospects and to re-connect with your customers to sell them your sequels and other Kindle books.

Naturally, there are dozens of other ways to promote your site (as a means of building a prospect list) as well as promoting your Kindle book directly. Let me just list some of the most popular ways here...

→ Writing and Submitting Press Releases

You can submit these press releases directly to your local media, and then branch out regionally, nationally and even internationally.

You can also use a service like PRWeb.com to help with distribution, but you'll get your best local results by submitting directly to the proper editor.

→ Participating on Niche Forums

This means if you write about golf, then participate on golf forums. If your book is about gardening, then participate on gardening forums. And so on.

Tip: To find these forums, search for your broad keywords alongside forum-related key terms. For example:

- Golf forum
- Golf board
- Golf discussion
- Golf phpBB

The keys to success using this method are twofold:

- 1. Be a thoughtful, contributing member.** That is, make it your goal to truly help people on the forum (rather than just posting one-line answers to get exposure for your signature file).
- 2. Use a signature file.** This is the file that many forums allow you to attach to the end of your post. You can point this to your website (in order to build a list of prospects). In some cases, you may point it directly to your Kindle listing.

Example: Need to get back into that bikini? New book shows you how - and it's easier than you think! Click here to get your copy today...

→ Joining Kindle-Related Forums

Especially pay attention to KindleBoards.com. This forum's members are primarily Kindle authors. However, it is a good place to mingle with other authors and ask questions. And if you're going to do that, you might as well drop your signature file and see if you can generate a few sales.

Tip: Pay attention to authors who're in the same niche as you, because you can develop relationships with these people and start doing joint ventures. For example, you can co-promote, meaning you promote each other in your respective newsletters and on your blogs.

→ Using Pay Per Click Marketing

Earlier I mentioned that Facebook has pay per click ads. Another popular PPC platform is Google's AdWords. There are also smaller PPC search engines you can use, like Kanoodle.com.

In all cases, you don't pay for placement of your ad. Instead, you only pay when someone clicks on your ad.

Here's how it works:

The price is determined by how much you "bid" on a keyword (such as "bodybuilding books"). If, for example, you bid 20 cents, then your ad shows up in the sponsored ads when someone searches for that keyword in Google. If they click on the ad, you pay an amount not to exceed 20 cents.

The keys to using these ads effectively are threefold:

- **Choose good keywords.** The more specific, the better.

Example: "Golf" is too broad. But "improve golf game book" is quite specific and thus it's a much better keyword to bid on.

- **Create good ads.** You may want to go to Elance.com to have a professional copywriter craft these ads for you. Otherwise, read similar ads in your niche to get a feel for what constitutes a good ad.

Example:

Improve Your Golf Game
Never again have the high score
In your golfing foursome! Here's how...

- **Have a good landing page.** This could be your newsletter subscription page (so that you can build a list), or in some cases – depending on the keywords – you may send prospects directly to your Kindle listing.

Conclusion

Congratulations! You now know how to create a Kindle book, get it listed in the Kindle marketplace, and get plenty of targeted prospects in front of your offer!

Let's quickly recap what you've learned:

- **Formatting.** Here you learned how to format your book using the common .doc file (such as Microsoft Word). You learned what type of formatting is acceptable (such as bolding and italics) and which formatting to avoid (such as font size and page numbers). You also learned how to convert the .doc file into a .prc file using MobiPocket Creator.
- **Submission.** Here you learned the steps necessary to upload your .prc file and all book information to the Kindle marketplace.
- **Marketing.** Finally, you learned about some of the most effective means of promoting your book, including using good tags, titles, covers and descriptions in the Kindle marketplace, using social media, building prospect and customer lists and much more.

Now there's just one thing left to do – take action!

If you haven't written your book yet, start with that step. Otherwise, if your book is finished, then I strongly urge you to start formatting it TODAY using the tips and tricks you've learned.

Just imagine it: **Get started right now and your new Kindle book could be *making sales* in a matter of days!**

So go ahead and take action... because the sooner you put these strategies to work, the sooner you'll reap the rewards.