

Tom Antion's

Kindle E-Book Cheat Sheet

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This document is quick start guide and checklist for writing, formatting and selling Kindle Ebooks.

PHILOSOPHY

1. Introduce people to your brand
2. Let them know about other titles
3. Reference one or two of your titles within your content.
4. Put up a website for all your books.
5. Do a series of books.
6. Get in top 100 in a category so book can be called a best seller
7. Single focus books with Step-by-step solutions work well
8. Make sure you pick a salable topic
9. LEAD THEM TO MORE EXPENSIVE PRODUCTS AND SERVICES

TOPIC SELECTION

Overall Criteria for Greatest Success

A. Is there pain and urgency involved or irrational passion and emotion?

B. Are people proactively looking for a solution?

C. Do they think they don't have a lot of options to get the knowledge they want?

D. Are there other books they could be sold in a series?

1. Go to Amazon.com
2. Click on "Kindle E-books" near the left hand side of the horizontal toolbar at the top of the page.
3. Choose "Non Fiction" from the list of categories on the left hand side

- Pick a “Sub Category” like “Business & Investing” or anything that interests you.
- The goal is to locate three books in that category that have an amazon sales rating of 15,000 or below. (smaller number = more sales). This will help you locate categories that have lots of buyers (also, most likely more competition). If you want less competition, use 50,000 or below.
- To locate the sales ranking click on any book, go to its sales page. Scroll down sales page until you see the “Product Details” Section. At the bottom of that section is the “Amazon Best Seller’s Rank: (see screenshot just below).

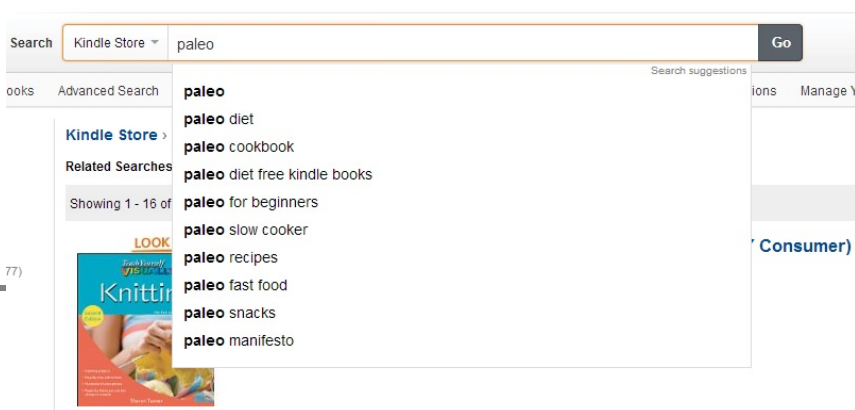
Product Details

File Size: 210 KB
Print Length: 80 pages
Simultaneous Device Usage: Unlimited
Publisher: Global Activision Limited (July 21, 2013)
Sold by: Amazon Digital Services, Inc.
Language: English
ASIN: B00E3B2SU2
Text-to-Speech: Enabled
X-Ray: Not Enabled
Lending: Enabled
Amazon Best Sellers Rank: #77,431 Paid in Kindle Store
 #67 in [Kindle Store](#) > [Kindle eBooks](#) > [Computers](#)
 #89 in [Kindle Store](#) > [Kindle eBooks](#) > [Business &](#)

- The product in the screen shot would not count towards our three books because it’s sales ranking is not 15,000 or better.

NOTE: We also want to note the publication date of the book because Amazon gives new books a little boost for a while so we don’t want to base our opinion about the category on new books. We want to base the opinion about a category on books that have been selling well for a long time.

Keyword Research



Go to the search box at Amazon. Pick “Kindle Books” from the drop down box at the left hand side of the search box. Put a word in the search

[le](#)

box and note the suggested searches that pop down below the search box.
Search kindle books for each of those keywords/keyword phrases
Also look at the "Customer's Also Bought" section
Look at a couple dozen books.
Write down titles that are under @15,000 bestsellers ranking
Pick niches that have at least three books with this volume.

Title Tips

- Must have keywords in Title
- Must have subtitle with keywords
- Must be compelling and descriptive
- Must provide benefits

Samples that I got from another course, but I can't remember which one.:

[“The Gambling Addiction Cure: How to Ovecome Gambling Addiction and Problem Gambling for Life”](#)

The word “cure” makes it compelling. “For life” is another benefit.

[“Debt free for life: How to Get Out of Debt Forever”](#)

“Forever” is the benefit

[“The Ultimate Guide to Getting Your Ex back: How to Get Your Your ex back in 30 Days or Less”](#)

Ultimate Guide books are good.

Pen Names

Can have up to three pen names in Author Central

Log in to Author Central click "books" tab

Click "add more books" / "are we missing a book?"

Search

Click “This is my book”

From there Amazon will let you create a pen name.

Do one for each market. **Note: The pen name section has not been checked recently. Always use the latest information directly from Author Central.**

Elements That Must/Could Be In Each Book

- **Title Page** The title page should be centered with the title on top and Author Name underneath, like in the example below. Insert a page break.

The Adventures of Tom Sawyer
By Mark Twain
-Insert Page Break Here-

- **Copyright Page** This page normally follows the Title Page. Insert a page break after the Copyright details.
- **Dedication Page** (Optional) If you have a customized Dedication, it should follow the Copyright page. Be sure to Insert a page break.
- **Preface:** (Optional) If you have a Preface, it should follow the Dedication. Be sure to Insert a page break.
- **Table of Contents**
- In the beginning of the book put a freebie where they have to go to a website and opt in to get the freebie.
- Link in book to author page on Amazon
- Reference one or two of your other titles “within” your content
- Ask for reviews in the book.
- Put 1000-1500 word excerpt of other books or other books in series at end of each book. Include an excerpt of another book right at the end of the book they are reading. Insert a link at the beginning and end of the excerpt where they can buy the book at Amazon. Write a short description telling readers how it's related to

what they just read.. Include a different excerpt in each book. Arrange in order of relevance to the book they are reading.

- **More Amazon books** section after excerpt, i.e. give them a chance to buy everything you have on Amazon.

Kindle Cover Tips

<http://www.bookcoverarchive.com> See Sample Book Covers (not necessarily Kindle books)

- Cover and Title are most important
- No white background
- Must have Border
- Design for the thumbnail
- Clean Design
- Use <https://kuler.adobe.com/> to find colors for cover/other designs
- Covers 1880 x 2500 pixels
- Shrink to 90 pixels for thumbnail to see if it still looks good.
- Have two covers made – one plain/ one with best seller emblem

Cover Designers

<http://www.Fiverr.com>

Type in "Ecover"

I was told these people have good reviews. I have not used them:

meetmie

designerhash

jw12792

pro_ebookcovers

webmark

idrewdesign

<http://www.istockphoto.com> for images

Sample book cover request for Fiverr and other design places:

Please make a high quality flat cover for Kindle. It's important that the cover looks professional, and does not have a white background.

Book Title:

Subtitle:

Image:

Quality jobs will get a positive review. I will have more orders for you if you do a good job.

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Design and Layout Tips for Book Text

- Do not use indented paragraphs.
- Special formatting does not convert well to Kindle.
- Tables are now OK
- Always use page breaks to separate chapters. (ctrl/enter in Microsoft Word)
- Make the Kindle previewer start at a specific point by going to Insert>Bookmark> Rename to "Start". This point should be your freebie near the top of the book.

PREPARING BOOK FOR PUBLISHING

- Delete extra spaces between sections of text.
- Put title tag on title and Center title
- Put in page breaks
- Subheadings Heading 1 Tag

- All Body text should have a Normal Tag on it.
- If working in Microsoft Word, avoid bullet points, special fonts, headers, and footers will not be transferred, so be sure to avoid those. If you are highly competent in HTML, then you can have some of these elements, but it will be a hassle.
- Indentations, bold characters, italics and headings are OK
- Images **SHOULD BE INSERTED** in JPEG (or .jpeg) format with center alignment (**don't copy and paste from another source**).

Guide Items

- Kindle has the option to "Go To" the cover image, beginning and the Table of Contents of your book, anywhere from the content. These are defined by what is known as "Guide Items." If you upload a cover image, the first Guide Item will be set automatically. To define the other Guide Items, follow the below steps:

For the Beginning:

Place the cursor where you want the book to start. I highly suggest you put the start bookmark at your opt in freebie near the top of the book. Click on "Insert > Bookmark." In the "Bookmark name:" field, type "Start" (without the quotes) and click "Add."

For the Table of Contents:

Place the cursor at the beginning of the first entry in the Table of Contents. Click on "Insert > Bookmark." In the "Bookmark name:" field, type "TOC" (without the quotes) and click "Add."

PUBLISHING YOUR BOOK CHECKLIST

Book Name:

Series Title (put keywords in – Grab keyword suggestions from the search box that you haven't used yet in the book.):

Edition number: Leave blank

Publisher: Can be blank or the name of your publishing company

Description is really important. I suggest you use the Author Marketing Club tool listed at <http://www.GreatInternetMarketing.com/kindle>

- **Description:** Up to 4000 Characters
- **Description:** Can Use certain HTML tags. No need to worry about this if you use the Author Marketing Club tool above.
- **Description:** Make sure you use a HeadLine (Check out the headline creator tool at <http://www.KickStartHeadlines.com> (leads to a different named headline tool through my affiliate link)
- **Description:** Use HTML Template with gold/yellow headline and subheadings
- **Contributors / author:** Your Name or pen name. **Note:** Use a Different pen name for different unrelated topics
- **Pub Date:** Leave Blank
- Verify pub rights
- **Categories** – (two allowed) See where you think your book belongs by looking at other similar books

Category # 1:

Category # 2:

- **Keywords** – (Use primary and you can use phrases):
- **Series:** If your book is a series, give it a series name.
- **Upload cover** / If you want to, Re-upload cover with best seller emblem after you get in top 100 in your category.
- **Do not enable digital rights management**
- **Verify publishing territories as “Worldwide”**
- **Start book out at 35% royalty and price of .99 to get reviews**
- **Allow lending**
- **Note:** When published on Amazon, the link for your book isn't the entire link. Just copy to the point you see in the example below.

Example:

Here's the entire amazon link to my shopping cart ebook.

http://www.amazon.com/Things-about-E-Commerce-Shopping-Systems-ebook/dp/B00DSCZSAO/ref=sr_1_1?ie=UTF8&qid=1389630825&sr=8-1&keywords=34+things+antion

To get to the book you only have to use the part of the above link you see below:

<http://www.amazon.com/Things-about-E-Commerce-Shopping-Systems-ebook/dp/B00DSCZSAO>

You can shorten that even further by using a link shortening service like <http://www.Bit.ly>

Book Writing Services

Fweez.com has merged with <http://www.Epicwrite.com>

Ebooks and articles done
Ebook writing for around .01 per word

<http://www.Needanarticle.com>

<http://www.Articlez.com>

KDP Select

Give Amazon an exclusive on your book for 90 days and you can give it away for 5 days of those 90. You can renew the deal every 90 days.

How to use free days:

two days, two days, one day

Set up free promotions at least 7 days in advance. Free ebook sites require notice before promoting.

Get the free ebook submitter at Better Book Tools found at <http://www.GreatInternetMarketing.com/kindle>

Some people say the best days are Sunday to Thursday. I can't confirm that at this point.

Reviews

- Ask for reviews in the book and show them how.
- Verified reviews are best. This means the person doing the review actually purchased it. These reviews carry more weight.
- Unverified Reviews – Means they didn't purchase. These are not as strong
- **Only one in a thousand post reviews on their own. You must ask for them!**

Strategies

- Wait for organic reviews
- Mention it in your book
- Get friend and family to buy book and post review. **MUST WAIT THREE DAYS AFTER PURCHASE - Be careful. If review appears too soon after a person purchases, that looks fishy to Amazon.**
- Contact top reviewers. Gift the book and ask for a review.
- **Don't Buy reviews.** It's against terms of service

- Try to get keywords in review
- Make it natural. Not all 5 stars.
- Spelling and grammar good in review
- Also, if possible get reviews amazon.co.uk
- Minimum of three reviews before promoting. Ideally up to 6 reviews for optimal sales.

How to find top reviewers

- Google "Amazon top reviewers"
- Look at reviewer. Email to ask if they will review
- Buy your own book and "give as a gift"

To Find top reviewers that are interested in your subject

Google "top 500 reviewer" + your keyword

Look for REVIEW EXCHANGES

Categories

Make one of your book's two categories one that is easy to rank in, but still related to your book.

Other Tips

<http://www.paywithatweet.com/> - Offers the book for free to anyone who tweets about it.

Create Google Alerts for your name or pen name and all of your book's titles to keep track of publicity and respond to readers.

Use Dropbox and email copies of all files to yourself to backup everything.

PROMOTION

- Start book at .99 to get reviews
- Have minimum of three reviews before promoting. Six is better.
- Set up free promotions at other sites seven days in advance to give time for free places to list book
- Give book away in KDP select
- Email to your list if appropriate
- Facebook notice of freebies
- Look for ways to cross-promote each book.

End of CheatSheet