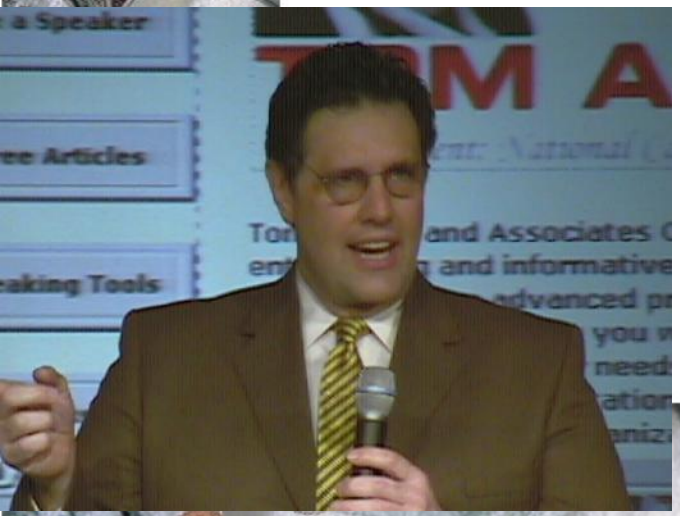
Don’t forget to turn up your computer speakers!

Tom Antion

Kindle Creation Masterclass



Tweet, Facebook or email your friends. It’s not too late to join the webinar

www.GreatInternetMarketingTraining.com

The Sponsors

- Internet Marketing Training Center of Virginia

IMTCVA.org

STATE COUNCIL OF HIGHER EDUCATION FOR VIRGINIA

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Nothing For Sale

- I am thinking about putting together a “Real Mastermind” with minimum of 5 people and maximum 10 people. Minimum commitment of 6 months.
- After we’re done, let me know if anyone is interested. orders@antion.com

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INTRODUCTION

- We'll go about 90 minutes and then take a 5 minute break.
- This is a "Masterclass" That means tons of details. – It's going to be a long session.
- This is not a marketing masterclass although there will be marketing because marketing on this platform must be rolled into the creation of the actual eBooks.

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INTRODUCTION

- I don’t go for enormous volume
- I have a terrible sales rank.
- I go for large amounts of money
- I usually use my email to push people to my books AND
- I love KDP Select
- **NON FICTION BOOKS SHOULD ALWAYS LEAD TO A MUCH BIGGER SALE!**

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Why should you listen to me?

- Lifelong entrepreneur – Never had a job outside high school and college
- In business formally since 1977
- Owned 5 apartment buildings and a hotel BEFORE graduating from college
- Over 3000 paid speaking engagements in 12 countries (2000 of those for business advice)

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Why should you listen to me?

- Had various businesses . . . all successful with the one exception of a successful nightclub & restaurant put out of business by raise in drinking age
- Became consumer debt free around the year 2000
- Hit Multi-Millionaire Status around the same year and enjoy and build on that today.
- Have had over 1700 students in my high end mentor program since around 1997.

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Why should you listen to me?

- Can't remember how many books I've written.
- Sold many millions of dollars of them including one that has brought in 3.6 million dollars so far.
- Have hundreds of information products, course and seminars.

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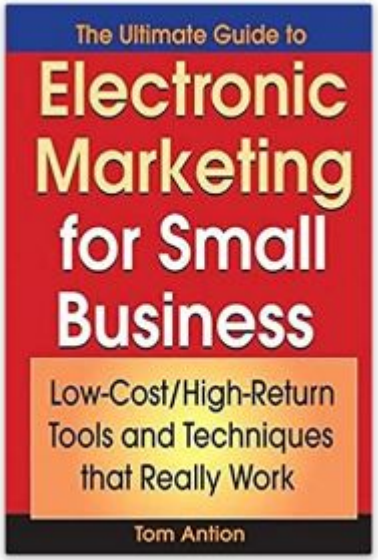
Why should you listen to me?

Amazon.com
Business
#1
BESTSELLER



2700 Books in One Week, Beat Oprah, Came in #2 Overall to Harry Potter

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Why Kindle?

- Biggest player – 83%
- More simple – you don't have to fool with multiple formats
- KDP Select
- Whispersync – They own Audible
- Dirt cheap advertisement
- Has lots of ways to promote
- Free e-book creation software

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Deciding on a Topic

- Sometimes I just know
- Other times you must research
- When I know, I usually have 75% of the info in my head.
- I can research the rest.
- Just have to get it out of my head and in writing.
- Usually can't think of all I know in one setting.

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Deciding on a Topic

- **What are your goals?**

  A. Sell lots of Kindle books and don't care about the topic.

  B. Sell books in my field to bring in leads and sales for more expensive stuff.

- Different research methods for each

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Deciding on a Topic

- **A.** Sell lots of Kindle books and don't care about the topic.
- I don't specialize in this.
- You would carefully research popular categories with less competition.
- You would most likely use ghost writers to crank out lots of titles in lots of markets.
- You might want to use pen names.

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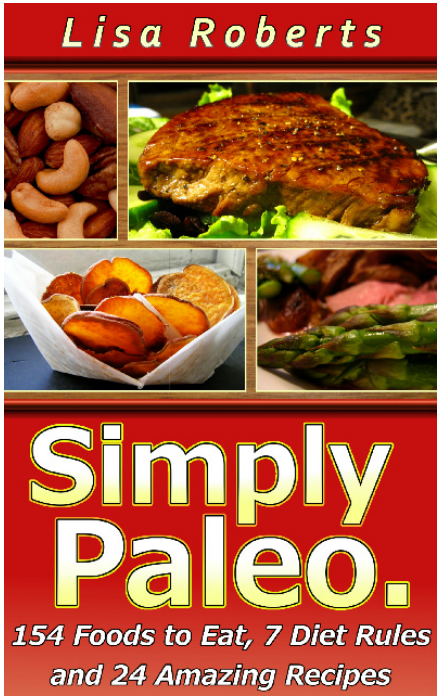
YES I HAVE DONE IT

- Paleo Diet Book
- Mediterranean Diet book
- Divorce Book



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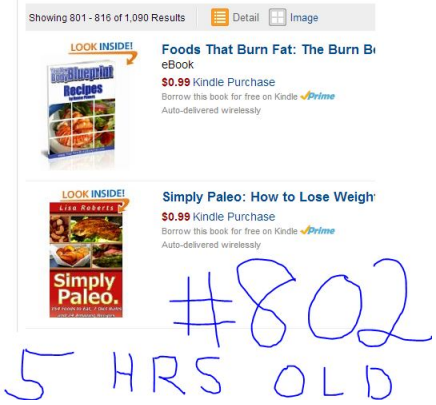
Results



Product Details

File Size: 3758 KB
Print Length: 64 pages
Simultaneous Device Usage: Unlimited
Publisher: Anchor Publishing (January 16, 2014)
Sold by: Amazon Digital Services, Inc.
Language: English
ASIN: B00HWZ2U22
Text-to-Speech: Enabled
X-Ray: Not Enabled
Lending: Enabled
Amazon Best Sellers Rank: #3,876 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#10 in Books > Health, Fitness & Dieting > Diets & Weight Loss > **Paleo**
#25 in Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diets & Weight Loss > Diets > **Weight Maintenance**
#25 in Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Diets & Weight Loss > Diets > **Weight Loss**

After 18 Hours #3,876 overall and #10 in Diet & Weightloss

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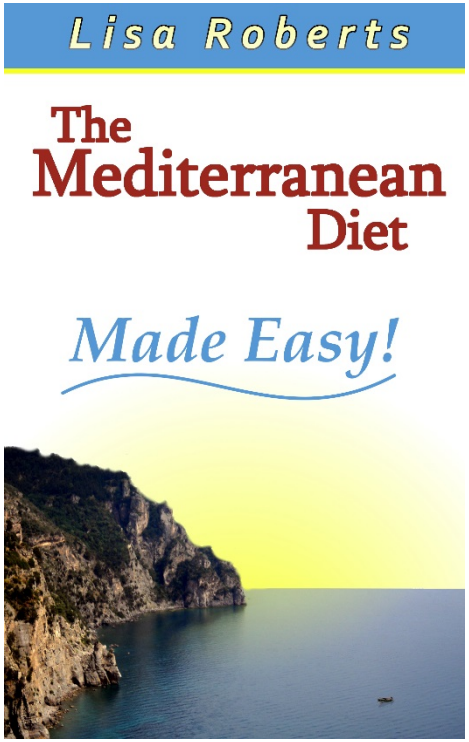
Yes I Have Done It

I didn't know what I was doing with the cover. No border means it fades into the background



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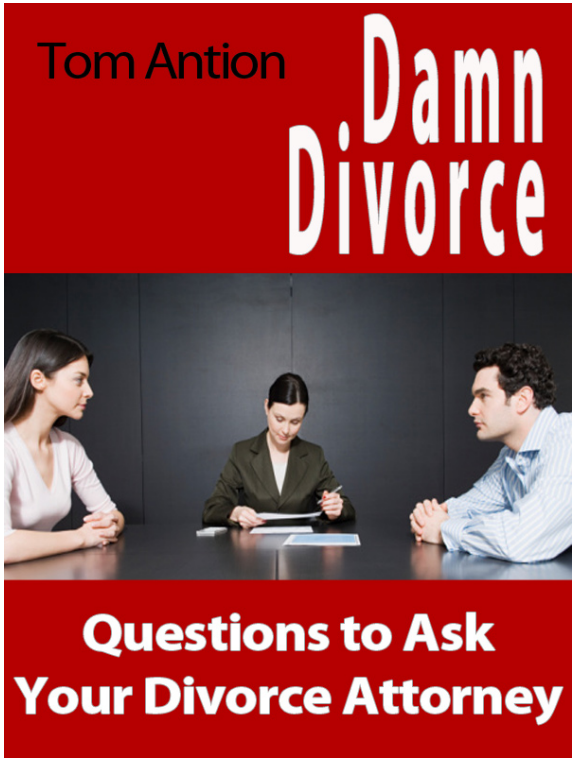
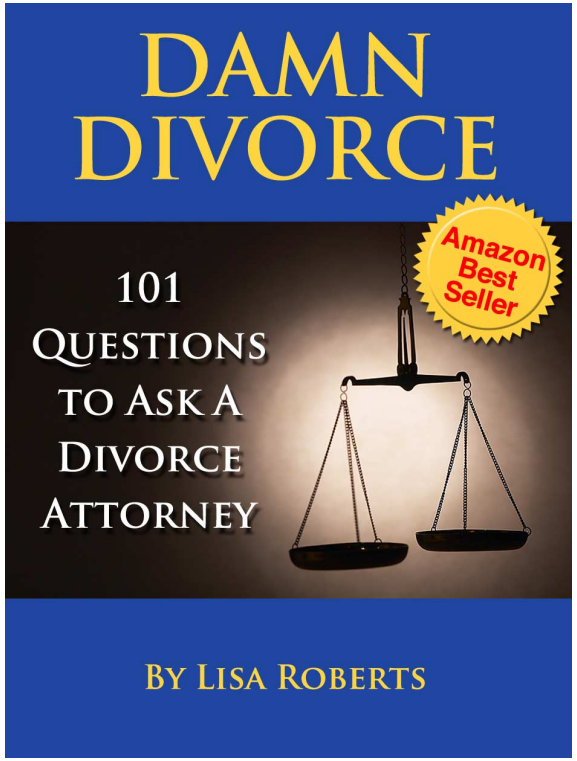
Yes I Have Done It





Make 2 Covers. One with Sticker nad one without.

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Deciding on a Topic

- **B. Sell books in my field to bring in leads and sales for more expensive stuff.**
- Introduce people to my brand
- Create high quality books.
- Demonstrate my depth of knowledge.
- Use list building techniques.
- Refer to other products and services, but don't overdo it.

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Deciding on a Topic

- Take advantage of up to ten appropriate categories.
- Single focus books with step-by-step solutions work well.

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More Topic Selection Questions

- Is there pain and urgency involved or irrational passion and emotion?
- Are people proactively looking for a solution?
- Do they think they don't have a lot of options to get the knowledge they want?
- Are there other books they could be sold along the same topic lines or in a series?

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My BookWriting Method

- Choose Topic
- Create Skeleton
- **Hold off on Title** (I'll cover that later. It's **EXTREMELY IMPORTANT TO BE FOUND ON AMAZON**)
- Brew on it while diving in
- Create PDF
- Write Sales letters/sales emails (concurrently)

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Brew On It

- Recorder
- Quick Notes to remind me
- Transcribe
- Organize in Skeleton
- What is the Skeleton?

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My Book Creation Skeleton

https://youtu.be/q-v44ZaiCuQ

- Get any “Real” printed book off your shelf.
- Make pages in your word processing document matching the same sections of the printed book.
- Do not put in pages you do not plan to have in your e-book.

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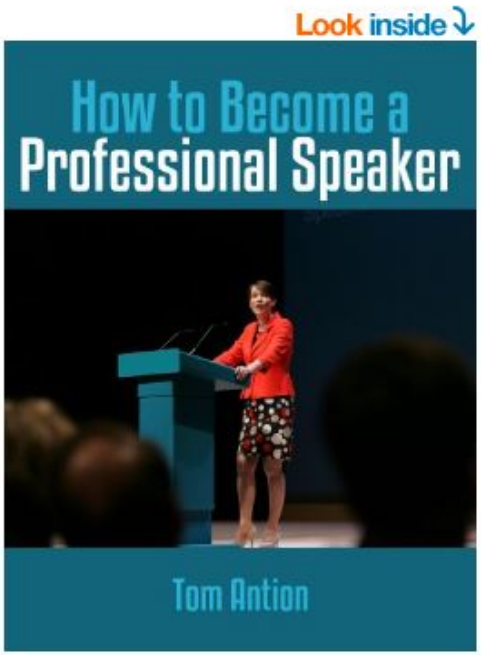
My Book Creation Skeleton

- Do “Look In” Research or PLR



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My Book Creation Skeleton

- Do “Look In” Research or PLR

Table of Contents

Foreward by Mark Victor Hansen
Backword by Dottie Walters
Preface
Introduction
PART I The Basics
Chapter 1: Why Use Humor
Chapter 2: Audience
- Pre-Program Questionnaire
- All Male/All Female
- Size
- Outdoors
- Time of Day
- International
- In Fun

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My Book Creation Skeleton

- If “Look In” I start putting the chapters from multiple books in the skeleton

Chapter 1 - Why use Humor
Chapter 2 - Stage Movement
Chapter 3 - Bombproofing
etc.

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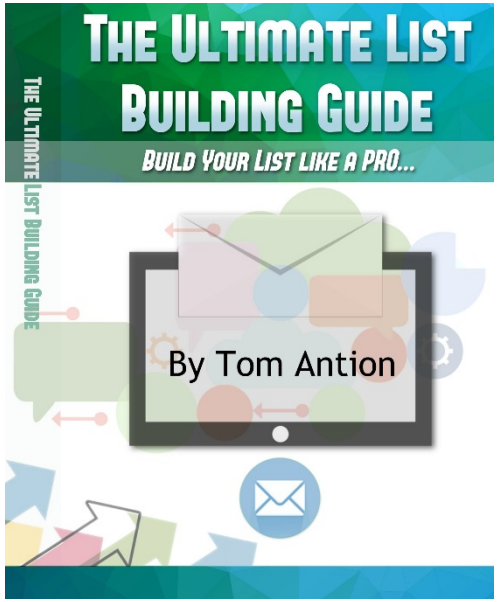
My Book Creation Skeleton

- PLR = Private Label Rights



If PLR, I decide if I want to keep the chapters they have.

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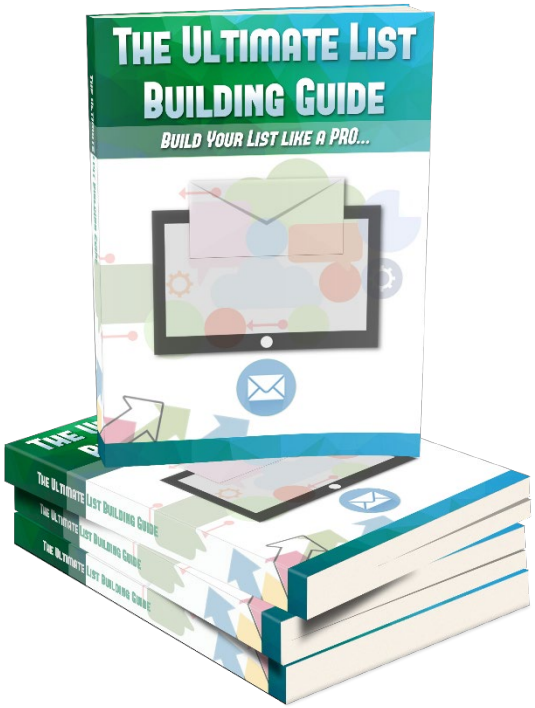
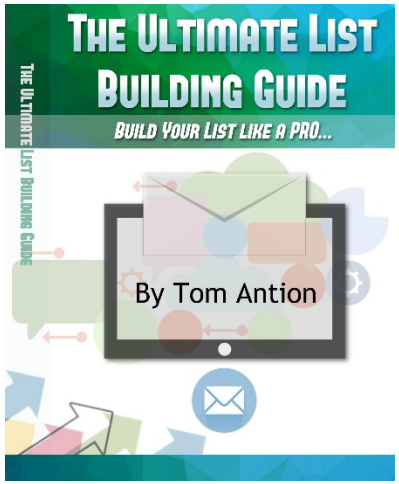
PLR Gave me a Cover





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PLR Gave me a SqueezePage and Some Give You a Sales Letter

THE ULTIMATE LIST BUILDING GUIDE

FREE SPECIAL REPORT!

"How To Build Your List Like the Pros"

Get our Free eBook simply by entering your details below

Please enter your Email below

SEND MY FREE REPORT

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My Book Creation Skeleton Checklist

- Title Page, w/ Subtitle and Author
- Copyright / Disclaimer
- Table of Contents
- Foreword
- Introduction
- **Chapters (High Quality Info)**
- **Conclusion (Calls to Action)**

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My Book Creation Skeleton Checklist

- Afterword (Funny “Backword”)
- About the Author
- Acknowledgements
- Advertisements
- Bonuses
- **Calls to Action**
- **Resources** (many lead to $)
  (Affiliate Best Practices)

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Affiliate Best Practices

- Kindle will not accept weird looking affiliate links.
  - **A.** http://www.takesurveysforcash.com/affiliates.html?a=cbefront NO
  - **B.** https://bit.ly/3mIJxzp NO
  - **C.** https://screwthecommute.com/surveycash/ YES

- Put a normal looking link to a site you control for 2 Reasons.

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Affiliate Best Practices

- A normal looking link will get accepted
- You can fix it if the affiliate goes bad or goes away.

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What NOT to Put in Your Book

- Obvious affiliate links
- Images you don't have the rights to
  Pexels
  Istock Photo $$$
  Clipart.com - $ I use this ALL THE TIME
- Certain locations & landmarks require a license to use in a commercial project.
- Get model releases for photos of people

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What NOT to Put in Your Book

- Other people's information without permission – Get & Save Documentation
- Can't depend on "Fair Use" Legal Doctrine
- Public Domain
- Can't trust anything from Google Images

FYI – Titles Cannot Be Copyrighted?
That doesn't mean you won't get sued if you try to use a famous title.

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What "TO" Put in Your Book

- **Bouncebacks – Extremely Important**
- **Calls to Action – Extremely Important**
- **Links to your other products and services**
- **Affiliate links – If it makes sense**
- Disclaimers
- Copyright
- **Technique at top of book.**
- **Get people off there on to an email list.**

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What "TO" Put in Your Book

- Reviews -

- **Ask for reviews 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!**

How to submit a review https://www.amazon.com/gp/help/customer/display.html?nodeId=GL4WJF8BGV8VL6B8

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What "TO" Put in Your Book

- Reviews -

- Give them the link and QR Code and maybe a screen capture.

WARNING!

NEVER, EVER, EVER, EVER, EVER INCENTIVIZE TO GET A REVIEW ON AMAZON

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More Review Strategies

- ~~Get friends 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.~~

READ THE LINK BELOW CAREFULLY!
AMAZON WANTS ORGANIC REVIEWS!

https://www.amazon.com/gp/community-help/customer-review-guidelines-faqs-from-authors

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More Review Strategies

- Minimum of three reviews before promoting. Ideally up to 6 reviews for optimal sales.

- ~~Finding reviewers: Google "Amazon Top Reviewers" Study each one be fore asking for a review. No Good anymore~~

- Consider a launch team. Or ARC Launch Team (Advanced Review Copy) **(BUT BE CAREFUL)**

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More Review Strategies

- Minimum of three reviews before promoting. Ideally up to 6 reviews for optimal sales.
- Consistent reviews over time
- **Book Review Blogs** **(Thanks to Daniel Hall)**
  https://blog.reedsy.com/book-review-blogs/
  https://blog.feedspot.com/bookreview_blogs/
  https://kindlepreneur.com/book-review-blogs/
  Pay close attention to submission guidelines

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Review Sites and Apps

- **Story Origin App** – You send people there to apply to review your book.
- **KO's Stuffed Shelf** – Apply for her to review your book https://stuffedshelf.com/review-request/
- https://www.hiddengemsbooks.com/author-services/ $3.00 per review. Why is this OK? They are a matchmaker and send your book out to other people for legitimate reviews.

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Review Sites and Apps

- **Extremely good article about reviews** – https://nicholaserik.com/book-review-mini-guide/

Tip: When asking for a review ALWAYS say, "Honest Review". You cannot ask for a good review and you cannot "demand" a review.

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About Your Link

- **Don't use the entire crazy looking link:** https://www.amazon.com/Become-Professional-Speaker-Speaking-Book-ebook/dp/B00DT4GU12/ref=sr_1_3?dchild=1&keywords=How+to+Become+a+Professional+speaker+tom+antion&qid=1607361163&sr=8-3

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About Your Link

- **Only use the part of the link to the end of your ASIN number:**

https://www.amazon.com/Become-Professional-Speaker-Speaking-Book-ebook/dp/B00DT4GU12/ref=sr_1_3?dchild=1&keywords=How+to+Become+a+Professional+speaker+tom+antion&qid=1607361163&sr=8-3

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About Your Link

- **Only use the part of the link up to the end your ASIN Number:** https://www.amazon.com/Become-Professional-Speaker-Speaking-Book-ebook/dp/B00DT4GU12

- **Why?** Because without all the rest of the crazy link, Amazon can't track where the link came from. If Amazon sees too many coming from one place, you look suspicious.

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About Your Link

- **In addition to the link you can make a scannable QR Code:**
  https://www.amazon.com/Become-Professional-Speaker-Speaking-Book-ebook/dp/B00DT4GU12

SCAN ME
FLOWCODE
PRIVACY.FLOWCODE.COM

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Why Reviews Get Deleted

- Two or more people submit a review from the same address on file with Amazon
- Two or more people submit a review with the same payment method on file with Amazon.
- If the review sounds like the reviewer knows you personally.
- If the review was written too quickly after purchase.
- You send the large tracking link to people.

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Brew on It

- Carry a recorder.
- **IMMEDIATELY** record thoughts
- Transcribe and put them into the Skeleton in appropriate chapter.
- Organize later
- Don’t edit yourself. Throw everything in the caldron.

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Finish the Book

- Fill in the Skeleton
- Edit and Proofread
- Word and Grammarly
- Proofread tip – Read book aloud, fix errors. Then read book backwards.
- Let someone else read it (or not)

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Titling

- Important for two reasons
- **First** to be found on your topic
- **Second** to make people want to buy.
- **Keyword Research (Really Important)**
- New York Times Best Seller Formula
  - Three words or less in main title
  - Use a Descriptive subtitle
- Other Types of Titles

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Titling & Keyword Research

- Biggest mistake people make is ignoring this and refusing to do the work.
- Wedding Reception Example

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Titling & Keyword Research

Wedding Receptions

Your Number One Quick Guide and Checklists to a Perfect Wedding Reception

By Tom Antion *Copyright © 2003 Anchor Publishing*

6300

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Titling & Keyword Research

- Basic Keyword Research Training after Introducing the podcast https://www.ScrewTheCommute.com/1

- Voice Search https://www.ScrewTheCommute.com/130

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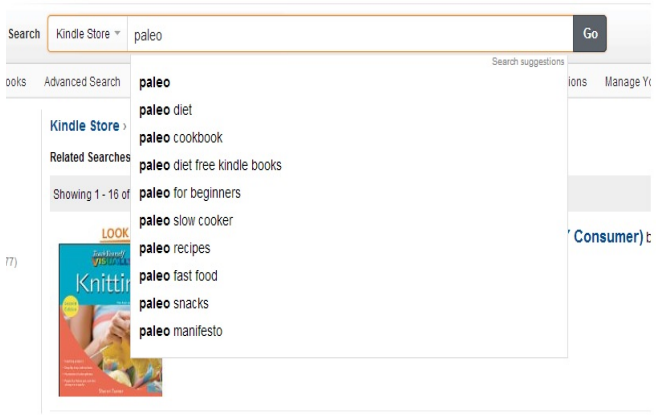
Quick Keyword Research Tip



- 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 box and note the suggested searches that pop down below the search box.

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BEFORE I PROCEED

To be found on Amazon without advertising here are the critical places to use keywords.

- Title
- Subtitle
- Book Description
- Categories (not as critical)

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Title Samples from NYT

- **Modern Warriors:** Real Stories from Real Heroes
- **Killing Crazy Horse:** The Merciless Indian Wars in America
- **Frontier Follies:** Adventures in Marriage and Motherhood in the Middle of Nowhere

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Some of My Titles

- **Copy Writing 901:** The Fast Track to Writing Words That Sell
- **JV:** How to Get in Front of a Million Warm Prospects in the Next 90 Days
- **Broadcast:** 50 Emails That Made Money
- **Click:** The Ultimate Guide to Electronic Marketing for Speakers
- **Repurposing:** How to sell Your Knowledge in 19 Different Ways

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Some of My "How To" Titles

- How to Create an Online Income Generator in One Hour or Less
- How to Become a Professional Speaker
- How to Pick a Shopping Cart System that Makes You Money
- How to Automate Your Business: The 7-Figure Guide to Getting & Handling Lots of Customers Without Pulling Your Hair Out.

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"Ultimate Guide" Titles

- **Ultimate Guide to Listbuilding**
- **Click: The Ultimate Guide to Electronic Marketing for Speakers**

Articles I like on book titling (works for many products)

http://bookcoaching.com/wp/how-to-write-a-best-selling-book-title

http://publishing.about.com/od/BookAuthorBasics/a/Writing-Good-Book-Titles-What-Makes-A-Good-Book-Title.htm

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Great Article on Title Formulas

https://www.visualthesaurus.com/cm/candlepwr/book-titles-made-easy-nine-fast-formulas-for-fame-fortune-and-a-good-nights-sleep/

You still have to think about keywords. Don't trade cutesy for keywords unless you have a massive following.

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Book Titling

YOU MUST INCLUDE KEYWORDS

Must have keywords in Title

Must have subtitle with keywords

Must be compelling and descriptive

Must provide benefits

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nom de plume
AKA Pen Name

- Nothing wrong with using one
- Amazon calls it a “Pseudonym”
- Log in to KDP
- Add New Title
- Add Contributors
- Put your pen name in the author box

https://www.webdesignrelief.com/your-secret-identity-7-ways-to-safeguard-your-author-pen-name-online-web-design-relief/

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Editing and Proofreading

- Spell checkers in your word processor
- Grammarly (free version is fine)
- Readable.com
- Read it out loud, record and play it back.
- Read it backwards
- Editing and proofreading is rarely 100% perfect.

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Editing and Proofreading

- Chicago manual of style, Modern Language association, APA = American psychological association.
- Copy editing = proofreading
- Finding an editor: Referrals, online freelance sites like https://www.Fiverr.com and https://www.Upwork.com (formerly Elance") want experience with your type of book.
- How much cost editing, by the word is common, by the page less common, by the hour, no good,
- Packages first 20,000 word.

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Editing and Proofreading

https://thewritelife.com/how-much-to-pay-for-a-book-editor/

- Cost of editing: (good article just above)
  By-the-word is common, .07 - .18
  By-the-page is less common, $7.50 - $20.00
  By-the-hour would be my last choice. $30.+
- Sometimes you are offered “Packages”
  Example: The first 15,000 words are x dollars.
- Bottom line get several quotes and I only give a small job first to test the person.

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Book Description

- Near beginning
  Identify the audience for the book
  Keywords
- Benefits or problem your book solves
- Chapter title and subtitles and list them in the book description
- Discuss why you're the expert
- Can include website url for more info.

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Book Description

- Blend in keywords in your description to improve search results
- Stuff keywords at bottom (use up your entire 4000 characters) **This could change. Not everyone believes in this method.**

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Book Description Generators

They create the code to paste into KDP

- https://kindlepreneur.com/amazon-book-description-generator/ (best I've seen)
- https://publishwide.com/amazon-description-blurb-preview-tool/ (another generator)

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Book Description Template

- Kindlepreneur also has a book description template.
  https://kindlepreneur.com/wp-content/uploads/2020/02/Book-Description-Formula.pdf

- Discussion of Keywords in your book description
  https://kindlepreneur.com/keywords-in-your-book-description/

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Sample Book Description Part I

"Kick Start Guide to Viral Marketing"

If you're an online marketer and you want your stuff to go VIRAL, you're in the right place.

You don't have to be a celebrity, or hot shot influencer to have your products and services seen by 10, 20, 50, 10, or even a thousand times the number of people who see them now.

Low cost / no cost tool are available that can have your promotions being shared like crazy via email and all forms of social media.

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Sample Book Description Part II

"Kick Start Guide to Viral Marketing"

In this full updated Version 3.0 you will learn:

- How quizzes can make people want to share their results and a link to your quiz. . . . One person can turn into a thousand.
- To run a contest where you can make money and get tons of subscribers before the contest is even over.
- How to lock your content up and people will beg you for the key. . . You can build a massive email list of targeted prospects and buyers.

Quit struggling and start becoming a celebrity and influencer in your niche with these extremely powerful yet easy to implement marketing techniques.

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Sample Book Description Part III

"Kick Start Guide to Viral Marketing"

Grab your copy now and in a few minutes you'll be on your way becoming known around the world.

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Book Description Code

To be pasted in to KDP

If you’re an online marketer and you want your stuff to go VIRAL, you’re in the right place. You don’t have to be a celebrity, or hot shot influencer to have your products and services seen by 10, 20, 50, 10, or even a thousand times the number of people who see them now. Low cost / no cost tool are available that can have your promotions being shared like crazy via email and all forms of social media. In this full updated Version 3.0 you will learn: How quizzes can make people want to share their results and a link to your quiz. . . . One person can turn into a thousand.
To run a contest where you can make money and get tons of subscribers before the contest is even over. How to lock your content up and people will beg you for the key. . . You can build a massive email list of targeted prospects and buyers.

 Quit struggling and start becoming a celebrity and influencer in your niche with these extremely powerful yet easy to implement marketing techniques. Grab your copy now and in a few minutes you’ll be on your way becoming known around the world.

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HTML Code Allowable on Amazon

- This is only for advanced users comfortable with HTML coding. Most users are better off using a description generator.
- https://kdp.amazon.com/en_US/help/topic/G201189630

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Being Found

- Title
- Description
- Keywords
- Categories

SEO for Title and Subtitle book description,

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Picking Categories

- **BISAC Categories** = Book Industry Standards And Communications
- Industry Wide Standardized System for Categorizing books. You just get 2 in KDP **(I'll show you how to get 8 more soon).**
- **Browse Categories –** What customers see

https://kdp.amazon.com/en_US/help/topic/G200652170#keywords_us_uk (category discussion)

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Picking Categories

- **BISAC Categories** = Book Industry Standards And Communications
- Just pick the top 2 that apply to your book.
- If there are three or four, you can still only pick 2.

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Picking Categories

- **Browse Categories –** There are over 18 thousand
- Kindle Ranker https://www.KindleRanker.com https://youtu.be/iKBXbQ7eMzA

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Picking Categories (How I do it)

- Pick “Kindle Store” in the Amazon drop down search box then click the search icon

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Picking Categories (How I do it)

- Scroll the left hand side of the page and click on “Kindle eBooks”

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- See list of primary categories select non-fiction

- Kindle Store
- **Kindle eBooks**
  - Arts & Photography
  - Biographies & Memoirs
  - Business & Money
  - Children's eBooks
  - Comics, Manga & Graphic Novels
  - Computers & Technology
  - Cookbooks, Food & Wine
  - Crafts, Hobbies & Home
  - Education & Teaching
  - Engineering & Transportation
  - Foreign Languages
  - Health, Fitness & Dieting
  - History
  - Humor & Entertainment
  - Law
  - Lesbian, Gay, Bisexual & Transgender eBooks
  - Literature & Fiction
  - Medical eBooks
  - Mystery, Thri & Suspense
  - Nonfiction
  - Parenting & R tionships
  - Politics & Social Sciences

Picking Categories (How I do it)

- Scroll the left hand side of the page again and see a list of primary categories. Click on “Non-Fiction”

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- Kindle Store
- Kindle eBooks
- **Nonfiction**
  - Arts & Photography
  - Biographies & Memoirs
  - Business & Investing
  - Children's Nonfiction
  - Computers & Technology
  - Cooking, Food & Wine
  - Crafts, Hobbies & Home
  - Education & Reference
  - Engineering & Transportation
  - Health, Fitness & Dieting
  - History
  - Law
  - Literary Criticism & Theory
  - Medical eBooks
  - Parenting & Relationships
  - Politics & Social Sciences
  - Science
  - Self-Help
  - Sports
  - Travel

Picking Categories (How I do it)

- Look at list of subcategories
- Not all may be available when you actually upload your book.

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Picking Categories (How I do it)

‹ Kindle Store
‹ Kindle eBooks
Business & Money
Accounting
Biography & History
Business Life
Economics
Education & Reference
Entrepreneurship & Small Business
Finance
Green Business
Industries
International
Investing
Job Hunting & Careers
Management & Leadership
Marketing & Sales
Organizational Behavior
Personal Finance
Real Estate
Skills
Taxation
Technology
Women & Business

‹ Kindle Store
‹ Kindle eBooks
‹ Business & Money
Entrepreneurship & Small Business
Bookkeeping
Entrepreneurship
Franchises
Home-Based
Mail Order
Marketing
Small Business
Starting a Business

‹ Kindle Store
‹ Kindle eBooks
‹ Business & Money
‹ Entrepreneurship & Small Business
Entrepreneurship
Advertising
Management
Startups

‹ Kindle Store
‹ Kindle eBooks
‹ Business & Money
‹ Entrepreneurship & Small Business
‹ Entrepreneurship
Advertising

Can't click any more.

Kindle Store>Kindle eBooks>Business & Money>Entrepreneurship & Small Business>Entrepreneurship>Advertising

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Picking Categories (What am I looking for)

- 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.

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Picking Categories (What am I looking for)

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 Sto
#67 in Kindle Store > Kindle eBooks > Computers
#89 in Kindle Store > Kindle eBooks > Business &

I would not count this book because it's sales rank is greater than 15,000. I would keep looking.

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Picking Categories (How I do it)

- 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.
- **Want to make it easier and faster. Install the DS Amazon Quick View Chrome Extension.**

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Picking Categories (How I do it)

- **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.

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Adding 8 More Categories
ISBN ASIN

- **ISBN** = "International Standard Book Number"
  10 or 13 digits bowker.com
  (optional with kindle eBooks)

- **ASIN** = "Amazon Standard Identification Number"
  10 digit must have this number when adding 8 more categories.

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Adding 8 More Categories

- Write down all the categories you want to be in. Write it like this:

Kindle Store>Kindle eBooks>Business & Money>Entrepreneurship & Small Business>Entrepreneurship>Advertising

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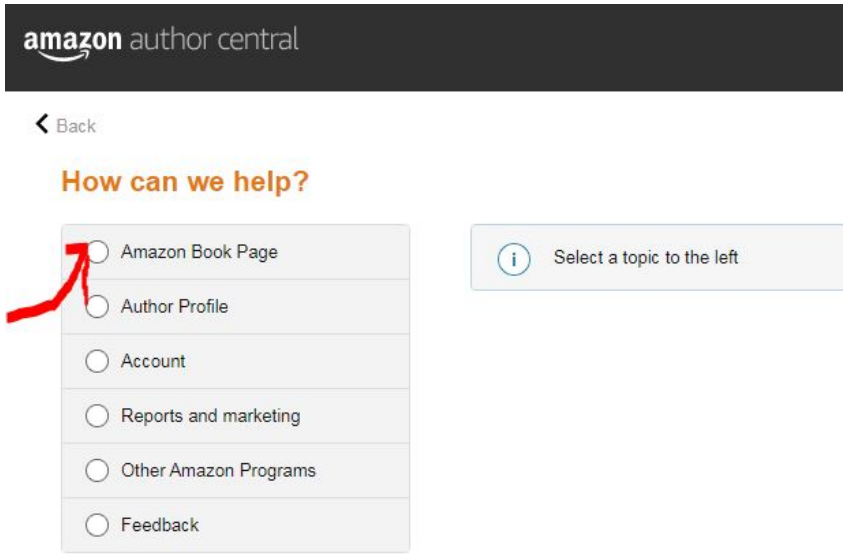
Adding 8 More Categories

- https://author.amazon.com/contact



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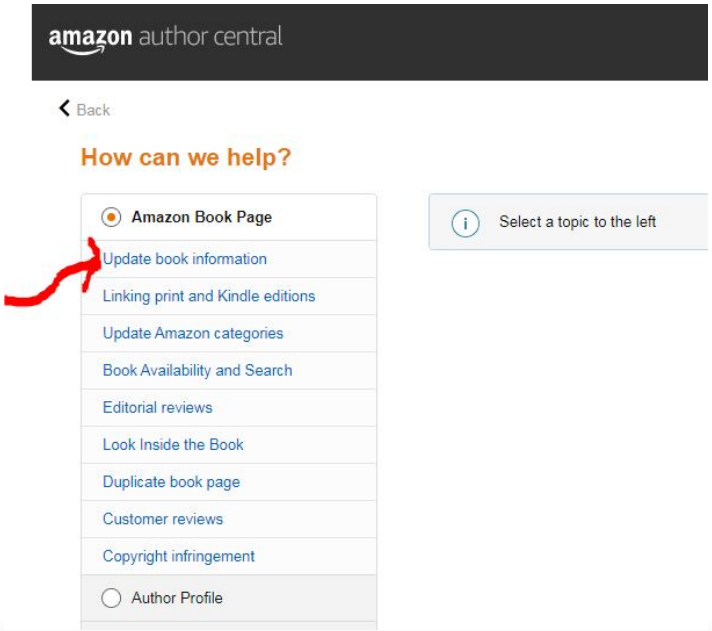
Adding 8 More Categories

- https://author.amazon.com/contact



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Adding 8 More Categories

- https://author.amazon.com/contact

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Adding 8 More Categories

- https://author.amazon.com/contact

Why are you contacting us?

To better assist you, please share relevant details about your question or issue.

Please fill in the following information:

ASIN or ISBN of the book:

Title of the book:

Please specify the update you would like to make and a link to verify the change:

Additional Info:

CATEGORIES

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KDP

https://youtu.be/-WbYoUwWr8M

- Kindle Direct Publishing
- KDP.Amazon.com
- This is where you will upload the manuscript for your book (I'm going to teach you to create a .kpf file)
- You will also upload details about your book. (Checklist on Next Page)

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Checklist for KDP

- Title and Subtitle
- Author Name or Pen Name, Contributors
- Book Cover (or create it in KDP)
- Description
- Keywords (Need 7)
- Categories
- ISBN (Optional)
- Publisher (Optional)

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Checklist for KDP

- Series or Edition (Optional)
- Age Range (for children's books)
- Digital Rights Management (I suggest "NO")
- KDP Select (I highly suggest "YES")
- Territories (I highly suggest "WORLDWIDE")
- Pricing
- Book Lending

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Kindle Create Software

- it Makes look really good for user experience
- Your DOC(x) file is converted into a "reflowable" eBook. Reflowable eBooks allow the reader to resize text and are available on all Kindle devices and free Kindle reading applications. You can also submit it as a print book and select the trim size on KDP.

- Only works with .doc, .docx and PDF
- You can use other word processors, but must export to one of those three formats.

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Kindle Create Software

- Saves file as .kcb then .kpf when published
- Save and back up your .kcb file. That is the file you will use to edit your book.
- After clicking “Publish” you will get a .kpf file which is what you will upload to Amazon KDP
- Have you had enough abbreviations yet? LOL

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Kindle Create Software

- Only works with .doc, .docx, and PDF
- You can use other word processors, but must export to one of those three formats.
- I suggest Microsoft Word which is native .doc, and .docx

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Kindle Create Software

You can use Kindle Create to:

- Format your text with styles and themes
- Build a table of contents
- Add or edit text
- Add, delete, resize, and/or align images
- Edit your E-Book at a later date (.kcb file)
- Preview your eBook and create a file to publish to KDP

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Kindle Create Software

You can use Kindle Create to:

- Publish on KDP as a print book of any trim size (print preview with headers and page numbering is available after uploading on KDP)

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Kindle Create Software

- It makes your book look really good for a great user experience
- Conversion optimizes font faces, line spacing, margins, indents, and other typography features to improve reading on electronic devices. It also converts every page break in your DOC(X) file into a new section.

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Kindle Create Software

- I suggest you go through their tutorial with sample files https://kdp.amazon.com/en_US/help/topic/GYVL2CASGU9ACFVU

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Kindle Create Software

- To update your book, open Kindle Create and click **Open an Existing File** and choose the relevant KCB file. You can also select the file from the **Recents** column or from **File > Open Recent**.

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Kindle Create Software
Error Messages on Install

- **Password-protected file** - Make sure the file doesn't require a password to open it. In the editing software (e.g., Microsoft Word) you used to open the file, remove the password requirement from the file.
- **Empty file** - The file you're trying to upload doesn't appear to have any content in it. Make sure you're uploading the complete version of your manuscript that's ready to prepare for publishing.

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Kindle Create Software
Error Messages on Install

- **Corrupt file** - Something happened to the file that makes it impossible for Kindle Create (and maybe other programs) to open it. contact us
- **Unsupported file format** - The file you're attempting to open is not in a format Kindle Create supports. If you open your file in Microsoft Word and Adobe software, among others, you can save it in one of the formats that Kindle Create supports: DOC, DOCX, PDF.

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Kindle Create Software
Error Messages on Install

- **Generic error** - When importing the file, Kindle Create had an error it couldn't solve. Try importing the file one more time or saving a different version and importing it again. If that doesn't work, contact us

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Kindle Create Software
Known Limitations

- **Known limitations: tables, lists, and footnotes**
- Tables, lists, and footnotes can't be edited in Kindle Create. If your book contains any of these content types, please preview them before making major changes in Kindle Create. You might need to go back to your primary authoring tool (e.g., Microsoft Word, Apple Pages, or Google Docs) to make changes and then re-import the document.

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Preparing Manuscript

https://youtu.be/C74YVUjznzY

- No Title Page (Front Matter)
- No Copyright Page (Front Matter)
- No Disclaimer (Front Matter)
- No Footer
- Start with your freebie page
- Put in placeholders for images (xxxxx + Name of Image)
- Make anything you want to show up in Table of Contents big and bold.

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Importing & Formatting

https://youtu.be/4TOiE0QwrLQ

- Open Kindle Create
- Click “Reflowable” Document
- Click “Choose”
- Import your manuscript without images or front matter.
- Examine Kindle Create’s choices for your Table of Contents and Section Headings
- Accept the ones that are correct.

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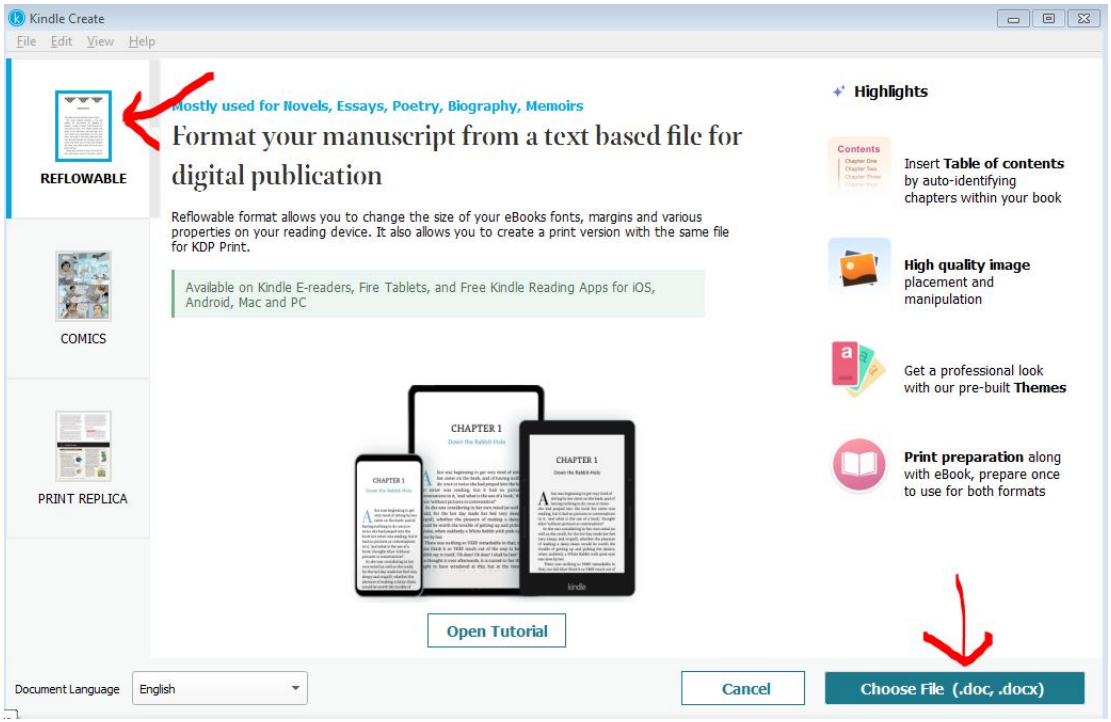
Importing & Formatting

https://youtu.be/4TOiE0QwrLQ



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Importing & Formatting

https://youtu.be/4TOiE0QwrLQ

- Click the “Insert” circle with the plus sign
- Add Title Page
- Add Copyright Page
- Add Disclaimer either on the Copyright page or create a “Standard Page.
- Add drop caps to first paragraphs (optional)
- If you see orange circle next to a page heading you may have to format that heading.

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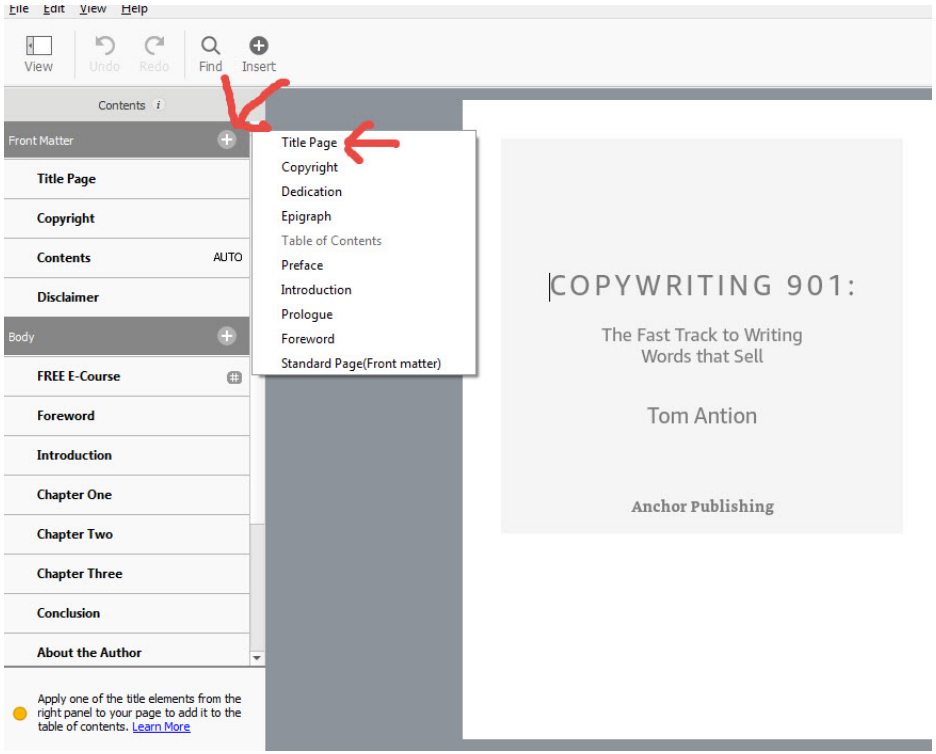
Importing & Formatting

https://youtu.be/4TOiE0QwrLQ



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Inserting & Formatting Images

https://youtu.be/aixDpbHfEA8

- Locate your xxxxx picture placeholders in your manuscript in Kindle Create
- Click the “Insert” circle
- Click “Image”
- Choose the image you want to insert **Note:** Jpg or Jpeg only.
- Fill in the description for the image
- Size and position the image.

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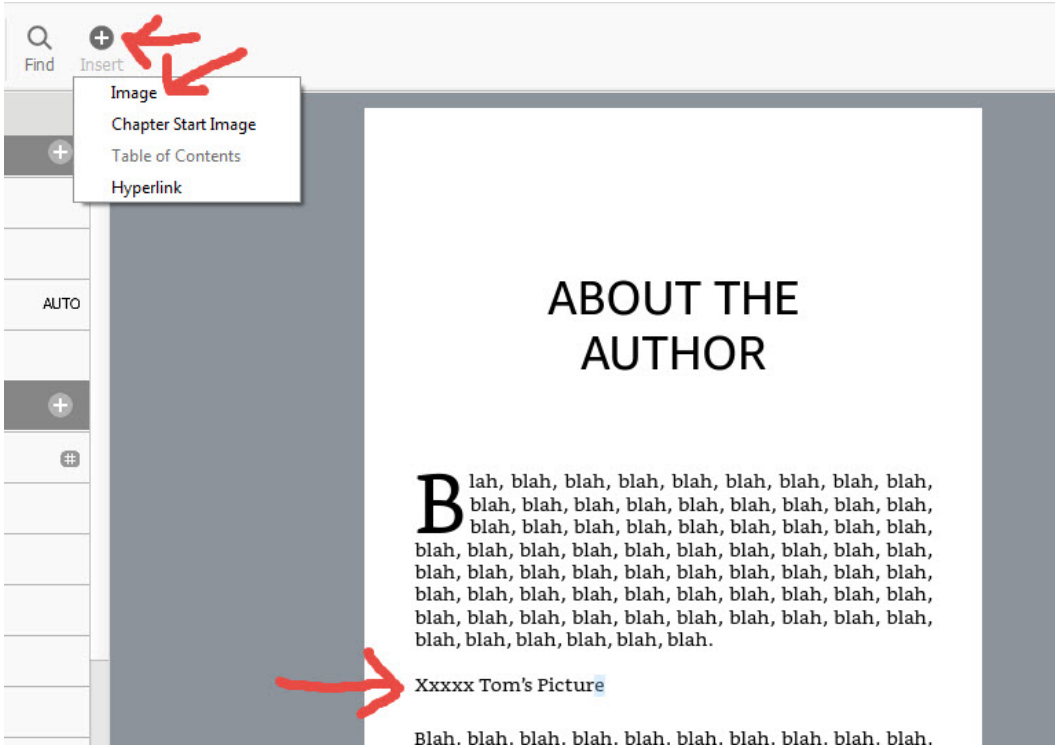
Inserting & Formatting Images

https://youtu.be/aixDpbHfEA8


Find
Insert
Image
Chapter Start Image
Table of Contents
Hyperlink
AUTO
ABOUT THE AUTHOR
Blah, blah, blah,

Inserting & Formatting Images

https://youtu.be/aixDpbHfEA8

ABOUT THE AUTHOR

Blah, blah, blah,

Previewing & Publishing

https://youtu.be/5N9T2b3qOAo

- You will be working in a .kcb file.
- When you are all happy with how your book looks, you click “Publish” which will create a .kpf file.
- You have not “actually” published to Amazon yet.
- You have created the .kpf file that will be uploaded to KDP

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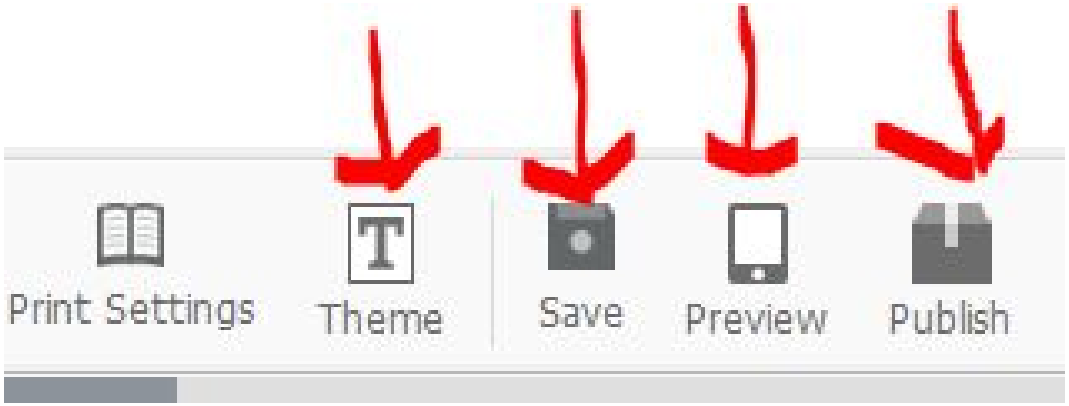
Save, Preview, Publish

https://youtu.be/aixDpbHfEA8



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Link Guidelines

https://kdp.amazon.com/en_US/help/topic/GQ6JQ7FM6C72HE4X **Link Guidelines**

"External links within Kindle books should be present only if they directly enhance the reader experience and the content of the title . . ." Directly from Amazon

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Link Guidelines

- https://kdp.amazon.com/en_US/help/topic/GQ6JQ7FM6C72HE4X
- Amazon links to other books in a series.
- Links to multimedia content directly related the content of title
- Social media related to the book or author
- Links to additional ancillary material (e.g., checklists, and printable materials)
- Links to topical and credible websites

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KDP Select (I love this!)

https://kdp.amazon.com/en_US/help/topic/G200798990

- It's the reason I don't waste my time with any other format other than PDF sold off my own sites.
- Reach more readers and earn more money at no cost
- Ability to enroll a single Kindle book, or your whole Kindle catalog

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KDP Select (I love this!)

https://kdp.amazon.com/en_US/help/topic/G200798990

- Make your Kindle book eligible for 70% royalty earnings on sales to customers in Brazil, Japan, India, and Mexico
- Inclusion in the Kindle Unlimited (KU) program with possibility to earn a share of the KDP Select Global Fund
- Access to promotional tools: Kindle Countdown Deal and **Free Book Promotion**

DING, DING, DING, DING, DING

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KDP Select (Requirements to Enroll)

https://kdp.amazon.com/en_US/help/topic/G200798990

- Have exclusive rights for the primary content of the Kindle book (i.e., the content is not public domain)
- Make your Kindle book exclusive to the Kindle Store for the KDP Select enrollment period (90-days). You can continue to distribute your paperback (or any other format you may have).

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KDP Select (Free Promotions)

https://kdp.amazon.com/en_US/help/topic/G200798990

- Books given away for 5 days out of every 90
- You should plan giveaway at least 7-14 days in advance.
- **Why?** Free eBook distribution lists need time to get your promotion in their system.
- https://katetilton.com/ultimate-list-sites-promote-free-ebook/

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KDP Select (Free Promotions)

https://kdp.amazon.com/en_US/help/topic/G200798990

- I like a sequence of two days, then two days, then one day
- Some people say Sunday –Thursday are the best days, but I have not been able to confirm this.

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Kindle Interactive
AKA "Print Replica" Books

https://youtu.be/VVysEEeCM1I

- Play audio and video
- Image Pop Ups
- Web Links (must be put in source document)
- Fixed Format – Must be PDF
- Complete Amazon Help File https://kdp.amazon.com/en_US/help/topic/GMUKXSTBCN6F2TGM

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Kindle Interactive

- Open Kindle Create Software
- Click “Create New”
- Choose/click on “Print Replica”
- Choose a PDF file from your hard drive

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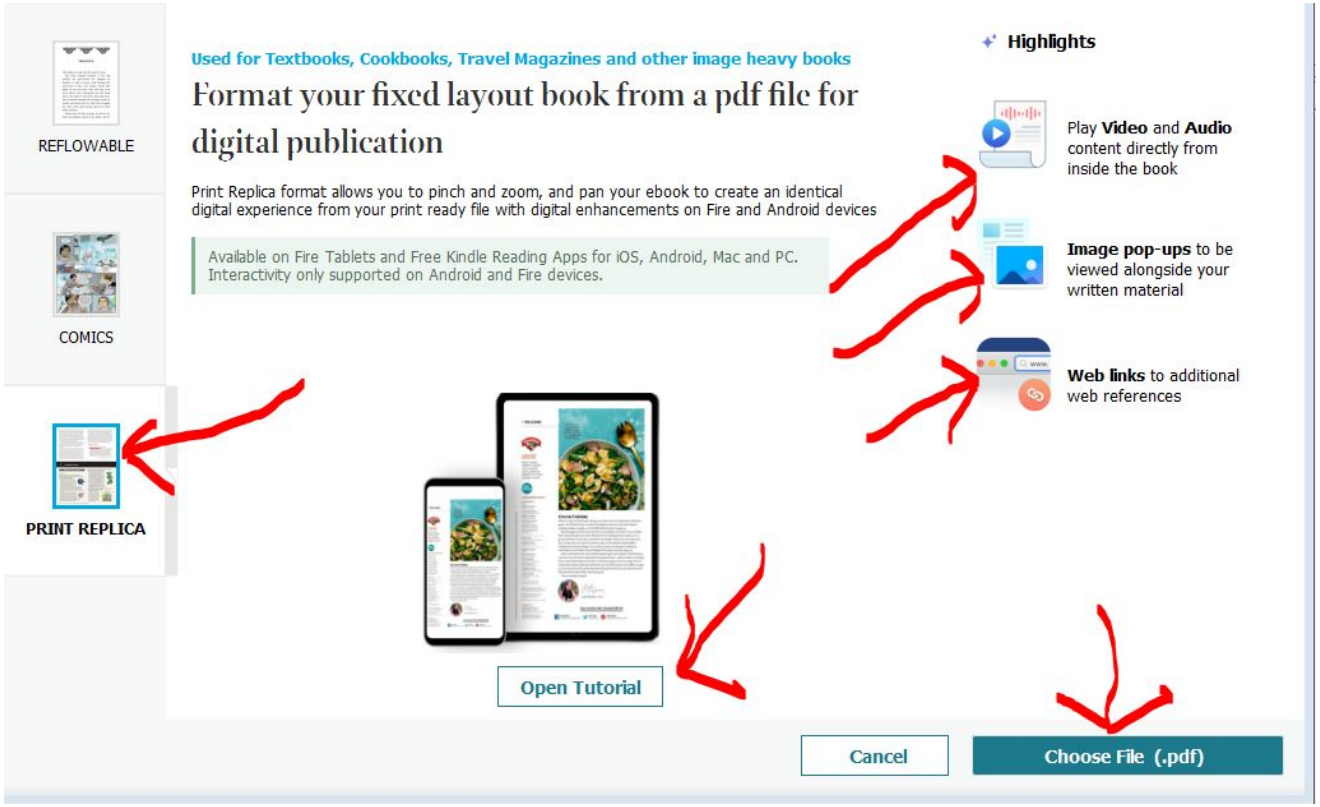
Kindle Interactive



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Kindle Interactive

Add Video / Audio elements

- **To add Video or Audio–**
  Click “Insert” then
  “Movie from File” or “Audio from File”
  Choose a video / audio file and click “Open”
  Drag icon where you want it in document.
  Fill in Title and Details on the right hand side

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Kindle Interactive

Add Pop-Up Picture

- **To add Pop Up Picture** –
  Click “Insert” then
  “Picture from File”
  Choose a picture or graphic and click “Open”
  Drag icon where you want it in document.
  Fill in Title and Details on the right hand side

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Kindle Interactive

To Make Hyperlinks Work

- **They must be created in source document!**
- **To make them work:**
  Click on "Edit" then
  Click on "Preserve Links"

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Kindle Interactive Warnings

- If you want to make the most money from your Interactive book, don't go crazy adding super large graphics, videos and audios.
- Amazon charges you a delivery fee based on the file size.
- Currently these functions don't work on every reader out there. (See list)
  https://kdp.amazon.com/en_US/help/topic/GMUKXSTBCN6F2TGM#creating
  {Look for clickable text on the page above that says "available on certain devices")

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Kindle Interactive Warnings

Fire Tablets
Kindle Fire HDX 8.9"
Kindle Fire HDX
Kindle Fire HD(2nd Generation)
Fire HDX 8.9 Tablet
Fire HD 7 Tablet
Fire HD 6 Tablet
Kindle Fire HD 8.9"
Kindle Fire HD(1st Generation)
Kindle Fire(2nd Generation)
Kindle Fire(1st Generation)
Fire HD 10
Fire HD 8
Fire

Free Kindle Reading Apps
Kindle for Android Phones
Kindle for Android Tablets
Kindle for iPhone
Kindle for iPod Touch
Kindle for iPad
Kindle for Mac
Kindle for PC

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Kindle Interactive Warnings

Last Warning: Don't place interactive elements too close to hyperlinks. The interactive element will override the hyperlink.

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Kindle Interactive Document

- Click “Preview” to make sure everything works.
- Click “Save Project”
- Click “Publish”
- Then you will save the published .kpf file and that’s the file you’ll upload in KDP

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Front Matter

- Does not go in the manuscript
- Title
- Author
- Copyright
- (see more options in the Kindle Create Software)

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Back Matter

- Back matter
- Books by this author
- About
- Books in this series
- Praise for author

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Book Covers

- You can make them right inside KDP
- Canva has free or paid versions.
- You can pay a designer or use something like https://www.Fiverr.com
- DON'T PUT IT IN YOUR MANUSCRIPT. IT'S UPLOADED SEPARATELY IN KDP
- Text based or image based designs
- Series book covers could be the same, but different colors to tell them apart

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Book Cover Tips

- **I'M LOUSY AT GRAPHIC DESIGN**
- Always have a colored background or cover will fade into background of Amazon Website (3-4 pixel border if background is white)
- Must be readable at very small size (90 pixels)
- Kindle covers are always flat. No fancy 3D.
- Look at tons of covers on Amazon and see which ones pop out.
- Must Meet KDP content guidelines

https://kdp.amazon.com/en_US/help/topic/G200672390

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Book Covers

https://kdp.amazon.com/en_US/help/topic/G200645690

- Format Suggested: jpg, jpeg,
- Format Acceptable: TIFF
- Size Smallest = 1,000 x 625
- Size Largest = 10,000 x 10,000
- Optimum = 2,560 x 1,600
- Less than 50 MB file size
- Minimum Resolution 300 PPI (Pixels per inch)

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Book Covers

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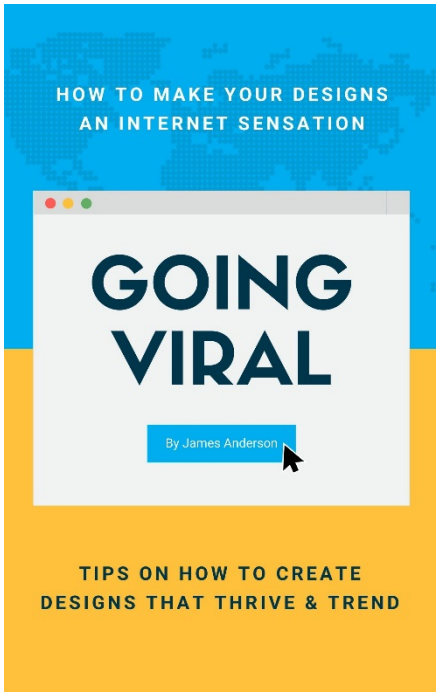
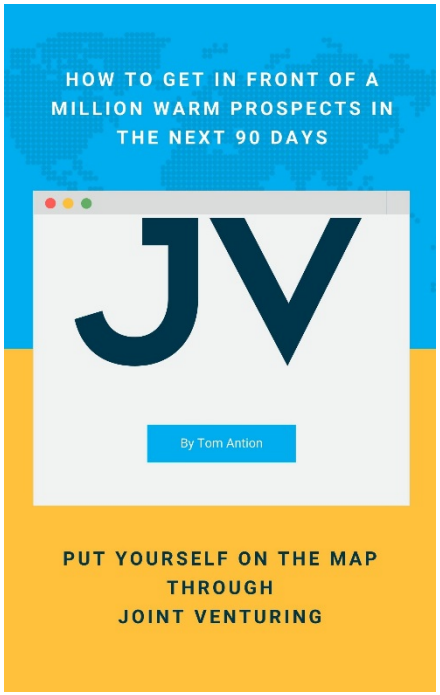
Book Covers





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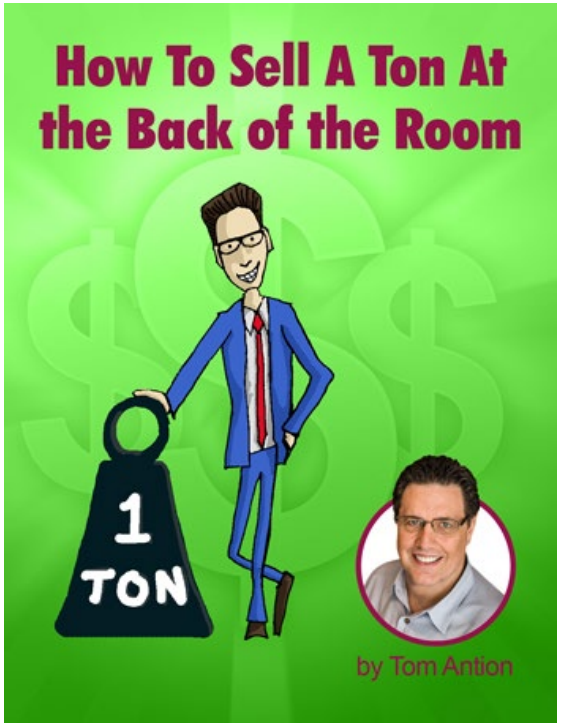
Book Covers



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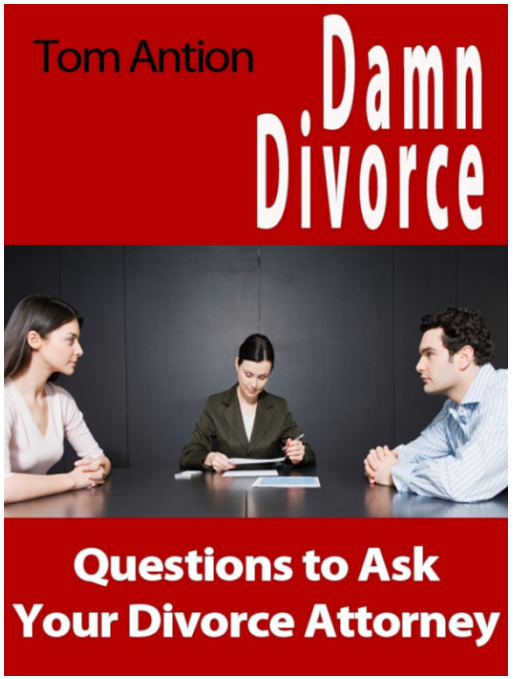
Book Covers



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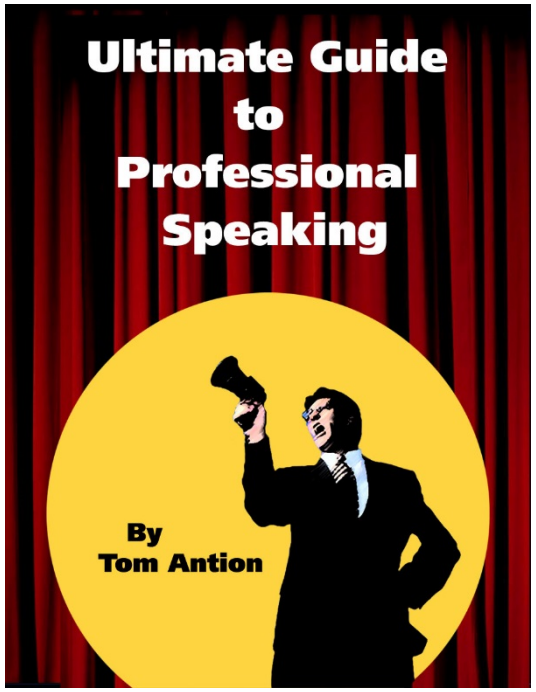
Book Covers



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Book Covers

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~~Book Covers~~

DO NOT CALL A VERY SHORT DOCUMENT A "BOOK". YOU WILL IMMEDIATELY GET BAD REVIEWS.

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Book Covers

- **YouTube Canva Video**
  https://youtu.be/5sZUT8Lx4h8

- **Link to KDP Cover Creator**
  https://youtu.be/z2_dJOWmNcI

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Author Central

- https://authorcentral.amazon.com/
- Available only for authors selling on Amazon
- Creates author page
- Bio, photo, videos, blog, social media, list of your books and e-books with links to the product sales pages
- Doesn't drive traffic directly. Let's people check you out.

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Author Central Tips

- You may have to sign up separately if you are selling in other countries. **Note:** Some features may not be available.
- Try to keep you bio about 1000 characters or less.
- Include Video

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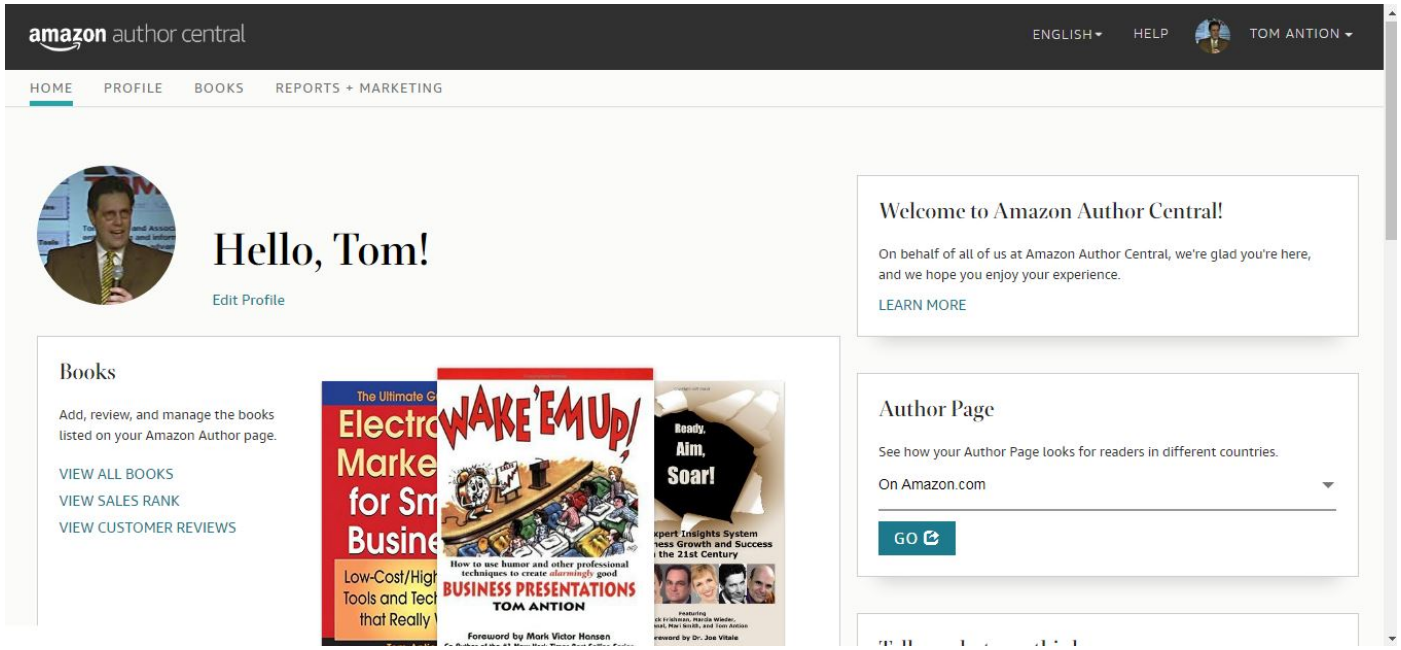
Author Central Tips



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Low Content Books

- Journals,
- Kids books,
- Guest books
- Coloring books
- Quote books
- Music Composition books
- Planners
- Log books
- Blank Gag books
- Recipe books
- Sketch books
- Doodle books 4 kids

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Paid Ad Opportunities

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Interactive Quizzes & Variable Story Lines & Endings

https://youtu.be/rv0S0vO16DI

- Use the bookmark and hyperlink functions of your word processor.
- Make the Questions and Answers First
- Make each answer a page of its own at the end of the document.
- Make the bookmarks. **Remember:** No Spaces in a book mark.
- Hyperlink to the appropriate bookmarks.

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Interactive Quizzes & Variable Story Lines & Endings

YouTube Training https://youtu.be/rv0S0vO16DI

- For alternate storylines and endings (normally in fiction books or short stories) make the jump off points first.
  Example:
  Click here if you're sure Harry killed Sally
  Click here if you're sure the butler did it.
- Then put different paths of your story at different places in your document and do your bookmarks and hyperlinks.

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Whispersync

- Kindle eBook Plus Audio Version = Whispersync
- Read eBook, get in car listen where you left off reading, get to destination and start reading again where you left off listening.

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Pricing

- It can get really crazy and hard to figure out how much you will make. That's why I don't care and only shoot for the big back end sales.
- Here's an in-depth article for you number crunchers out there.
  https://toughnickel.com/self-employment/Self-Publishing-Tips-How-to-Price-Your-Book-or-Ebook

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Pricing

- Another easier to understand article https://www.authorimprints.com/amazon-kdp-royalty-pricing/
- Look for other books in your categories.
- If possible they should have 50 reviews or more.
- Get about 20 to see the range.
- Don’t be too cheap.

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Pricing

- 70 % vs 35% Amazon's Official Page https://kdp.amazon.com/en_US/help/topic/G200644210
- **Simple Explanation** - 70% you pay delivery charges. This could be bad for a really big book. 35% You don't.
- I usually go for 70.

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Promotions Available Bonus

- They come and go as Amazon tests them. I only use a couple. Check latest before trying.
- **Kindle Matchbook program -** Must have print and ebook version. Can buy your ebook at a reduced price.
- **KDP Select –** Countdown deals and Free Giveaways
- **Kindle Unlimited (KU) –** Must be in KDP Select. Subscription service for Kindle customers. You are paid on pages read.

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Promotions Available Bonus

- **Kindle Pre-order –** This may dilute your full price sales later. Usually done by people with massive rabid followers.
- **Amazon Marketing Services** – This is a **super cheap** way to get your book to the top instantly. It's a sponsored ad seen at the top of the search results.
- **Kindle Owners Lending Library** – Only available to Prime members who own a Kindle device.

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Promotions Available Bonus

- **Amazon Prime Reading –** Must own a Kindle device, borrow up to 10 books per month. Must return some before getting more.
- **Kindle Lending Program -** Readers who own Kindle ebooks can lend them to another person for up to 14 days. While lending, you can't read. To participate your book must be in KDP Select

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Promotions Available Bonus

- **Lockscreen Ads –** On Kindle readers and Fire (minimum budget $100.00) You can pick categories.

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Videos in This Course

- **Book Skeleton** https://youtu.be/q-v44ZaiCuQ
- **Kindle Ranker** https://youtu.be/iKBXbQ7eMzA
- **KDP Primer** https://youtu.be/-WbYoUwWr8M
- **Preparing Manuscript** https://youtu.be/C74YVUjznzY
- **Importing and Formatting in Kindle Create** https://youtu.be/4TOiE0QwrLQ

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Videos in This Course

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- **Previewing and Publishing**
  https://youtu.be/5N9T2b3qOAo
- **Kindle Interactive E-Books**
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  https://youtu.be/rv0S0vO16DI

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Tools in this Course

Note: I don't use all of these tools

- https://www.KindleRanker.com
- DSQuickView Chrome Extension
- https://publisherrocket.com/
- Kindle Best Seller Rank https://kindlepreneur.com/amazon-kdp-sales-rank-calculator/
- Book Description Generator https://kindlepreneur.com/amazon-book-description-generator/

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- Grammarly (free version)

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If there's Interest, I'll put together a group

- Probably $197/month with six month commitment
- Meet weekly – NOT Weakly LOL
- Pay all at once and get $100 off.

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