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1

PROCLAIM YOURSELF AN AUTHOR!

The Internet and modern day self-publishing opportunities have made this the perfect time to become an author. Publishing your own writing doesn't require the approval of a publishing house, nor do you need a book company to market your product for you. In this day and age, as long as you have a computer and can write in popular word processing programs, you have the option to publish and market your own books online.

The Kindle platform is one such venue that makes it very easy for anyone to publish their own books and start to gather an audience for their work. That's because the Kindle, an ebook reader developed by Amazon.com, has the backing of this large online book retailer to help promote your offerings on their website. They offer the tools to make it possible for anyone to publish ebooks that many of their Kindle fans can find online and buy.

But, before we get into the mechanics of how to use this unique platform to publish your manuscripts, you do want to do a little planning ahead of time – particularly if you have no topic or ebook ready to publish, yet. The making of a bestseller isn't just about uploading a perfectly formatted ebook. It's also about understanding the market for ebooks and learning what sells best. By paying attention to the market first, this helps you not only become a successful author, but a profitable one too!

FIND THE PROFITABLE TOPICS FIRST

If you don't have a manuscript yet, you're in luck! It's far easier to write a great book that sells when you've researched the profitable topics first. It doesn't mean your already written manuscript can't sell, but why waste too much effort on a topic that has little market potential? Instead, start by putting the right foot forward and writing what the market demands. Then, you know that you have the potential for greater profits.

To find out what might be selling best in today's market is not as hard as it sounds. The Internet makes this a very easy research exercise that anyone can do. You do want to do the research close to the time you plan on writing the ebook as the trends in sales can change overnight. But, some topics never go out of style too. So, whether you are trying to grab the market for a very HOT, but transient, topic or whether you want a classic, like business marketing, you can make money if you understand that timing the market help build sales too. Don't wait to publish the really hot topics that might not turn into classics, because someone else will have beaten you on it by then.

Here are some places you can visit online to research book topics that are selling well or would sell well due to current events.

THE DAILY NEWS

Keep your ears and eyes open to the current events, as these are the topics that are VERY HOT but for a short period of time, mostly. So, these you would have to get out the ebook in record time in order to profit from the current event.

Basically, what you are looking for is some problem that has come up a lot in the mainstream news that needs a solution. If you are the person who knows

that solution and can write about it, you stand to make a mint on that idea. An example of this would be when eBay decided to no longer allow infoproducts to be sold virtually on their site in the regular auction area. This small change was big news for Internet marketers and had you sold an ebook on how to package your infoproducts in other formats to allow the submission with the auction format, you would have had people storming down your doors for that information.

You don't have to be a genius to come up with a solution. You can even research solutions that other people have come up with and write about them. The ideas themselves are copyrighted, but the product may be. So, you will have to be careful how you use other people's ideas in your ebooks so as not to infringe on any copyrights.

If you don't have time to do all that research and writing, don't worry! You can always hire a ghostwriter who can do it for you. Then, you just pay them for all the rights and slap your name on their work and peddle it as your own.

BESTSELLER AND HOT LISTS

Some of the biggest ecommerce sites offer bestseller and hot lists for their visitors. These are to help them find deals or topics that are immensely popular and can tempt them into buying them. For you, those same lists can help you figure out what topics are selling best on the Internet market.

Amazon.com has their own list of bestsellers for the Kindle too. You just go to the Kindle Store at <http://www.amazon.com/b?ie=UTF8&node=133141011>. From there, you can look for bestsellers under the "Kindle Books" button. It will automatically list the bestselling books, as shown by the drop-down box on the right side of the screen entitled "Sort

by” and it should say “Bestselling.” If not, then just choose that option from the drop-down list to sort by bestselling books.

Amazon.com also has a feature called Listmania, where anyone who visits can create a list of their favorite books. Check out the Kindle favorites by typing that into the search engine and choosing “Listmania” as the source of the search. It will come up with a number of different people's lists and give you an even better idea of the types of genres and stories that people favor in the Kindle platform, specifically.

Even though you are selling on the Kindle, it doesn't mean you can't check other resources for the best market topics. If you know of blogs or commercial websites that get lots of traffic in a market niche you are considering, check them out. They will often have “most viewed” or “hot topics” listed. The more discussion on a particular topic, the more the odds are that people are willing to pay to seek more information about this topic.

POPULAR DISCUSSION GROUPS

Another place to get some interesting topics for an ebook are discussion groups online. Yahoo! Groups tends to be the favorite, although Google Groups is not that far behind. You don't have to spend an inordinate amount of time researching and reading posts on these groups. What you want to know most of all are which categories in these groups have the most members. These are the popular groups and a rich source of content ideas for your next ebook. Yahoo! Groups is located at: <http://groups.yahoo.com>.

GOOGLE TOOLS

Once you start doing your research, you may find that non-fiction is far more popular online for ebook topics than non-fiction. The reason for this is that

there are many business professionals, computer geeks, and hobbyists online. So, if you want to start off with a bang, concentrate on finding a non-fiction topic that many people would be interested in buying.

In particular, "how to" topics are immensely popular. They are even popular as search terms. If you want to know what how to topics are being searched for most, go to the Google Adwords Keyword Tool online at:

<https://adwords.google.com/select/KeywordToolExternal>.

Once there, just type in the words "how to" and verify the image of letters that proves to them you are a person and not a machine. Then, click the button and it will come up with a list of topics that start with the words "how to." Can't be simpler than that, right? Well, while you're there be sure to research other profitable keywords that might have a high CPC value and low competition. This you can do by asking it to Show the CPC column. These extra keywords will come in handy when you are ready to submit the manuscript to Kindle.

Well, now you have some good ideas of search terms using "how to" that people have been querying in the last month that may work for you as topics. But, how popular will they be next month? What kind of staying power do they have? Well, you can also use another Google tool to determine if the "how to" topic is a flash in the pan or a genuine gold nugget. This tool is called Google trends, and it will give you a snapshot of activity in a specific timeframe that you choose, even categorized by countries. This is a quick way to see if the trend for that topic is decreasing or increasing over time and just how many people are interested in that topic. You can find Google Trends here at: <http://www.google.com/trends>.

SOME PROFITABLE, CLASSIC, TOPICS FOR YOU

If you just want a good idea of some topics to start off with, and you're not too picky, there are always a set of classic topics that do well in Internet sales. They are the following:

- **Beauty**

Who doesn't want to be more beautiful? This can range from topics that include special diets, cosmetic procedures, natural remedies for unsightly beauty problems, and products that can keep the signs of aging at bay.

- **Health And Fitness**

This is pretty much all about the wellness industry. It can cover some very serious diseases and conditions or go to the other extreme where you just want to keep your memory as you age. Special exercises also fit into this category.

- **Tourism**

Almost everyone has a dream to vacation in some exotic locale. When they can't get there by dreaming, the Internet is the next best thing. If you have some unique knowledge on the travel industry that can make this dream become a reality, instead of remaining virtual, you will attract readers.

- **Finance**

In these drastic economic times, there is a large market for people trying to manage their money either to avoid foreclosure, find profitable investments, or simply to make ends meet. You can be the one to show them how to do this, and the nice thing is that this is a classic topic that never goes out of style.

- **Business**

If you know how to create a business, work from home, or even just

topics that improve business functioning, then you have a ready market. In bad times, more people are interested in having a home business on the side, but in good times, there are more successful business people looking to get an edge on their competition. So, either way, you have readers.

As you can see, there are plenty of niches that can be profitable. If they happen to be in your area of expertise, all the better! You write the book then, otherwise, send it to a ghostwriter who can research and write an informative, and relevant, ebook that will represent you professionally to the readers of the Kindle platform.

NOW, SIGN UP!

Once you have the manuscript in hand, with a topic that is sure to please, you want to sign up to the Kindle Platform to declare yourself an author and submit the manuscript. Amazon.com makes this process really easy for people who are already signed up to their Amazon.com website, whether as an associate or a regular customer. You just use your sign in information at <http://dtp.amazon.com/mn/signin> and it will let you in! It will take you to the dashboard where you can start to submit your manuscript.

Even if you are not already an Amazon customer, it doesn't mean you can't use this. You will just have to register your sign in information using the button for people who are not currently on Amazon.com. It's on the same sign in page as given above.

2

THE PROFESSIONAL WRITER

Once you have the topic, you will want to make sure that it is going to appeal to a demographic that is reading it on the Kindle ebook reader. The nice thing about using Kindle as your platform is that you can write the ebook in various formats, although html format is the one recommended for uploading. However, you can use Microsoft Word's .doc format and even plain text or Adobe's PDF format. The thing is that these formats will look different once converted. So, you want to have a format that won't change too much, even if you do get a chance to preview before publishing. For that, you want to stick to html format. If you work in MS Word, you can always save the file as an html format too in one quick easy step.

Now, Kindle will recognize many of the standard html tags, but won't get too fancy. It doesn't do cascading style sheets. It also won't allow your URL links to work either. So, any hyperlinks you have in your document have to be changed out to read as if they were not hyperlinked so that readers can view the URL you desire. That means spelling out <http://www.websitename.com> or www.websitename.com. It may look like a link in your original format, but once converted to Kindle's format, using the Digital Text Platform, it will simply be text, not hyperlinks. So, try to limit yourself to the tags that are most commonly used and don't get too fancy. Once you're ready to submit, you'll want to do a few more things to organize your submission and work.

ORGANIZATION

You will need to organize your ebook information so that you can quickly upload it using the Digital Text Platform. There is quite a bit of information to gather, and preparatory work to make sure that the upload and conversion is as successful as it can be. Unfortunately, even with these steps, you will have to preview your work and in a trial and error way, reformat whatever doesn't look quite right before you publish it. That's because the Digital Text Platform conversion can change things around and you will need to either download the zip file and change the .html directly on the converted files, or change your originals and upload and convert them again.

To keep from having too many do overs, keep track of the following:

- **Don't add page breaks to your ebook**

The Kindle will put page breaks where it sees fit and if you enforce a page break it probably will not land where you want it. For things like title pages, you can just add extra spacing, instead of a forced page break to make it match the Kindle page format, which is smaller than a regular page.

- **Code your headings**

If you work in MS Word, you would probably have coded them as H1, H2, or H3. For the Kindle, H1 is good for main titles and H3 is good for subheadings.

- **Save images to same directory**

Okay, the images in your book will be put in with an image tag in html. So, in order to upload it, you have to create a zip file which contains the html and the image files in zipped format. For that, you want to be sure that you don't put the images in a separate subfolder,

as this won't work with the Kindle conversion. Keep them in the same folder, zipped along with the html document.

- **Don't use frames**

Frames are sometimes used with other ebooks that allow you to place the Table of Contents on the left frame and make it clickable. Kindle does not recognize frames and it doesn't allow hyperlinks to be clickable anyways. So, if you have them or wanted to use them, don't keep them. Remove them.

Here are a few things you will need to know to start the upload process:

- **The Title**

Believe it or not, this is the absolutely most important feature of your book. The title can make or break the sales of your books. You might want to include some hot keywords in the title to generate more hits from search engines, but if it doesn't appeal to humans as well, you won't get them to peek at the sample of your ebook that Kindle provides to spur sales. So, be careful to pick a title that wows them and gets them interested enough to sample or buy.

- **Author**

You will need to add the author's name, your own. You cannot add any manuscripts that you only have resale rights, but not copyright too.

- **ISBN**

If you've sold this work elsewhere you probably have an ISBN number associated to it. If you've just created it, odds are you don't. Don't worry, it's optional.

- **Publisher**

The same thing applies here. It's basically for people coming in from other sales areas who published it somewhere else. But, if you don't have a publisher, it's not a problem.

- **Jacket Blurb**

This is the product description of what's inside. It is short and sweet.

- **Keywords**

Remember those keywords we asked you to get? Well, here is where you now use them. The more, the merrier. This is what the search engine will use to categorize and index your ebook offering.

- **Product Image**

If you don't have a cover image you can use, create one with Microsoft Image Composer, or some other image software like PhotoShop. You will want to create an image that is at least 500 pixels as the longest side. To give you an idea, an 8.5 x 11 inch is going to be proportional to 850 x 1100 pixels. Creating a cover doesn't have to be traumatizing. You can just pick a nice colored background, add a photo or image to liven it up, and then place the title and the author on it to, in nice fonts. That's about as simple as it gets. Even though you aren't required to load a product image, you will want to so as to increase sales.

LAYOUT CONSIDERATIONS

When writing an ebook, you have different layout considerations than you would have with a regular paperback book. For one, you know that Kindle will offer the first 10% of your ebook as a sample. If that happens to be your

title page and Table of Contents, you're not going to sell many books. Make the first few pages really count if you are going with the Kindle format. It should be captivating as much as possible and leave the reader wanting more – thus, the sale!

- **You Can Use Color!**

However, that isn't the only consideration when figuring out what information to put where in your ebook. You want to take advantage of some of the layout considerations for small computer screen formats that you would not do with a regular paperback book. In some ways, you have a few more choices. You have the option to create colorful headings, if you want, to set them apart from the regular text. You wouldn't consider doing that with a regular paperback because it would cost more to publish and wouldn't be worth the cost. For the Kindle, it will take it and publish it very nicely in a different colored font, which can add to organization and aesthetics of your ebook.

- **Headings And Subheadings**

While we're on the subject of headings and subheadings, you should write an ebook with multiple headings and subheadings to make the information easily skimmed, particularly if this is a non-fiction ebook. When people buy non-fiction, they're typically interested in solving a problem or learning how to do something. Many people want to skim over the headings, find the area that most interests them and start reading from there. This may seem odd, but the advance of the Internet has made this type of skim and read very popular, especially for people who are reading their Kindles as they travel mass transit, sit waiting for a doctor's office, or wait for their university class to start. It simply is much easier for people with busy lives to take things in a multi-tasking function. For that, the headings and subheadings make it easy to determine where to start and stop reading for just the information that they want.

- **White Space Is Noticeable**

If you've only written novels, then you may not be interested in adding too much white space to these types of fiction books. With non-fiction, the absence of white space is particularly noticeable, and not in a pleasant way. You want to add white space to help the reader rest their eyes as they read through the material, and it's just more visually appealing than an entire glob of writing mashed together. Don't forget to add a little white space around your headings and subheadings too. However you space it in your original document should be the way you see it in the Kindle conversion.

- **Highlight Important Points**

You can have simple html tags for bolding, italicizing, and underlining, and they will come out fine. It's also important to use these tags when you want to make a point to the reader that they won't miss. Even though it may not be as important as a heading or subheading, it still alerts the reader that there is valuable information within the paragraph that is important to the overall understanding of the topic. They'll take notice and decide whether it merits an entire read or not.

- **Bulleted And Numbered Lists**

Another way to quickly organize information in a non-fiction ebook is to make use of bulleted or numbered lists. These can be a very helpful way of summarizing information, especially if you use bolding or italicizing, to bring out the salient points. People can quickly skim a list and heading or points and figure out which ones apply to them. Don't forget to use the white space here, as well. You will want to make sure that if a list looks too cramped that you add a space in between each point to make it more readable.

- **Break Things Up With Images**

Images are great for getting points across, however, they can look odd when converted. Be sure to follow any image restrictions within the Kindle format to get them to convert properly on the page. If they don't fit within the Kindle format, then they can be resized and push the text alongside either up or down a bit. Unfortunately, some of this can only be seen in a trial and error fashion as you preview your work before publishing. If you see it is off, you will have to make adjustments as you go.

FINALIZING THE PREVIEW

Always be sure that your original document was spell checked and proofed for grammar. A professional writer will want to provide an ebook that looks like it's been professionally edited. Otherwise, people can assume that a lack of good spelling skills means the information within is not credible. So, do one last read through before you convert the original.

You do have the ability to preview, once the document is uploaded. Here is where you will need to go through every page and see if the formatting shifted or changed. If it has, you can either download the zipped converted html file to change it, or you can go back to the original and change things there and upload once again. Unfortunately, even with this trial and error process, you may not get things exactly as you want them. That's just the limitation of the file conversion and each upload is a learning experience.

3

RIGHTS AND PRICING

The rights you get for your digital publication are all explained in the terms and conditions accessed from the Digital Text Platform community support pages at <http://forums.digitaltextplatform.com/dtpforums/entry.jspa?externalID=2&categoryID=12>

The rights on the content of your ebook are nonexclusive, irrevocable, worldwide rights. The manner in which Kindle markets the ebooks make these rights necessary as once the ebook is released, it can land anywhere in the world at any time. So, it has to be irrevocable and worldwide. And, you do want to offer nonexclusive rights, rather than exclusive so that you can continue to sell the content in various formats from print-on-demand to more. We'll go into more detail on the rights in this section, along with pricing.

For now, the pricing of any item has to be competitive with other items of a similar nature. For that reason, you probably will see most ebook priced below \$10 on Kindle, if not under \$5. While this is not a lot of money for one ebook, you are not sending them a published paperback. Kindle offers ebooks that are downloaded to an individual's Kindle library. In many ways, you can save a lot of extra effort and money by not going through a print-on-demand shop that will ask for special formatting and upfront costs to publish. And, the nice thing is that instead of a typical 15% to 20% royalty you might get from a paperback, you'll get 35% with any Kindle ebook that is purchased. So, while the pricer is lower, the percentage in royalties is higher.

RIGHTS

Since your book is in digital format, most of the rights beyond the nonexclusive, irrevocable, worldwide rights deal with the digital rights of storing and disseminating your ebook. For that reason, you will be asked in the terms and conditions to agree to give Kindle the right to:

- **Store and Reproduce Your eBooks**

This might be done at more than one computer facility. They will also need the rights to convert your copyrighted material into the digital format that they use for the Kindle. Part of that conversion may add coding, so that's also important in the reproduction rights.

- **Various Marketing Rights On Different Amazon Properties**

This means that they want the ability to display, transmit, market, and to digitally distribute or make available any portion of the eBook you submit to Kindle for publishing. This includes the right to allow customers, or even prospective customers, the right to view, copy and paste, print, and annotate what they download from different Amazon properties which are marketing your ebook. The different Amazon properties include Amazon.com, Borders.com, Waldenbooks.com, and even Target.com. There are many different marketing avenues that Amazon uses to try to sell its ebook offerings. Some you might not even be aware of, but they may end up showing portions of your ebook on their site, and that's perfectly legal once you give them these rights. Just remember that you can sell your ebook better with more exposure and giving a sneak peek into the ebook is not the same thing as allowing them to read the entire ebook without paying. Most of what Amazon does is offer samples to people browsing to entice them into buying the ebook.

- **Some Rights To Your Trademarks Or Logos**

It doesn't sound kosher, but it really is because people sometimes put their trademarks and logos on the cover of their books or inside them. If they don't have the rights to display or distribute those trademarks they could be sued for infringing on your trademarks and logos. If you don't want to give them those rights, then just don't provide those trademarks and logos as part of the application for an ebook submission. Then, they won't have those rights.

- **The Ability To Modify Your Submitted Metadata**

When you add a submission to their ebook, you may think you have the best keywords or marketing placement for your product. However, Amazon has far more experience and they want to sell your book as badly as you want it sold. So, they will want the ability to reproduce, modify, adapt and even create derivative works of that metadata to help them sell your product on their market places by improving the categories you select, recommendations, and any other feature that helps to sell your book better.

- **Some Technical Rights**

They go on to discuss rights to cache and other types of technologies required to help their site run well.

- **Permission To Pass Those Rights To Their Partners And Affiliates**

All the rights above can be transferred to Amazon.com's affiliates and independent contractors.

If you want to review the actual terms and conditions, you should do so at:

<http://forums.digitaltextplatform.com/dtpforums/entry.jspa?>

[externalID=2&categoryID=12](#). In addition, they can change the terms and conditions and notify you within 30 days advance notice. If you don't like the new agreement, you can stick with the old agreement by terminating your account within seven days of being notified of the new policies. This has to be done in writing and within the format and guidelines issued by Kindle. So, if you don't like a new agreement, you can choose to terminate the account, although you won't be able to take back any rights you issued for signing up with a previous agreement.

WHAT IF I WANT TO TERMINATE MY ACCOUNT?

Well, whatever rights you gave to Amazon.com on your ebooks are irrevocable. That means that don't expect that if you terminate your account that Amazon will remove your ebooks from all their listings. They may continue to even show portions of your ebooks in other vending areas. In fact, they very clearly state that "All rights to Digital Books acquired by customers prior to termination shall survive termination..." They are even allowed to keep archived copies of your ebooks long after you've left the Kindle platform as a publisher.

PRICING

According to the agreement, you get to provide a "Suggested Retail Price" which has to be consistent with the pricing you've given to other retailers and wholesalers of that particular book. Even providing a Suggested Retail Price, it doesn't mean your ebook will sell for that much, as Amazon maintains the right to set the pricing, although they don't appear to fuss with your Suggested Retail Price that much.

Regardless of the price, you will always get a 35% royalty on the book. At a lower price, you will naturally get less money overall. However, considering that you are not paying for printing on paper and that the book is being electronically delivered, the pricing is fair even if it ends up at less than \$5. It doesn't mean you can't sell your books elsewhere for more, or even give a greater suggested retail price, but the promotions and sales that Amazon has can affect the final retail price the books sells at.

What you want to do, when pricing, is to take a look at the other ebooks that are being offered on the Kindle platform and make them competitively priced. Even with samples, people who buy electronically may be more apt to buy an ebook that is fairly priced, rather than one that is obviously overpriced. You want to look up similar genre and titles to compare your Suggested Retail Price before you submit one that is too costly to net you sales.

However, don't fret if you do end up making this mistake. You are given the option to change the price later, if you need to. So, if your ebook is not selling and everything else appears to be okay, you can go in and reduce the price and see how that affects your sales. It's always good to start generating an audience for your books, when you first start. If you have no audience, you have no readers. If you have no readers, you have no buyers. So, even if you have to start building your readership by pricing some ebooks very low, the next time around you'll have a following who will be looking for your ebooks to buy, and you can set the price higher.

HOW DO YOU GET PAID?

Well, when you sign up you have to provide your social security number and a valid bank **United States** account. This may seem unfair, but those are

the rules. All payments by Kindle Amazon are made through Electronic Funds Transfer (EFT) directly to the bank account. Income, in the United States, is taxable so that's one way to keep people honest. If you don't have a United States bank account, Kindle Amazon won't allow you to sign up for the program to begin with. This is a major requirement of publishing on the Kindle Platform.

Kindle is somewhat slow to pay their authors. They accumulate and track sales for each calendar month. However, it takes at least 60 days after the sale in a particular month for payout to occur. In addition, you need at least \$10 in the account for them to process the payment.

If you see an error in the statement, be sure to notify Amazon within six months after the statements are rendered, so they can correct the situation. You lose your right to collect additional monies if you don't do it within the timeframe specified. And, you don't get to collect interest on any monies past due.

WHAT ABOUT TAXES?

Taxes are going to be collected by Amazon, in accordance with Federal and State regulations when they sell your ebooks. You don't have to be responsible for figuring out that, which is really nice. You're not responsible for the sales tax that is charged to customer or collected for the States. Nor do you have to worry about remitting those taxes to the State at the end of the year. Amazon takes care of all that.

What you do have to worry about are income taxes, and any other taxes that may apply to your business as you get into self-publishing. Whatever income you make through the Amazon Kindle platform it still has to be reported to the IRS, according with the tax regulations. You should see a tax expert if

you are not sure how to handle this side of your business so that you are in accordance with Federal and State laws.

If there are taxes that you are subject too that have to do with the sales of your ebook that Amazon needs to collect from you, then they will deduct or withhold that amount from your payment. But, no matter who you sell with, in the matter of taxes, they will only be doing what the Federal and State guidelines ask them to do.

There is a lot more information in the terms and conditions document that you are asked to read and signal that you have read via a check mark before you are approved as an author. Be sure to check out any changes that may be present between the writing of this ebook and when you finally decide to join the program.

4

AFTER PUBLISHING COMES MARKETING

Once you've uploaded your manuscript it only takes about 12 hours after you've hit the publish button for it to appear as an offering at the Kindle Store. But, you're not really done. You've just started to make the sale, and now you have to learn how to market your work to close the sales.

In times past, all you had to do was get a literary agent and they would get the publishing house. The publishing house would then do all the marketing for the book in order to make the sales. This doesn't happen anymore. They either want known authors who have an audience already or they want you to do your own marketing. This can be quite a hat switch from author to marketer, but it's pretty much expected even if you publish and ebook or get a publishing house to publish your book for you. You will still have to bear the brunt of doing most of the upfront marketing work.

The nice thing is though that you can build your audience for yourself and once your name is known, you can go anywhere and that audience will follow you. You will know how to generate more interest for your work and you won't be dependent on finding a literary agent or a publishing house that is willing to publish your work. In a lot of ways, it offers you a lot more creative freedom to see what the market will accept versus what a publisher may deem to be unmarketable. And, it doesn't cost too much in money, although it can take quite a bit of time to keep an active marketing campaign going.

Lucky for you, the Internet has made marketing online a very simple matter. You aren't going to be wasting any gas, you won't have to pay anyone unless you want to, and you can reach thousands, if not millions of readers, through very simple online marketing practices. Here, we will discuss some of the strategies to expose your work to more readers, not just the ones who go the Kindle bookstore already, and thus make more sales.

ONLINE INTERNET MARKETING

Believe it or not, you've already learned some online Internet marketing from this ebook. Once you started learning about keywords and how to get them, you've entered the world of Internet marketing. Those keywords can be used in multiple ways to help increase your exposure on the Internet, so keep them handy.

When we get into the subject of Internet marketing, it's inevitable that we need to discuss the many forums and areas on the Internet where people congregate to talk, learn, and publicize themselves. So, here we are going to categorize those Internet activities by the type of group that you might want to join in order to start getting the word out about your book. They may be blogging communities, social networking sites, discussion forums, and other types of media groups like YouTube or podcasters.

YOUR AUDIENCE MATTERS

However, before we get to these, let's take the time to examine the audience you are trying to attract. If your book is about toy trains, the groups that you want to access should have toy train enthusiasts and hobbyists in their ranks. No matter how large or popular a forum is, if they don't have the

audience you need to sell your book, then, they're simply not worth the effort. What is going to sell your ebook is to connect the audience demographic that likes your topic to the ebook on the Kindle Store. If the two don't match, the odds of a sale are very low. So, stick with those people you know will be interested in your topic to begin with.

PLACES YOU WANT TO JOIN TO MARKET YOUR EBOOK

BLOGGING COMMUNITIES

Many blogs offer places to comment on the posting. This affords you a great opportunity to find blogs associated with the topic of your ebook and then comment on the posting. At the end, you can add a link to your ebook URL. Just be careful how you do this, as no one wants to see a fluff comment on their blog with a link back to some merchandising. That's called spam. Instead, address the post thoughtfully and mention your ebook when it applies.

Now, if you want to do a number of these at one time, check out the keywords the blog is using and insert that into the search engine for the blogging community. That should pull up associated blogs also talking about the same topic. Now, add your comments there too.

You can even trade with bloggers to get some exposure to your ebook. You can contact the blogger and ask them if they would like a free copy of your ebook in exchange for a review, if they like the ebook. Obviously, if they don't like the ebook, you don't want them writing a negative review about it. So, this will help to spur sales from that bloggers audience too and give you an air of credibility because you've associated yourself with them.

SOCIAL NETWORKING SITES

This is one of the most underutilized areas right now in marketing, so the field is much less competitive than other strategies. All you need to do is add some profiles to places like Twitter, Facebook, StumbleUpon, Digg, and, many, many more. In fact, there's so many of them and more coming out each day, that we won't be able to go over all of them. But, we'll give you a sampling of how to use some of the more popular ones to help you get started. This topic is so vast it would really pay for you to buy an ebook on this subject alone, and get started before everyone else saturates the market.

Twitter

This is one of the most unusual social networking sites in that they allow you to "tweet" people in messages of 140 characters or less throughout the day. People listen to these tweets and try to follow you around as your being active in your life. So, in a way it's like blogging, but in microbursts.

The whole idea behind twitter is that if something really interesting is happening in your life, your updates may end up getting a massive audience. People have generated a large audience through simply detailing how they are laid off and the process of leaving their job, being present during a news-worthy event, or simply having interesting personalities that make the day unusual.

You will have to follow others to get them to follow you, in a tit for tat scenario. But, once you have a base of people, the core of interest is settled and more people are naturally attracted to your tweets. And, it makes the perfect place to talk about the entire publishing process of your ebook and

the subsequent successes, heart aches, and daily processes. If you get other authors and freelance writers involved, they will genuinely be interested to know of your updates and follow you around, creating interest and an audience for when you finally post the Kindle URL to your ebook for sale.

Facebook

Another great resource is Facebook. This social networking site used to be for college student networking, but it has grown up to be used by anyone, including people interested in Internet marketing. The premise of Facebook is to develop a network of friends. These friends should have common interests and be ready to convert from friends into customers, with the right know how.

Facebook won't allow you to actively solicit your friends for sales on the Facebook platform, but there are ways to cultivate the audience there of those people who have an interest in your topic and then pull them offline to your blogs, website, or even your ebook URL. You just have to be a bit subtle about it so it doesn't get you banned. The trick of it is mostly putting up a profile that appeals to the audience of your book, making yourself a good friend to others interested in that topic, and that updating your status to show links to your ebooks, blogs, and website, whenever appropriate. Remember not to spam people's walls, but putting up your own status will bring it to their newsfeeds too and hopefully get them interested.

StumbleUpon

This is a search engine and social networking site in one. You can go in and add new pages to the search engine by downloading the StumbleUpon toolbar and giving it a thumbs up. This page will be randomly served to other people using the search engine to discover new sites. The more thumbs up a site has, the more popular it can become. So, get your family, friends, and

neighbors to give your pages a thumbs up too, if they're online. That way you start to generate some interest for links to your ebook offerings.

This same strategy can work for you on other social networking sites like Digg.com, and Reddit. So, once you understand how social networking works, you can start to try to get more attention by gathering people who want to read your work or give it a thumbs up, or even a good review. All these strategies help to rank your content better in social networking sites.

OTHER TYPES OF MEDIA SITES

Once you get comfortable with text-based sites, you may want to try to develop your own podcast, video, or even Flickr photo account. Places like YouTube have a massive audience and if you get your video highly ranked, commented, and then add a link to your URL at the end of the video, you can create enormous interest in your ebook.

Just remember that most people who will buy your ebook will want to either solve a problem, be entertained, or learn something they didn't know before. So, your videos should help get them started and then offer them the full package by telling them to buy your ebook.

Just like Kindle offers people samples of your ebooks, the video or podcast should be thought of as a sample of your products and services. Try not to go off track with subjects that may be incredibly popular, but don't relate to your ebook's topic at all. You may generate an audience, but they won't buy the book unless it is a topic they are interested in the first place. So, make your videos targeted to support the sale of your ebook.

If you don't want to create your own video or podcast, don't worry. You can find someone else who is willing to interview you, create some content for

you for a small fee, or maybe even show you how to use screenshots so you don't need to smile into the camera yourself. Either way, there are plenty of different options on how to create different type media that appeals to whole different subset of the Internet and can create great sales opportunities for your Kindle ebooks. The nice thing about technically savvy consumers is that this is just the demographic that will be willing to buy a Kindle and use it. So, you might not just be able to make money on your ebook, but if you are an Amazon Associate or Affiliate, you can get commission on the sale of a Kindle too. That can be worth far more than selling one of your ebooks.

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STRATEGIES TO PROFIT WITH KINDLE

There are several ways to profit from your association with the Amazon Kindle Store. You can join up with Amazon to be an sales Associate, which is like being an affiliate. You will get referral income from generating sales from leads on your website or blogs. You can begin to fine tune your publishing venture to figure out which ebook topics are profitable and which are not, using some of the reporting tools that Kindle provides.

If you get really ambitious, you may want to create your own publishing empire. Of course, you won't have much time to write as you did before and then hiring ghostwriters can get your publishing campaign jump-started. We'll show you were to go to hire professionals who can quickly turn a topic idea into a bestseller, while providing you with all the copyrights.

If you really want to make sure that you will be able to start selling for a profit on Kindle, why not create a marketing plan to help you figure out where your efforts are best spent. Once you have a plan in place, it's just a simple matter of putting one step in front of another, making adjustments when necessary, and following your yellow brick road to your own publishing fortune.

AMAZON ASSOCIATES

To be an Amazon Associate, you will need your own website. Fortunately, that's not too hard to do or too expensive either, these days. And, if you are planning on publishing ebooks, it is a good idea to have a website of your own where people can learn more about the author. It can generate customer loyalty, and get people interested enough to sign up for pre-sales. Once you develop a fan base of your own, you can start to have some leeway in where and how you plan on marketing your products.

But, there's also another reason for having a website, whether it's just a blog template website, or a more complex one. It's because you can start adding links to products on Amazon, whether it's your own ebooks, or their retail wares. You can earn commission on products that people buy after clicking on the links on your website.

The types of products that you can earn a referral fee are many, including the Kindle itself. The amount of referral commission you receive will be dependent on the type of product sold and what program you belong to, based on what Amazon decides. However, you can earn up to 4 to 15% on different products online. For the Kindle itself it's a straight 10%, but that's almost \$35 for each Kindle sold. Sell enough Kindles and you can easily make a couple hundred dollars extra a month. There are some caps on some of the items that they sell, for example, you can only earn \$25 maximum on desktop PCs sold through your links.

SPEAKING OF LINKS...

Okay, the more links to your affiliate products and your own ebooks on Kindle out on the Internet, the more likelihood you'll attract a customer to a

sale. So, don't be sparse with your links. Of course, you don't want to be accused of spamming people, but there are ways to get your links out there without being an outright spammer.

One of the easiest ways is to simply put a link to several of your offerings in the signature line of your emails. Any email reader will allow you to add a signature that automatically is posted at the end of all your emails. When that's done, any email you send or respond to has the added gift of possibly making a sale for you.

Here are some things to remember to make your signature stand out as something other than just crass marketing:

- **Provide An Incentive**

Give the reader an incentive to click your link, whether it's a discount, a special offer, or some secret they just can't go away without finding out. Without an incentive, people are pretty jaded about any advertising they receive and will ignore it.

- **Be Casual In Your Conversation**

Don't try the hard sell in your signature line. It's a complete turn-off. These are people you are in direct communication with, so take a casual, conversational tone. Adding a P.S. Works like a charm for your signature line. It makes it seem folksy and intimate, instead of just a canned signature that gets added to all your emails as a marketing ploy.

- **Make Yourself Credible**

Add as many letters after your name as you want, regarding your level of education or training. Having an MBA when you are indicating your ebook for sale on Internet marketing can significantly increase the credibility of the ebook, whether they teach that in your classes or not.

- **Tell A Story**

This is one powerful technique that can hook in a reader and surprise them too. A small short story that shows how the ebook helped other people to resolve a particular problem is particularly effective.

- **Don't Forget Your Links**

Add the link and make it interesting by writing anchor text with words that practically beg to be clicked. Don't just say: "Click here." That's just so uncouth.

- **Vary Your Email Signatures**

If you have more than one ebook, varying your email signatures and making them fun can keep the people with whom you connect on their toes. Once you see something repeatedly, you tend to tune it out anyways. And, when something familiar changes, we tend to pay close attention to it. So, use that knowledge to stimulate interest in the offers in your email signature.

One thing you want to do, if you are shy about having your family and friends see you marketing your business online, then use a different email address. You can have one for business and one for family and friends. However, if your family and friends want to be very supportive they can be one of the first to order your ebooks and provide good feedback for you too.

GET PEOPLE TO REVIEW YOUR EBOOK

Other types of links are those that directly review the content of your ebook. If you can get friendly bloggers to review your ebook, that's the best way. But, some people get testimonials written up from their friends and family

and add those to their own website to spur sales. There's no harm in this as long as their comments are honest.

Some people will hire ghostwriters to write testimonials, and while it doesn't seem fair, the person writing the testimonial does have to read the content to get an idea of what to review. So, some of that is genuine too.

Every review that gets put up on somebody else's site is a rich resource of traffic and potential sales of your ebook sale on Kindle. So, even if you have to give away a few books as free samples, it's well worth the potential for additional income.

ON THE SUBJECT OF GHOSTWRITERS

Okay, if you want to build your publishing empire, how are you going to find time to research keywords, discover great blogs and websites to comment and market your wares, and petition for reviews of your ebook? It's just impossible to do it all, and luckily there are plenty of ghostwriters who are only too willing and happy to write your ebooks for you.

Hiring a ghostwriter is an excellent choice, if you want to create a library of products that are marketed well too. So, you divide the workload and you can learn more about Internet marketing while someone else does the writing, and they're typically more talented anyways if they've been freelance writing for a long time. They can make a dry topic that you've discovered is extremely profitable and turn it around into a residual money-maker for as long as you have it on the Kindle Platform. Not only will the ebook sell, but it will provide traffic back to your site, when you add your website address within the ebook. Of course, links don't work within the Kindle platform, but you can still add your business website within the pages in the form of

www.mybusiness.com and allow people to discover you and your affiliate offers too.

A couple of great places to find ghostwriters are elance.com, guru.com, ifreelance.com and exquisitewriting.com. Many writers will post their specialties and samples so you can hire the writer that is best suited for a particular topic or tone. Payment is made through the system only upon delivery, so you are sure to get the product you request. You can provide feedback too, so there is great incentive for these freelancers to provide you with quality content. You can even post the job to competitive bid and thus get a good idea of what the best prices are for the type of talent that you want. Remember that it isn't always the lowest price that should win, but the combination of skill and price that should be looked at to determine the winning bid. After all, this ebook is going to the mass audience on the Internet and will represent you as a professional. Pick good talent at a reasonable rate, not the least talented at a poor rate.

WRITE UP A BUSINESS PLAN

Okay, so you've decided that this isn't just a one book venture. You want to be a publisher of many ebooks. So, get out your pencil and start taking notes on what it might take to succeed if you see yourself mass producing numerous titles. Then, track your winners and losers using the tools provided by Kindle to make sure that you are on track with your business plan.

Here are a few things to include in your business plan:

- **Planning For Press Kits**

Some marketers even create this first, before the book is even written. That's because they can put out a press release of an upcoming book and then find out how much interest there is through advance sales,

before the book is even published. You just take names, not money. Then, if the demand is poor, don't bother. Try a different one. You've just saved a ton of time on a loser.

- **Understand Your Audience**

Include demographic information, potential clubs or associations where your audience congregates, and the type of advertising that works best with your target demographic. If you're not sure about this, just go to <http://www.quantacast.com> and type in the URL of a competing website that offers ebooks on a similar topic. You'll get an instant bird's eye view of which demographic you should target too.

- **A Timeline**

How many books do you want to publish a month? How many in a year? Do you have titles and timelines lined up in advanced? If you plan on being a publisher, then you have to think ahead of the game. You also have to try to time the market for big events like Christmas and other major purchasing holidays.

- **Media Contacts**

Who do you know that can help you get the word out? Make a list of all the people you plan to contact to help promote that book.

- **Sales Techniques**

Is there one sales technique more than another that appeals to you for your book. Are you tracking which methods provide better results than others? Maybe you've found you get most of your orders from people who visit a blog that you've commented. Time to start commenting more or getting that blogger to do a review.

- **Success Measurements**

How will you determine success? Traffic, sales, or some other way?

How will you measure and track success? Luckily, Kindle offers an area for reports that show you how your ebooks are performing in the marketplace. This gives you some instant ways to measure their success in terms of dollar values.

- **Promotional Events**

Try to set up a strategy to promote your book. Where will you have book signings? What places can you go to make an experience and promote your ebook?

- **Websites And Blogs**

Do you need to create additional websites and blogs to help transfer people from social networking sites to places where they aren't being solicited? Do you have the wherewithal to create websites and blogs to support the ebook roll-out?

- **Outsourcing**

What parts of the ebook creation and marketing will you outsource? Do you want to have someone do the ghostwriting? Someone to generate websites or blogs, or to comment online and write reviews for you? Do you want to have someone else take care of queries about your ebook? Do you need to hire a graphic designer to do the jacket of your ebook (probably)?

- **Advertising Venues**

Where do you plan to advertise and how much do these venues cost? How much do you have to make on a monthly basis to cover your advertising costs?

- **Pricing/Profits**

Estimate your pricing strategy and how much profit you will make based on a projected number of sales. These are your sales goals and

will help you to decide whether the business is making you good money or needs or whether you've overestimated sales or profits. Then, you tweak things to make the profit you want, or you modify the business plan to cut expenses where necessary. Always have an account balance sheet that shows how many sales you made in a month on what titles and what the final tally is. That's your net sales. Then, make sure you understand what your profit level is from those net sales. Subtract your expenses from your profits and that's the true value of what you've earned that month. Of course, taxes can change that picture in the end, if you're not careful. Always keep in mind the bottom line in order to make a successful business and not just a side hobby that generates a few dribs and drabs of income. All of these things are vitally important to creating a business plan that helps you develop a publishing business that can shoot out numerous ebooks per month, creating residual income for as long as Amazon publishes the ebooks.