

WRITE AND PUBLISH YOUR FIRST NON-FICTION KINDLE BOOK THIS WEEKEND

**STEP-BY-STEP BLUEPRINT EVEN A NEWBIE
CAN USE TO MASTER THE ART OF WRITING**

SHIV SHENOY



Write & Publish Your Non-Fiction Kindle Book This Weekend

Even If You Haven't Written More
Than an Email So Far

Version 9.0

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MyPassiveIncomeEducation.com
(MyPIE blog)

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Thank you, my beta-readers!

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First, let me state something that my publisher says I must.

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This book reveals the unique method author has come to practice over last year during the course of writing and publishing 22 books. This book gives you just the essential details and some highly effective tips & techniques, so you can get started quickly and begin earning passive income at the earliest.

Please make sure that you go over and understand [Kindle Direct Publishing Terms & Conditions](#) and [Kindle Program Policies](#).

I will be super glad to have your feedback, suggestions or queries. Please send them to *Shiv@MyPassiveIncomeEducation.com* - with this book-title in the Subject. I read and reply each of my email. I appreciate your time and support and congratulate you for taking action to carve a better financial future for yourself.

My reward for you

My very first coach gave me this priceless *mantra* for online success – *take decisive actions promptly*.

That one advice is responsible largely for my results today. I have since then come to hugely appreciate people that take prompt action. Because in my view, **taking action overcomes that mental threshold beyond which chances of success increase exponentially.**

The fact that you are reading this book indicates that you are an action-taker and I already have a huge amount of respect for you.

Please download your free ‘**Kindle Business Starter Toolkit**’ by clicking here:

<http://www.mypassiveincomeeducation.com/kindle-business-starter-toolkit/>

This toolkit contains the following -

- 11 Kindle Business Myths that you need to know to increase your chances of earning by 1000%
- ‘Kindle Book Publishing Process’ mind map

These by themselves give you an enormous edge to succeed in your Kindle business.

There is another toolkit I am giving you as part of this book.

It is called ‘**Kindle Writer’s Toolkit**’. The tools in this toolkit will help you get quicker results from this book. Please download it from the last section of this book.

Don’t miss to download though – those tools can help you breeze through the weekend crafting an awesome book!

Foreword

By the time you complete reading this section about 3,690 Kindle books will have been purchased by readers and the authors of those books would have earned about \$18,450.

That means that for each day that your book is not on Kindle platform you are losing about \$120, on an average. Of course, these are highly averaged figures, but you get the glimpse of the potential here.

This book gives you my writing system to write and publish your non-fiction book on Amazon's Kindle platform in the shortest possible timeframe – just a weekend.

You don't need to be an accomplished writer to write a non-fiction book. Even if all that you've written till date is not more than an email, the method given in this book will help you become a published Kindle author. Just keep an open mind, follow these proven steps and take action.

The [first book in this series](#) published on Amazon had its first sale within hours of publishing – with absolutely no marketing.

Hence it is highly likely that you will see sales of your book quickly if you follow the methods and techniques revealed in this book series.

Of course, this method cannot do anything about the *quality of content*. If you have the content in your mind this simple step-by-step method helps you put it in the right format and publish on KDP (Kindle Direct Publishing platform) in a weekend.

Now I don't want you to think for a second that this is some kind of hack that games the system. This is a proven system based on studying how people perceive and consume information when it

comes to non-fiction / self-help books. They don't want Shakespearean language; they need information to be given in a simple language that they can understand and implement.

In the first book, you understood how Kindle Publishing business model works and how to conduct market research to collect information about your target audience (if you've [missed it](#), no worries - this book still covers the basics for you!).

Now, all that market research is not of much use if you have to spend several months to write your book. In all probability, you are so busy that reading this book itself is a crucial time investment for you. That's why this book has only bare-bone essentials to help you get immediate returns.

“Is this method really as simple as it sounds?”

A confession: I do not consider myself to be a writer. I am not a full-time author either. But after having published 22 books (including this one), and having earned direct income from 21 of them, I have the market validation that these books do provide value to readers.

And providing value to the reader, in my view, is primarily what brings success to an author. Of course, there are other things to care about like promotions and so on, but that alone doesn't get you far if the book does not live up to its promise.

This method is quite simple, that is why I am able to publish 22 books (and counting) on the sides while running two businesses.

If you are a businessperson/professional/freelancer/coach, with Kindle books you can -

- expand your reach
- build your and company's brand
- get more leads
- get more sales

- gain authority

If you are a blogger, with Kindle books you can -

- get more targeted traffic to your blog
- build your list exponentially
- create an additional passive income stream
- create awareness with a new audience
- vet your book/product ideas with this audience

If you just wish to get your message out to the world, you could do that quite effectively by reaching millions of readers on KDP platform.

Whichever of these buckets you fall into, or not, you can -

- gain more authority in your chosen field
- earn passive income
- impress_____!

My aim is to let you first understand the parts involved in the writing and publishing process, and then get you to weave that into the weekend writing exercise.

This way you get everything done within the planned time-slots starting Saturday morning, and publish your book by Sunday evening and still have time to celebrate! :)

How am I going to help you get more book sales?

Therefore, this is how I suggest you get the most out of this book –

- First, breeze through this book at 90 miles/hour, just understanding the process end to end
- Then begin again and go through each point thoroughly making notes and planning your weekend slots with specific focus on your book idea.
- Then take action – book your weekend and get it published!

- Then get into Kindle Select free days and email your book's link to me. I'll download your book and leave my honest review! I'll even share your book link with my list! Expect more reviews and increased sales. How does that sound?!

"Every bit of knowledge is already available out there. We only internalize some of it, experience it, get results and share with others in a manner that helps them reach their own goals."

This is what I believe in, and this realization has made my role as an author much easier.

If you don't have complete clarity about your book's content and confidence about the profitability of your niche, I highly recommend you get the [part-1 of this book series](#)– where I've revealed my simple but uber-effective method to vet your book idea and find goldmine of niche where you can make a ton of money in next 6 months.

How did I develop this method?

Let me tell you that this is not a magic method. But the simplicity and effectiveness of it is quite magical – else I would not be able to write and publish 15 books on KDP in less than 7 months, part time.

I learned the basic version of this method from one of my coaches. He uses this method to develop products that have made him several million dollars in sales. During the time I was coached by him, I had several book ideas in the pipeline and I had to write them in a short time frame.

I decided to use his method used to develop information products to the process of writing a book.

It wasn't nice at first, but as I wrote books I kept refining it – to the current form where one can write a book over a weekend.

The thing I liked about the method is that it is step-by-step and very simple.

This method makes sure that you don't leave out any crucial points that you want to share with your reader. Or, points you might not have even thought of!.

This method gives you the shortest way to put the flurry of thoughts you get during the creative session in writing.

This lends itself to a top-down approach, where you put down the big ideas first and then expand on them as you research more into finer details.

This method is specially designed to cut down the feeling of overwhelm that plagues any author.

“Shiv, why do I need this method?”

Most people set out to be an author, spend a ton of time planning and plotting their book idea and thinking about promotional methods. They come up with a cool sounding title and even get a beautiful cover design done.

Then they hit the wall.

They want to write, they plan to write, they try to write, but they can't just seem to get to write the book. They have so much information that it feels overwhelming and they procrastinate.

Heard of the phrase “writer's block”?

Worse, many simply stop there. They let their dream die. Inaction kills their pet project.

By using the method explained in this book you will get past this blocker like a hot knife through butter.

With the first major victory under your belt and the pride of being a brand new published author, you will find new energy to implement marketing strategies and increase your earnings exponentially.

As an author do you feel one or more of these?

- lack of authority in your ‘voice’
- not able to connect with the reader
- starting trouble
- writer’s block
- fear of missing out important points
- not able to complete the book
- *“what if people laugh at me?”*

I felt all of these. And some more .This book will help you get over these problems as you start implementing techniques explained in here.

Go ahead, book this weekend for your book, and emerge on the other side of the weekend as a brand new Kindle Published Author!

#1 Mantra for Success!

Rio Olympics - Day 6.

Women's Archery team event at Sambódromo. Quarterfinals.

I am not an ardent follower of Archery. But I was watching this match because our national team was playing against the Russian team. It was quite a nerve-wracking competition even for someone like me that never followed it.

Our team fared pretty bad in the first set and lost it. Then they came back strongly in the second set and won it. They won the third set as well. Then it was the final set – even a tied set would mean entry into the Semi-finals.

The tension in commentators' voice was palpable, so it was easy to imagine the kind of pressure players were feeling. I felt weak knees as if I was part of the team.

Our team lost the match by mere 2 points.

Tough luck.

The next match was between Taipei and Republic of Korea.

What I witnessed in the next 5 minutes felt like a movie.

The Korean team, the defending Olympic and World champions, was in sublime form.

All of their 6 shots from the first set were 10 pointers! The difference at the end of the first set between two teams was a whopping 10 points!

But then Taipei team came back strongly to win the second set.

Cut to the last shot.

Korea needed a 7 pointer to win the match. And the archer hit a 9 pointer.

In the span of 40 minutes, I had witnessed two amazing matches. Pretty much every archer was good; I guess each one hit at least couple of 10 pointers in the match.

The only difference between winning team in both matches, and losing team, which was highlighted by one of the commentators was this -

The archers in the winning team took less time to shoot the arrow.

In other words, an archer that took less time to release the arrow invariably hit a 10 pointer or a 9 pointer. *"That was a tight shot, quick shot, perfect!"* the commentators would say for most of the 10 and 9 pointers.

Whenever an archer took a longer time to release the arrow they either hit an 8 pointer or lesser. One archer who took long to release the arrow ended up hitting a 6 pointer.

For me, this was like a business lesson served on a platter.

It was surreal realization of what Napoleon Hill declared after studying over [500 millionaires](#) including Andrew Carnegie, Henry Ford, and Charles Schwab, in his book "This and Grow Rich" in 1937 -

"Those who reach decisions promptly and definitely know what they want, and generally get it ... The world has the habit of making room for the man whose words and actions show that he knows where he is going."

If you are on an online business niche for even few months, chances are that you have heard these – “Money loves Speed”, “Success loves speed” or some such variation.

I couldn't have agreed more because in my own experience whenever I have acted swiftly I have got quicker result – and most of the time it has been positive. As if there is a relation between promptness of decision and positive outcome.

I frankly cannot understand how it works this way, or why, but this seems like a universal truth.

The very same principle, backed by my results, is the basis on which this book is written.

Study the method given in this book and follow it to write yours. You will start with your book on a Saturday morning and you will be able to publish your Kindle book on Amazon by Sunday evening.

Not just writing the draft.

Not just proof-reading.

Not just completed formatting.

From Idea to Result – You'll start writing from scratch and publish your completed Kindle book on Amazon Kindle Platform.

All of this, just over a weekend.

Most of my books – including this one was written over a weekend.

The only thing I did extra for my books in this series, after writing over the weekend and before publishing on Amazon, was to run the completed books through my beta-reader group to get their feedback.

This is an extra step I took because I needed a fool-proof way to make this book as easy-to-follow for you as I possibly can. And the

only way to do this was to get the books in the hands of my target readers and understand their feedback.

You too can run your book through beta readers before publishing. But you need not do that for your first book. And I suggest you don't try.

Why?

Because it takes time to build a beta-reader group. You can do that for your second book or third, but I don't advise you do it for the very first book.

You can always update your published book and re-submit on Amazon. Your readers won't even notice the difference, unless you want them to and send an update through KDP support team (this is a rare possibility though).

There is another reason for this book.

Most of the people fail in online business because they don't see quick results. And in absence of concrete results, self-doubt creeps in and the majority of them quit.

I want you to have quick results – be able to publish your book on Kindle platform – feel the high of being a published author. And possibly make few sales quickly. See the dollars coming in. Then you'll have renewed motivation to go on and implement marketing strategies and earn exponentially from your book.

Heard of the expression “ready, fire, aim”? It is much easier to get results when you don't aim for perfection.

So let's jump headlong and get started, shall we?

PART1

THE PROCESS

This is not the beginning of the book. If it opened here automatically, please page backward for important information.

“I Quit!”

It was a bright Monday morning.

The sky was blue, so was my mood. I had been driving for the past 2 hours to reach my ‘new’ office. Looking at the watch I knew it was still a long time before I reached office. The ‘new’ office was just 10 miles from home but the traffic was killing.

“Distance is no more measured in kilometers, but by hours”, I rued looking at the sea of vehicles stuck in the traffic. As I glanced outside in frustration, the driver from the next car smiled at me as if he read my thoughts.

The software product development company I was employed with was recently acquired by a bigger organization and we were to move to the ‘new’ office.

Spacious tech park, tall and shiny buildings, all amenities one can expect in a modern workplace – there was everything at the new place. Yet something was missing.

Of course, I had got a bigger designation after the acquisition and an increase in salary, but it had come with a lot of downsides. I had 4-5 hours of daily commute and more time zones to handle, which meant I was in for 16-hour days.

“This is still okay”, I thought, “as long as I got to do the work I loved”...for over a decade – building software products from the ground up for start-up clients.

There was something special working with start-ups and building their core intellectual property, seeing the ringside view of their business and learning from their mistakes.

Soon enough I got adjusted to the life of 5-hour daily commute. I compromised with the fact that I was seeing faces of my loved ones less often, and my kids were not getting much of my time – even when they needed it the most.

Then it happened.

It was July 12. I got off a call with a client and hit the bed at 2 am, thinking that I should reach office early the next morning for our Project Sprint meeting.

I woke at 6 with excruciating pain in my back. I panicked to realize that I couldn't move my lower body.

“Occupational hazard, improper body posture, sedentary lifestyle”, summed up the doctor about the cause of my back pain. “It's a lifestyle issue. I'd suggest you get admitted. We'll run some tests and decide if you need to be operated”.

In addition to the pain, a cold chill ran up my spine at the possibility of going under the knife. I'd recently witnessed the plight of my neighbor as his back surgery went horribly wrong and he had to walk with a cane.

I decided to take the second opinion, and went to see Dr. Nagarathna, Director of Health Services at SVYASA, a renowned medical doctor specialized in Yoga therapy. After looking over the reports and examining me she suggested I get admitted to their hospital.

“It would be a slow recovery but permanent one and you would not need an operation”, she said.

Ah, what a relief.

“When shall I get myself admitted, ma’am?”, I almost jumped out of my chair with excitement. The pain held me back.

“How about today?”

I boarded their bus that evening and reached hospital after a bumpy journey through the outskirts of the city. It was a woody place surrounded by lush green forest with a beautiful hillock to the north. By no means did it look like a hospital. It felt more like a resort.

Next two weeks brought emotions in me that I would never forget. I got, for the first time over a decade, some time alone to reflect upon what I was doing with my life.

As I started thinking, lying on the hard hospital bed, I began to get very uncomfortable.

The ugly realization dawned upon me that I had drifted far away from the path I’d chosen while beginning my career more than 14 years ago.

Sure, I had all conveniences that a high-paying job offered, but I was not being useful to the society in a way that I had envisioned.

And, I was not spending much time with my wife and our two children, even when I knew that they needed my time now.

I was not in great shape. My mind was like in a never ending loop of thinking about work, deadlines, account growth, hiring, delivery and stuff.

Most importantly, I was not leaving any legacy behind. (Big words, I know, but that was my primary goal while taking up the job).

“What am I doing with my life?”

“If I go on like this, what’ll happen in 5 years from now?”

Questions I didn’t have any answers for.

I felt a sharp pang in my gut thinking about the possibility of what would happen if I didn’t do something about it. A possibility where 5 years later I’d get up in the middle of the night and ask myself the very same questions. With no possibility of finding answers.

I loathed the prospect of living a day where my present felt like a loop of stressful events without an escape even in future.

Moreover, what would it all mean for my family if I didn’t course correct right now?

I needed to find answers quickly. 14 prime years of my youth had slipped through my fingers without creating a future I had dreamed of and I couldn’t let this continue for more.

A year later I quit my job.

I didn’t have much of a clue as to what would I do next, although I knew that it had to be something related to what I am good at.

My goal was to focus on creating a scalable passive income generating business where I would not have to trade my time for money. Frankly, I didn’t want to create another job for myself.

I spent months researching various business models. I got many ideas but none looked good enough to dive headlong. Then I came across Pat Flynn and was inspired by the way he went about setting up passive income business based on his strength.

I listed down my strengths and weaknesses and analyzed how I could leverage my strengths to build a passive income generating business.

One of the top 3 strengths I had listed was Project Management – this was something I did for the majority of my career.

Some more research gave me the insight that there was no single website on the Internet that provided end-to-end assistance to people preparing for a particularly coveted project management certification exam, called Project Management Professional.

People that cleared this exam could get ahead in their career quickly, earn a higher salary, get better opportunities - but at the same time, it was probably one of the hardest exams to crack.

This looked like an opportunity to help people, and that it could help me generate some income.

I decided to share all of my exam notes on a blog, attract my target audience to it and then think of ways to monetize the blog.

It took me 8 months to convert my notes in a way that was web-reader-friendly. It was a creative exercise and I immensely enjoyed it.

It was also a huge learning process that I enjoyed to the core – teaching myself Internet Marketing skills such as Search Engine Optimization, traffic generation, affiliate marketing, brand building, copywriting and a whole bunch of interesting things.

I also decided to offer free Skype coaching to people to plan their exam approach. This helped me connect with my target audience, understand what they wanted and create content for them.

The Turnaround

Slowly but surely the blog started getting traffic and then one day I received a thank-you mail from a reader that used my study notes to pass his PMP exam.

I couldn't believe my eyes.

In front of me was the proof that this whole thing worked. People were actually finding my content useful.

It was the day I took the longest sigh of relief.

With the traffic slowly flowing in, I integrated Google AdSense and saw few cents getting generated every day.

This was the second proof I needed - that the blog could generate income. It was a tiny income, but enough to prove that it was possible to make money online doing something you love.

Now I had to think of ways to increase opportunities to monetize the blog.

Next, I wrote to Cornelius Fichtner, creator of a popular video course for this exam, telling him that I had used his course to pass my own project management certification exam, and asked if I can be an affiliate to his products.

I was already recommending this course to my coaching students, and if Cornelius could track my references, he could pay me a small commission – which will help me cover the cost of running the blog, creating exam prep content, maintaining Facebook community, and providing individual coaching – all of which I offered to people for free.

I also realized the biggest mistake I was making, that was actually hindering my progress. I was coaching people for this exam but I was trying to do everything on my own.

Instead, I could simply leverage the knowledge of someone that is already getting results, and emulate those actions to get quicker results for myself. Without making a ton of mistakes.

I started actively looking for coaches to learn from. I hired 5 coaches over a period of a year and a half and paid them top dollars

to learn different aspects of online business. I also took several online courses to educate myself in the technicalities involved and to learn about Behavioral Economics.

I began to implement the marketing techniques I was learning from the leaders in the Internet Marketing domain in my blog, and soon I was generating few hundred dollars a month.

There was a learning curve, and it was something I enjoyed thoroughly. There is something fulfilling in the process of trying out new techniques in your business, seeing the value it generated for people and in return earnings for you, and then fine-tuning the whole process again.

The First Kindle Book

As I began to find ways to help people beyond sharing my exam notes, I got to see the missing pieces in their journey– from someone aspiring to pass the exam to finally going the last mile to come up triumphant.

Once I knew what the gaps were, it was just a matter of filling those needs. I simply had to create content and devise methods that solved their problems.

And since the knowledge was needed as one got closer to the exam date, I figured, the best way to give this specialized knowledge would be in an ebook format.

I began to [give away these ebooks](#) as a bonus for people that bought Cornelius' video course through my affiliate link.

This increased the conversion tremendously.

I don't recall the exact sequence of events, but one day I was looking for a particular book and I found it on Amazon's Kindle platform.

Kindle books can be read on a browser, or on a PC, Mac, Smartphone or tablet by simply installing Amazon's free Kindle reader app.

It was so simple.

Amazon Kindle platform, so powerful.

At the time of writing this book Amazon Kindle platform (called as KDP – Kindle Direct Publishing) had over 3.8 million books, with over 150,000 new titles added each month. It has readers worldwide, which obviously meant that many of Kindle readers were also preparing for the project management exam–my target audience!

Amazon KDP platform was the biggest (probably next to Facebook) place where I could reach my target audience.

It would be foolish not to leverage this platform to reach and help more people.

Next 3 months I spent absorbing every bit of information I could get – courses, books, blog posts –about Kindle publishing process, best practices and marketing methods. I was also fortunate enough to connect with successful Kindle authors like Joanna Penn and Dave Chesson and learn from them.

I published my first Kindle book on Feb 11, 2016.

In 48 hours the book hit #1 Best Seller spot in Paid books section of one of the three categories that it was listed in. And in 9 days, it hit the #1 Best Seller spot in the second category.

Soon it was #1 Best Seller in all the 3 categories!



Figure 1: First Kindle book hit #1 bestseller position in all the 3 categories

Over the next 5 months, I published 12 more Kindle books in the series.

These books started generating a 4 figure monthly income in book sales royalty earnings, KENP (Kindle Edition Normalized Pages – I'll explain in a bit) earnings, and in back-end sales.

Of course, these are not earth-shattering results, but pretty decent for a first-time independent publisher.

Especially considering the fact that English is not his native language, and his first attempt to have English conversation was when he got admission to Engineering College!



Figure 2: Bestseller #1 and recommended in Hot New Releases section

Here are latest 30-day book sales figures..



Figure 3: Daily book sales figures in one month (varies each month)

Here's latest 30-day sales figure just from book sales alone from different countries (excluding KENP earnings and backend sales) –

Royalties Earned
(What's this?) ▾

Marketplace	Royalty
Amazon.com	718.07 USD
Amazon.co.uk	23.79 GBP
Amazon.de	9.08 EUR
Amazon.fr	0.00 EUR
Amazon.es	0.29 EUR
Amazon.it	0.00 EUR
Amazon.nl	3.53 EUR
Amazon.co.jp	273.00 JPY
Amazon.in	4,592.02 INR
Amazon.ca	45.14 CAD
Amazon.com.br	17.89 BRL
Amazon.com.mx	89.13 MXN
Amazon.com.au	7.69 AUD

Generate a detailed royalty report for sales between **July 18, 2016** and **August 17, 2016**

Figure 4: 30-day earning from just book sales royalty alone (varies each month)

KENP page reads for latest 30-day period are –



Figure 5: Daily KENP pages read in 30-day period (varies each month)

Before we move forward, let me ask this.

How many times did you have to cancel that vacation because you couldn't afford to dip into your savings?

How many times did you have to postpone that new set of furniture your spouse wanted because you couldn't let go of the comfort of knowing your savings will be useful for a rainy day?

I know. 6 years ago, even when I was in a well-paid job I deliberated a thousand times before upgrading from our 16yr old beat down car to a new one.

More than affordability, the question is whether our fixed income generating, transient jobs gave us enough confidence to spend on things that mattered to us and our family.

There is nothing called Job Security anymore.

The knowledge contained in this book will help you get over those moments. Forever.

What is effective is to build passive income generating 'assets' that earn you income month after month – without a need for your direct involvement.

You will not be trading your time to earn money.

Read this above sentence again, it is SO powerful.

Writing Kindle books is one such ways of generating passive income for yourself.

Write and publish once, and then with minimal 'smart' marketing efforts you can keep earning monthly income in currencies across the world.

By the end of this book, you will know about the exact 6-step process I used to build a successful 4-figure monthly Kindle Publishing business – which you can use to build your own business in a matter of weeks.

If you can apply this exact process without skipping anything, you will have certainly shave off months or years of steep learning curve.

I have made tons of mistakes so you don't have to make, and I am giving you the formula that works in Kindle non-fiction publishing business. This content will save you enormous frustration that many new and indie authors undergo by facing constant failure.

This could be your shortest route to a 4-figure-a-**month** Kindle non-fiction book publishing business. A solid opportunity to earn more money, build your brand, expand your existing business (if you are a businessperson), and spend more time with family and friends.

Every day that you are not using these techniques, you're losing out on a lot of income.

Let me caution you though.

Some of what I am sharing may seem simple, or even something that you already know. But do not risk neglecting the steps. Please

implement ALL the steps without fail. Each one is a critical component for your success.

Kindle publishing business involves, of course, writing books.

You may be thinking, “*but Shiv, I’m not an author. I don’t know how to write*”.

It’s okay. Probably you are in a great place to start.

Writing Kindle book is much easier than you can imagine, and we’ll talk about in next section.

First, there is one thing I need you to understand.

There is a difference between being a traditional author and the author that I am referring to in this book.

Understanding this is crucial.

You’ll have to look at writing Kindle books as a business.

You are not going to write a novel. You are going to write non-fiction.

You don’t have to try and write using floral language and make your book a great piece of literature. Your writing needs to be informal; the best style to use is conversational style. Using simpler words. Shorter sentences. *The way people think and talk.*

That’s how your book becomes easy to read for normal people – people like you and me, your target audience. Then it is easy for your reader to consume the knowledge you are sharing.

Of course, the grammar has to be right and there shouldn’t be spelling mistakes. But you don’t need to write like a traditional author by *playing* with language. Just conversing with your reader on the topic of the book, and sharing your knowledge - is pretty good.

For us, the language will not be the canvas to paint a masterpiece, but the tool to communicate information to our target audience.

That's the point.

Understanding this will make it easier for you to write the book and you can quickly to release it on KDP platform.

So far we've seen that it is possible (in fact, very simple, as we'll see in a bit) to create a consistent passive income generating Kindle publishing business.

Would you, in addition to what you are doing currently, want to earn an additional 4 figure income a month (in US dollars, just to clarify) by spending just a few hours a week?

If your answer is YES!, the book gets only interesting now.

It is possible that the next section will help you integrate your Kindle business into your existing work or business!

Amazon's Kindle Direct Publishing Platform

Amazon started Kindle Direct Publishing (KDP) platform in 2007. Arguably the best self-publishing platform on the planet, it is available in US, Canada, UK, Germany, India, France, Italy, Spain, Japan, Brazil, Mexico, Australia and more countries around the world.

Amazon platform has about 6 million Kindle books. And as per some estimates Amazon is adding close to 500,000 new Kindle books each quarter (at the time of writing this book).

Amazon has over 500,000 best-selling titles! (Soon you may be able to add your book to this bucket!)

You would be surprised to know that a whopping 27% of books are published by indie authors – people like you and me that self-

publish books. And many of them make a huge.. I mean HUGE money from it.

Overall Top-10 Kindle titles are dominated by indie authors, out of which nearly half are full priced titles between \$2.99 and \$5.99!

As of January 2016 (figures included during first publication of this book), authorearnings.com report reveals the following statistics –

- 4 of Amazon's overall Top 10 Best Selling ebooks were self-published indie titles
- 10 of Amazon's overall Top 20 Best Selling ebooks were self-published indie titles
- 56 of Amazon's overall Top 100 Best Selling ebooks — more than half — were self-published indie titles
- 20 of Amazon's overall Top 100 Best Selling ebooks were indie titles priced between \$2.99 and \$5.99

Number of Titles in Amazon's Book Bestseller Lists
(195,000 books comprising ~58% of Amazon e-Book sales)
(Fiction and Nonfiction - January 10, 2016)

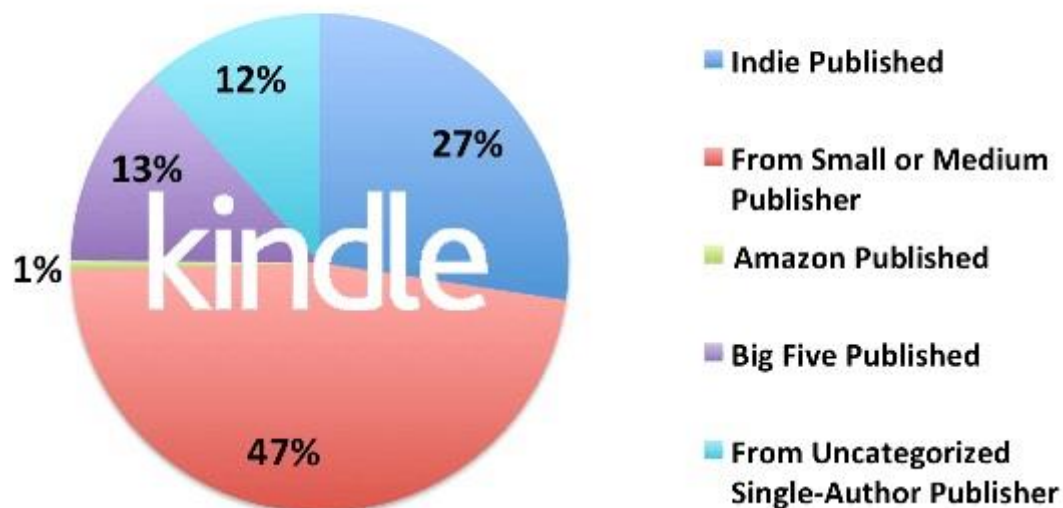


Figure 5: Bestseller titles in Amazon's list

Image courtesy: authorearnings.com

Let us look at the money earned by these authors.

As of Jan 2016, on an average about 1,064,000 books are bought every day, which translates to about \$5.7 million spent by consumers in a day! And taking away publishers' cut, what authors get paid is about...\$1.756 million a day!

Here's the revenue from best sellers alone -

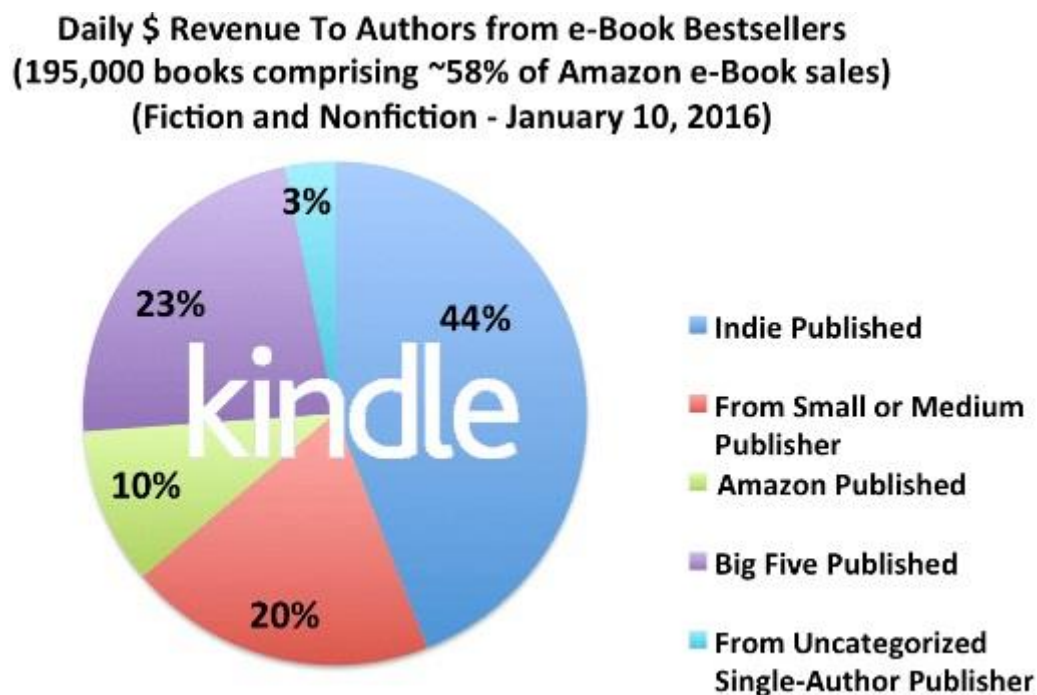


Figure 6: Daily revenue from best sellers

Image courtesy: authorearnings.com

That is a HUGE pie. And a small piece of it would be a lot of revenue.

And it all starts with publishing your first book.

If at all the above stats do not convince you much, let us try to answer this question,

Why would you want to publish a Kindle book?

At this point you may be working in a day job, running a business, working as a freelancer, retired from active employment, or on a sabbatical. Or you may be simply looking to start a new business.

You may be a student, an employee, a working mom, a retired veteran, or just looking to share your message with the world.

Publishing a Kindle book will have the following benefits for you –

- Increase your credibility and authority (if you are in service such as a doctor)
- Build your brand (if you are a freelancer, coach or business)
- Help you find more leads/customers (great for your business)
- Of course, earn more money.

You get to brag in your social circle that you are a published author now!

Chances are that irrespective of what you do currently, one or more of the above points are applicable for you.

And that's why you publish your first Kindle book.

If you don't fit into any one of the categories above and/or don't expect at least one of the benefits above, then you are probably not the target audience of this book. Which means you'll probably give me a lousy review!

Let's see some more reasons.

Kindle book publishing process is quite simple and most effective.

Let us see the steps involved in publishing a Kindle book -

- Format the book in Kindle format. (2 minutes)

- Log into your KDP account. Create a new title and enter your book title, subtitle, description, keywords and author name. Assign 2 categories. (2 minutes)
- Upload cover image and formatted book. (2 minutes – including time taken by server to format your book and tell you that everything went fine)
- Set price details (30 seconds)
- Submit the page (1.5 seconds!)

You can publish a book even before you've finished your cup of coffee!

Moreover, publishing a book on KDP platform is free. It is online. You can publish the book from your bedroom. Wearing pajamas. You don't even have to talk to a single person for publishing your book.

Within hours your title will be published by the Kindle team and you'll get an email notification when your book goes live.

It is that simple.

It is also most effective.

Which other platform gets your book in front of millions of readers in a matter of hours?

My first sale of the book took place as soon as the book went live.

I literally fell out of my chair.

Of course, I had told a bunch of people that I will be publishing the book, but not the exact time. So it was still incredible. Something I didn't expect.

I'll reveal to you few promotional methods to generate immediate sales a bit later.

The point is KDP platform is simple and extremely effective.

Kindle platform is massive.

If you do the marketing right, you can expect to sell hundreds of books in the first week itself. ROI recovered in a matter of days.

From here the sky is the limit for your income.

No matter what niche you want to publish your book in, you are bound to find people that need your book and are ready to pay for it.

That brings me to reveal to you this secret -

Kindle Publishing business is 20% writing and 80% marketing.

It truly is. You can even print that out on a paper and stick at your desk.

You write the book once and then try various marketing strategies to keep increasing the book sales.

If you want to increase your revenue from \$200 to \$2000 per month, all you do is learn and implement additional marketing strategies.

The fact is, marketing for your book begins even before you type/pen a single word of the book.

Strategies to increase Kindle book sales using KDP tools

Now that we have understood a little bit about KDP platform, let us see how we can utilize the benefits that KDP gives to readers as tools to increase book sales!

Once you publish your book on KDP platform you can earn money in 2 primary ways –

1. Earn royalty from direct sale of books

Amazon has a KDP platform for over 12 countries – and in many cases in their own language. They have Amazon.com, .co.uk, .de, .es, .in, .fr, .ca, .nl, .it, .co.jp, .com.au, .com.mx, and many people from these countries buy English books (even if you decide to write only in English and not translate, that is). Amazon allows you to distribute books on ALL of these platforms and even set prices in their own currencies.

You can either choose to get a royalty of 35% of the book price or 70%! It is up to you.

I can almost hear you saying, “Shiv, why on earth would someone opt for 35% royalty when 70% is available for the take?”

Well, this choice is based on what price you set for your book.

Yes, you get to decide the price of your book.

You can choose to price your book from \$0.99 to \$200 and opt for 35% royalty bucket. Or, you can choose to price your book between \$2.99 and \$9.99 and opt for 70% royalty!

If you are worried as to what should you price your book (you should not right now, but still) I’ll spill the beans in a second.

Now, the majority of the books are priced below \$2.99 – because at that price point you can expect higher sales.

I mean, if the title, cover, and description of a book look very enticing would you be willing to spend 99 cents to try out see if the book is worth? (Knowing that if you didn’t like the book you can ask for a refund).

Of course!

On the contrary, even knowing that you can claim a refund if you didn’t like the book, would you be willing to spend \$200 and see whether the book is good? Unlikely.

And here is some food for thought.

Just because sub \$2.99 price range makes the book attractive to readers, it is not guaranteed to get you sales. Top two of my books (in terms of the number of books sold) are in \$2.99 - \$9.99 range!

So, you need to do your best possible job at writing the book and create an enticing title, subtitle, description and cover (not to worry, I'll teach some neat strategies..) AND then test different price points to see at what price does the book gets sold the most!

Once you find this sweet spot, set the price there and track your numbers.

This is one of the secrets to maximizing your book revenues. Over 90% of authors out there don't do this and lose out on thousands of dollars of revenue.

And if you consider yourself a businessman -than an author - you'll easily gravitate towards this kind of optimization thinking.

[Click for more details about book pricing on Amazon site.](#)

2. The second way to earn money from your Kindle book on KDP platform is through page-reads.

Amazon allows people that buy its subscription services to read your books for free. Of course with your permission.

When you publish your book Amazon will ask you if you'd like to enroll your book in Kindle Select program (also called KDP Select).

Remember this term – Kindle Select.

Choosing YES would be the best decision you could make as a new Kindle Publishing business person! (again, not *author*).

Why?

Let me explain.

Amazon offers a couple of programs for its readers – Kindle Unlimited (KU) and Kindle Owners' Lending Library (KOLL).

Again, terms to remember – KU and KOLL.

The former (KU) is a standalone offering and the latter is part of Amazon Prime membership benefits.

Understanding how you can exploit these offers is a crucial success factor in your Kindle Publishing business.

This can be the difference between getting 2X to 3X sales, or... not.

The first one - Kindle Unlimited - is a subscription based service. If you, as a reader, took Kindle Unlimited subscription then you can read over a million books for free – books that are listed by authors under Kindle Select program.

Now, why would you – as an author – want to enlist your book under Kindle Select program?

When you do this you get two very useful promotional benefits for your book –

a. *You get to offer your books for free.*

A great marketing strategy is giving away your books for free so you get few hundred (if not thousands) downloads in few days and have more eyeballs on your book. This will then translate into sales when the free download window expires.

But KDP does not allow you to offer your books for free if you published without enrolling into KDP Select program.

Once you enroll your book into Kindle Select program, you'll stay there for 90 days.

And if you enroll your book into Kindle Select program, you get 5 days to offer your book for free. You can choose these 5 days at a stretch or in several chunks of one or more days. And let the world know that they can get the books for free (we'll see how to do this in Marketing section a little later).

You will not get any royalties for books downloaded by Kindle Unlimited customers for free, of course, because there is no sale. But for each page that is read by these people, you will get a certain amount of money.

The good thing?

- As your book will be downloaded by hundreds or thousands of people, your brand will expand.
- These people will leave reviews that influence people to buy the book when free download window is over.
- These readers may buy your other books that are priced high.
- As more people buy your book Amazon does some amazing marketing for you. It starts showing your title when people buy other books in your genre. This leads to more sales.

You see the positive spiral here?

All of this is great for your business.

b. *You get to offer your book as Kindle Countdown deal.*

This is a limited-time discount offer for your book.

Kindle Countdown Deals

Limited-time discounts on Kindle-exclusive books

Featured Authors



Sixth Cycle

★★★★★ (148)

List price: \$12.99

Kindle price: \$2.99



Marco

★★★★★ (251)

List price: \$18.99

Kindle price: \$3.98



Split Second

★★★★★ (1,359)

List price: \$13.50

Kindle price: \$5.97

Now the discount price looks like a steal!

Figure 7: You can offer Countdown deal for your book to increase sales

- Customers will see the original price and then the discounted price and will know what a great deal it is to get the book immediately. This increases your conversion.
- You will get the same pre-offer royalty rate even when discounted price is in the lower royalty range!
- Your book will be featured on to a [dedicated site](#). Which means, more eyeballs on your book.
- You get to see real-time sales figures.

Again, all this is great for your business.

As you might have figured now, Kindle Countdown deal is great if your book's original price is high. I mean, would \$1.99 discount price look great on \$2.99 book or a \$16.99 book?

Next is KOLL – Kindle Owners' Lending Library program.

This is a program that allows Amazon Prime members that own a Kindle device to own one book a month with no due dates.

Whenever people get your books for free using these programs and read through it, KDP keeps a count of how many pages they have read.

For each page of your book read by people you will be paid a small fee. This keeps changing. At the time of writing this book that number is \$0.00411 per page for books read in the US (and a similar price for other countries in their local currency).

This can be quite a sum – just last month total revenue disbursed by Amazon was \$15.5 million!

Here's the graph you can see in your KDP backend - showing how many pages are read (these pages, by the way, are called KENP – Kindle Edition Normalized Pages) –

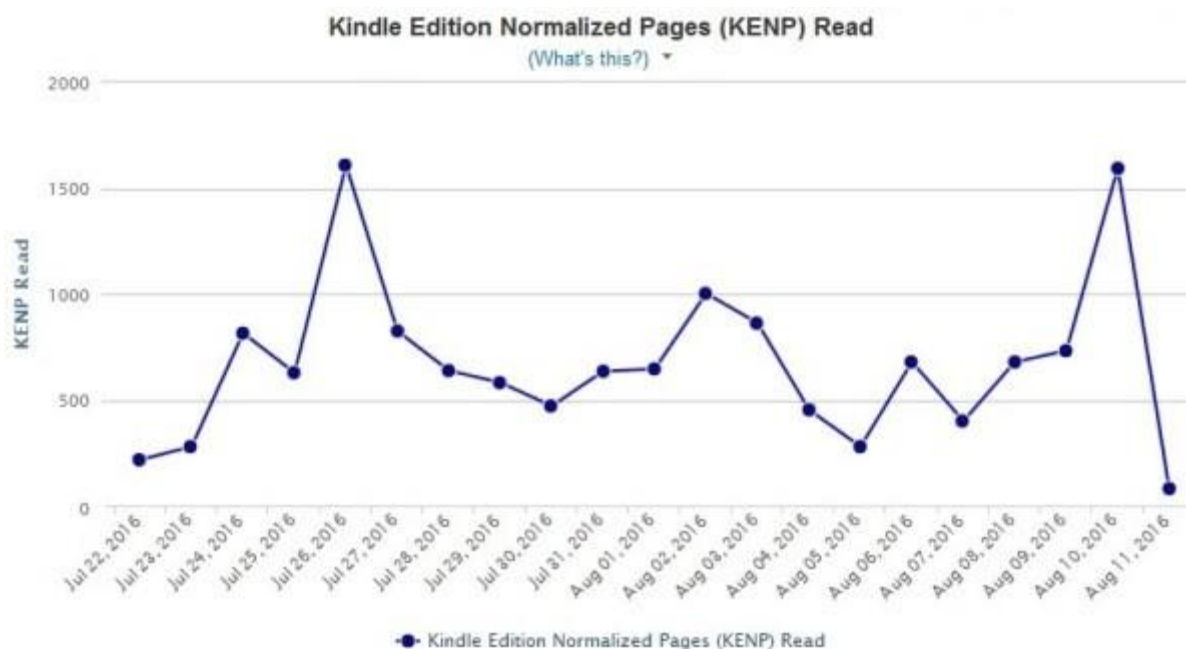


Figure 8: KENP read pages are given in daily report in your KDP Bookshelf

A bit more about Kindle Select program that you need to know...

Kindle Select is a 90-day program. You can opt your book out of Kindle Select program at the end of 90-day slot or enlist again into another 90-day slot. This can be automated by a click if you want to keep the book in KS program for a longer duration.

By being in this program your book will be automatically included in both Kindle Unlimited and KOLL program and will reach a larger audience. They contain over 1 million titles.

Just note that your book will still be available for regular readers to purchase while in this program.

[Click for more details about KDP Select program.](#) And do read their Terms and Conditions when you sign up.

Is there any downside of including your book in Kindle Select program?

Yes. You give exclusive rights to your book to Amazon during the period you are enrolled in Kindle Select program. This means you cannot distribute/sell your book in any other format to anyone.

But the upsides are hugely beneficial.

So you see why KDP program along with Kindle Select is a great business model?

Moreover, this is a business model that is as passive as it can get and highly scalable!

You could earn a comfortable income even while sleeping.

All you do is to publish books in a certain way (as described in this book) and let KDP platform make the sales for you!

Now imagine this - if you could spend few hours and publish just one book each month, how much more earning you'll be adding to your passive business!

Passive Income?

Sure, I kept saying 'Passive Income' without really defining what it is. Let me explain a bit.

By definition, Passive Income is the income you earn on a regular basis (daily/weekly/monthly) with a one-time effort to set up the business and then a little effort to maintain it.

In other words, if you are not trading your time for money and you are able to consistently earn income from your business you have a passive income generating revenue stream.

You may have this question at this time,

Is Kindle Publishing a *viable* passive income model?

Here are few points that make it a viable option for generating income -

- It takes under 7 minutes to publish and 12-48 hrs (under 12hrs for English titles and a bit more for non-English titles) to go live on KDP platform
- Publish once and the book will reach readers all over the world (where Amazon KDP platform is available)
- You decide on the pricing (which means you can experiment to see which price point attracts most sales!)
- If you take right steps to write and publish your book, you can get Amazon to promote it in ways you can't even imagine (more on this later in this series). This gives you exponential sales!
- This is a passive income model that can start earning you money within few days!
- You get up to 70% sales royalty!
- It is FREE! Absolutely no cost involved to publish your book. Even the overall cost, if you must get the book cover image done by someone else, could be as less as \$5.
- Once your Kindle book starts doing well, it is very easy to release printed form of the book using an Amazon's service, on a 'charge-when-ordered' basis. More revenue!

Not many other legit business models one can name with this level of potential for generating passive income.

Kindle publishing is a perfect platform to generate regular passive income.

I rue the fact that I didn't start my Kindle publishing earlier.

What does it cost to publish a Kindle book?

Write: Use any Word processor program you have to write.

Publish: Publishing on KDP platform is free.

Cover design: you can do this yourself in Word or using a paid app or service (one time cost), or outsource. It can be done for as less as \$5 (I'll show you in a bit).

Promote: While paid promotional methods are available, you can get a lot of free promotions done to a good effect.

Overall, this is the least expensive online business model you'll ever see.

Not that you should be worried about investment. Any legitimate business has to have investment, which one should be open for, and it just happens that this model has pretty low investment.

Creating passive income with Kindle publishing is pretty simple. Literally, anyone can do this regardless of age, religion, caste, creed, sex, origin, color, qualification, or political opinion.

There are teens earning more from KDP publishing than a senior manager's salary.

How to run this business without stress?

This is an important aspect to look at.

Any business or for that matter any worthwhile endeavor can be stressful. You are working in a day job (or running a business) and looking to create a passive income business on the sides, you wouldn't want more stress, I understand.

Before we move forward, I want you to read this sentence at least 3 times.

I have the power to make a huge positive difference to people's lives, and in turn to my own.

And being an entrepreneur is the best way to do it.

At some level, it even beats charity (*"give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime..",* right?).

Here is what I mean –

"Dear Shiv, I am just delighted to inform you that I passed PMP exam a while ago..scored 3P! I hereby extend my wholehearted thanks to you. You played a vital role in my journey. Awesome!"

"Shiv, thanks for bringing me through the last mile. You came into my life at the best point. As I saw 'Congratulations' on the screen [at the end of my exam] I could see you cheering me at the finish line. BTW: when I hit the wall (mind went blank and muscles tense), you were there in mind, 'come on Lori you can do this!' "

"Shiv – Just cleared the PMP Exam. Thank you so much for your PMP lessons [...]. I could not have passed without your help."

"Thanks for a great job. Your daily emails are an inspiration and your advice a spot on. Thanks a million for all that you do."

Not to boast, please. These are from some of the emails I have received from people that have used my project management blog

notes and books to pass their certification exam. The majority of these people I didn't even know before I received their emails.

What best way to know that you are directly contributing to people's success, to their goals, to their dreams, and maybe to get to the next level in their career, relationship, life?

"You can have everything in life you want, if you will just help enough other people get what they want." - Zig Ziglar

This is one quote that has influenced my thought process a lot as an entrepreneur.

While earning money is a core purpose of any business, I would strongly suggest keeping the focus on **helping people**.

This is a stress-less way of conducting business.

This mindset can save you from frustration when you hit lows and keeps you grounded when you hit highs.

Do you believe in *Karma*?

I know this question is a bit out of context. But stay with me.

In short, *Karma* is another way of saying 'what goes around comes around'.

Being an entrepreneur helps you create a lot of good Karma by solving people's problems, and it will come back and elevate you more.

The Process

Here is the 6-step process that I used to build my Kindle Publishing business from zero to generate 4-figure a month in passive income. More than the steps themselves, HOW you execute these steps is what matters the most.

The HOW part has undergone a lot of experimentation, trial and error over publishing last 20 books and is highly optimized to get you quick results.

Note - To make this exercise easier I have included a checklist (kindle-business-progress-checklist.xls) in 'Kindle Business Success Toolkit' for this exercise.

Step 1: Find your Profitable Niche

Let me tell you how crucial this step is.

If you did this step right, you will soon be having TWO passive income generating businesses doubling or even tripling your income.

You may have already decided the niche that you want to write your book in. However, I highly recommend that you do this exercise. It will help you reinforce the choice of your niche, or, it may help you identify a better one. In any case, you stand to gain.

Please read the next sentence out loud.

Your Profitable niche is the sweet spot at the junction of your interest area, needs of people belonging to that interest area, and their willingness to spend money.

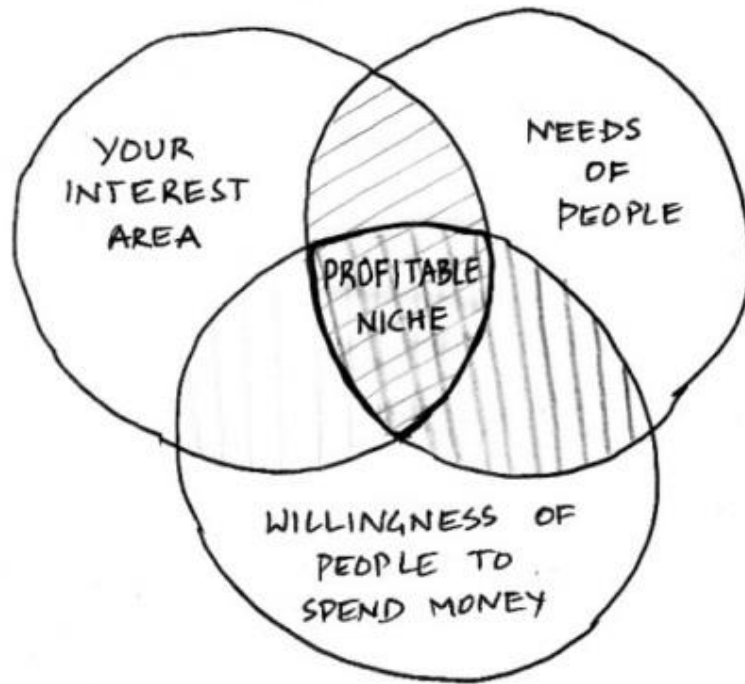


Figure 9: How to find the profitable niche for you

Let me explain.

Meet John. He is an expert at breeding Goldfish. He is probably the best the world has seen so far. He teaches people online how to breed Goldfish.

Here's Emma. Emma is good at bridal makeup. Well, many people are better than her, and she happens to do a pretty decent job. She also teaches people how to put on a flawless makeup. (Again, I think a bride will want someone else to put makeup for her, but then you know that this is an example).

Then there is Pete. Pete is a world renowned Online Marketing expert – who has sold over a billion dollar worth of goods over the Internet. He works with both John and Emma - and gives them both exact set of marketing techniques. All of his secret methods.

Who do you think will succeed - John or Emma? And why?

Most likely Emma will succeed. She'll probably make many times over in one year than what John will make in 10 years.

And this has hardly anything to do with their expertise.

In my analysis (let's accept this for the sake of this example) Bridal makeup has more demand than Goldfish breeding skills.

Marriage is a once in a lifetime event (I know.., let's not go there) and a bride would want to do everything in her power to make sure that she gets the best makeup on the big day.

Also, it might be acceptable to say that there are more brides in this world than people looking to breed goldfish.

So there are two forces at play here.

First, the 'hungry crowd' for Emma is bigger than that for John.

Second, Emma's customers have a strong need. They are ready to spend a good amount of money to meet their need.

Health, Money, and Education are some of the broader fields where people are willing to spend money to meet their goals.

Here's a process to identify a niche that is suitable for YOU! The one where you'll be writing your first non-fiction Kindle book (and more.. soon).

Let's do this together. Get a pen and paper. Or fire up your favorite word processing program on your computer.

Note – You may also consider using the first worksheet in the toolkit spreadsheet ([kindle-business-progress-checklist.xls](#)) for this exercise.

Step 1: Write down 3 HOBBIES of yours, 3 INTERESTS of yours, and 3 PROBLEMS that you had and got rid of or want to get rid of.

Just for the records,

Hobby – something you are decently good (or expert) at. This can be your profession as well (photography, SEO, makeup, Yoga, child psychology and so on).

Interest – something that you have a huge inclination to learn (oil-painting, foreign language, Origami, Bonsai plants and so on).

Problem – Jane aced her SAT exam, Jake got over his stammering, Kate got over her fear of heights and started enjoying bungee jumping, sky-diving, para-gliding etc..and so on.

It may be 2 or 4 if not 3, write down whatever you can. Don't entertain any thoughts as to whether you will be able to write a book on that topic or not, etc. Just list them down.

Oh yes, if you feel a strong need to write a book about some particular topic that is not part of above list, write down that topic as well.

So you should have 8-10 things on the list now.

Step 2: Rate each one of them on a 5 point scale.

The criteria: you are ready to stick with the niche for a long time (a year or so) and build a business around it. You are willing to spend time researching, collecting information, reading books & blogs, implementing stuff (most important!) and so on.

Now on the 5 point scale, a rating of 1 would indicate the least interest and a rating of 5 would indicate most interest.

Done?

Go ahead and do it. I'll wait.

Now you should have no issues selecting top 3.

Do you have them? Great!

Step 3: Identify which of these has the profitable market.

Now you'll have to do some market research. I know the term sounds a bit scary, but trust me - this is a very interesting exercise to do, you will enjoy this.

And this one exercise will decide whether you will make a 5-figure month or can't even get 5 sales for your book in a month.

This is the single most crucial factor for the success of your Kindle Publishing business. So miss this at your own peril. You have been warned!

I'll give you my process to find which of your top 3 niches have the best potential to make a ton of money for you.

In this process, you will find two things –

1. Which niche has a sizeable crowd with deep problems for which they are ready to spend money?
2. Which niche already has ebooks that people are using to solve these problems?

Fire up a spreadsheet and start collecting information. Do this for each of your top 3 niches. At the end of this you will have 3 sheets, but during the course of the exercise, you will know which one is the winner.

This spreadsheet is going to be one of your most valuable business assets, helping you churn out book after book, like hot cakes on the conveyor belt of a food factory.

And I would want your books to sell like hot cakes.

- a. Go to Google.com and search “top {niche} forums”. Replace {niche} with the name of first of your top 3 niches.

Let me do this for John and Emma's niches.

"Top goldfish breeding forums" fetched 907,000 results and "Top bridal makeup forums" fetched 9,660,000 results in Google search.

This result alone gives you a rough sense of the size of the market.

Now go to each of the top 8-10 forums you found in the Google search, and study what people have been writing there. Note down the problems they have, write down any products/books/blogs recommended by other members of the forum.

b. Repeat the above exercise for "top {niche} blogs" Google search.

Also, go to the blogs people suggested on forums.

Study their best posts (usually from the sidebar), note the core problems that the blogger is trying to address on her blog.

Study comments left by readers at the end of these posts. This usually contains the problems they face.

Note down details of products/books created or suggested by this blogger, or reader in their comments.

c. Head over to Amazon and look at top 15 best seller books in the niche.

Step1: [Click on this link](#) to land on Kindle best seller book list. If this does not work simply Google the phrase "kindle best sellers" and you'll land on the page that looks like below -



Figure 10: Get to Kindle best seller books section to begin research

This page lists all best seller books on Amazon Kindle Store.

Step 2: Click on Kindle eBooks on the left sidebar. You will see all categories and their top 100 best seller books – both, paid as well as free!

Step 3: Look at the categories listed on the left sidebar and click on appropriate one. You will have to do a bit of trial and error to find most appropriate category. You will see a sub-category list on the left sidebar. Again, click on the appropriate one (or multiple, one at a time).

The idea is to get to most suitable categories that you think match problems of your target audience (from market research spreadsheet).

In each of these sub-categories look at top 5-10 books. These are the books that people are buying – which means their content sells well. You will have to cover their good points in your book, and also cover those points that people want information on.

Note down book title, subtitle, price, problems addressed by the book (look at Table Of Content) etc.

Look at reviews (click on 1-star and 2-star reviews) and look for problems that people have mentioned. Note if they have asked for any missing information in the book. Also look at best reviews to see which points have people appreciated.

Note – To make it easier for you I have created a template to use for your market research. This is included in the Kindle Business Success Toolkit that is available for download at the end of this book. If you haven't already downloaded it, please do so now and take a look at that spreadsheet. *You will have one spreadsheet for each of your niches.*

This market research spreadsheet has a key to Kindle goldmine!

If you did the research right then you will be itching to write a ton of books! When I did this first my head was exploding with ideas. (Hint: last worksheet of the template spreadsheet)

Remember, this information will also help you to,

- gather ideas for your marketing
- get content ideas for your blog posts in near future

During this exercise, you MAY also discover HOT sub-niches.

Be prepared to refine your niche if your research findings tell you to.

For instance, let us say you started with 'Stress Management' as your niche. During your market research, you discovered that

more people from middle management from software field are participating in the forums, leaving comments on blogs and reviews for books & products or in [Quora.com](https://www.quora.com/) (there you go – another place for your market research!)

What do you do?

You narrow down your niche to Stress Management for Managers in Information Technology Industry (incidentally, these are a decently paid lot)! And you focus only on their problems and solutions available on the Internet.

This sub-niche will help you connect better with your target audience and create books specific for their needs.

Just a word of caution here. For each of these sub-niches get a sense of the market size. You can get this from Google search results for keywords, and by looking at the number of blogs & their member count and books you will find during your market research. Do not niche down too narrow. There may not be enough people to buy what you have to offer.

At this stage, you have enough data to decide your top profitable niche to get into. For remaining steps, you will focus only on this one niche.

Congratulations!

Well begun is half done. Give yourself a pat on the back for doing a great job at market research!

Please don't forget to take a backup of your market research spreadsheets, or mail them to yourself.

Things will get even better from there.

Step 2: Locate your target audience

Your target audience consists of those people on which your book has the highest impact. These are the people that are going to lap up your book and go through it in order to solve their problem, reach their goal, or just entertain themselves – if that is the goal of the book.

During market research, you listed top forums and blogs for your top niche.

This is where your target audience can be reached.

Please go ahead and locate such groups in Facebook, Reddit, Pinterest and LinkedIn by searching for your keywords in those platforms (you'll find these keywords in your market research spreadsheet).

Now go back to all those forums and groups and sign up.

Keep visiting them, interacting with people there, know more about them, understand their pains, dreams, needs, wants and fears – get to know them as much as you can.

After all, these are your target group. Your readers. Your leads. Your potential customers.

Yes, you got it right. These are the places where you will also promote your book. If you have made your presence felt in these forums by the time your book is ready, then people will be more receptive when you tell them about it.

Understanding your *ideal reader* never ends. And it gives birth to more book ideas.

Define your Ideal Reader persona -

Ideal Reader is a person you bring to life with characteristics of your target audience.

You know the pains, needs, wants and dreams of people you found in those forums, blog comments, and book reviews and on Quora.com.

Build a persona using these.

You can actually build more than one persona – again based on what you have found during your research. Identify ONE primary persona (the majority of target audience type) and one or more secondary personas.

For instance, I have defined 4 personas for this Kindle Business book series.

My primary persona is a blue collar corporate employee in mid-thirties – Fox Mulder - two kids, has a double mortgage. He hit glass ceiling at work, not happy with a single digit yearly hike that barely covers for inflation, feels stuck at work and wants to do something creative or useful for society. Pretty much like me when I was at a day-job 😊

So it does help a lot if YOU have been your target audience.

One of my secondary personas is a stay-at-home mom – Dana Scully - in her mid-thirties. She wants to earn while taking care of kids. She wants to feel independent and successful.

Go ahead give a specific name (yes, I'm an X-files fan) describe your persona in as many details as you can. You can even imagine the place they live in, kind of home they have, their personality traits etc. This is pretty much like building a character for a novel.

Why is this required?

Great question.

When you understand your target audience, you can write TO them. You can use mannerisms, words and phrases they use and write as if you are talking to them.

The secret to writing a book that ‘touches’ your audience is this -

When you sit down to write your book, imagine your (primary) persona sitting in front of you and write as if you are talking to her.

The more you understand your target audience better will be the impact of your words on your reader.

Most importantly, when you know the exact pains, needs and dreams of your target audience you can give them SOLUTION THEY NEED through your books.

Step 3: Write your book

Every author has a different approach to writing a book. Here is what I use, and I have found this to be very effective.

Note – if you did the market research as per the template I gave you, you can ensure a decent success of your book even before you write it! (if raw material is good, the finished product tends to be great.)

This actually avoids the proverbial “writer’s block” for me.

This is a technique I learned from a 7-figure earning online business coach. I’m going to share with you so that you can leverage my learning.

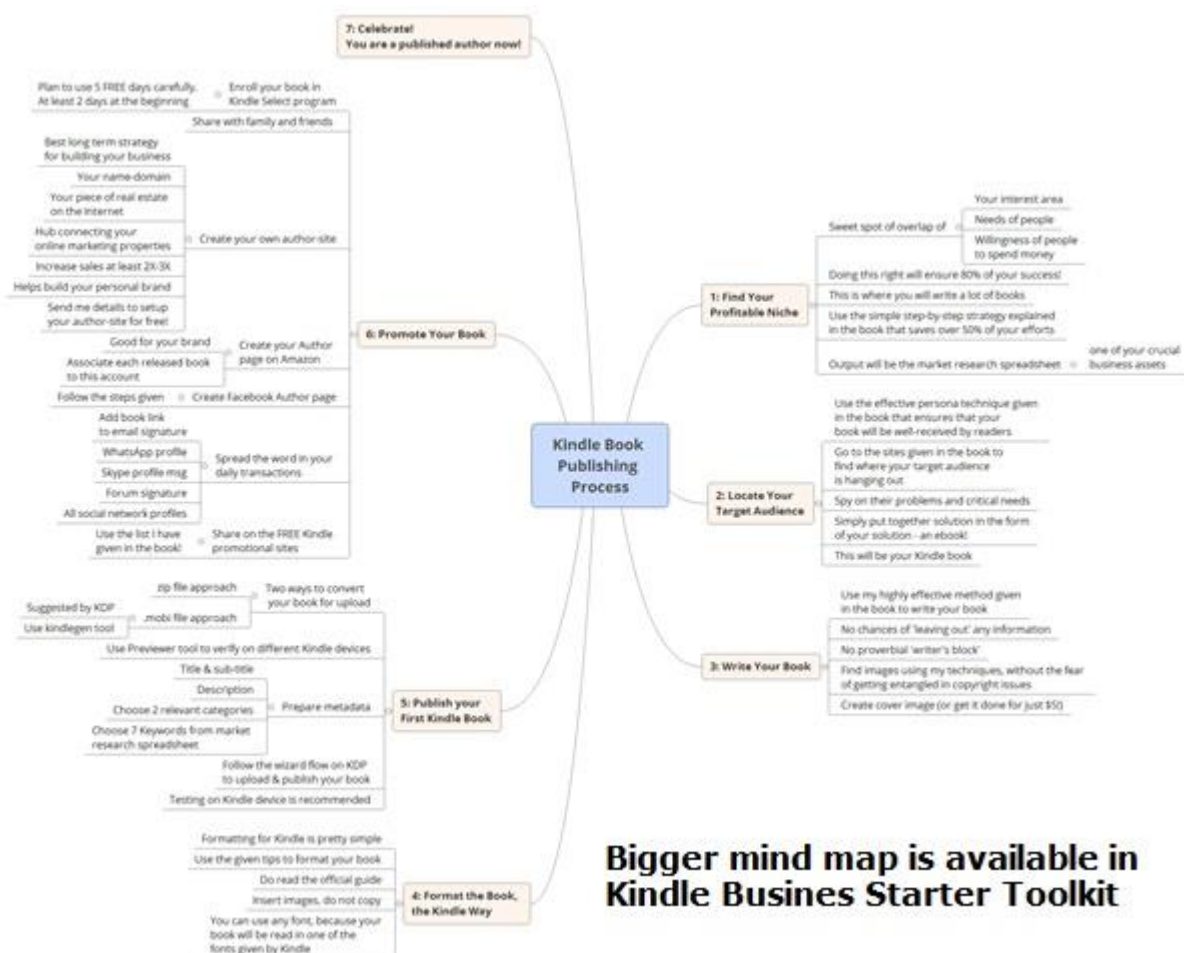
I use a ‘mind map’ based approach to writing my books.

A mind map is a collection of information logically grouped together and connected to each other and to the central theme.

A better example for you would be to pull out the kit you download from this book (at the end of this book) and look at the mind map

included there. This is part of the mind map I created for writing this very book series.

Here's a small image of it for quick reference.



Bigger mind map is available in Kindle Business Starter Toolkit

Figure 11: mind map approach to writingbook. Download high-resolution mind map from the Kindle Business Starter Toolkit

A mind map helps you collate all the information that you want to share with your reader. This ensures that you will not miss out on any crucial step. A mind map is a fantastic visual way to put together a larger idea in place and drill down to add more details.

Each 'bubble' in your mind map connecting to your central bubble (which would be the title of your book) will represent a chapter. Each 'branch' of this chapter level bubble would be your sections, and sub-sections and so on.

Do you see how powerful this technique is?!

This technique not only ensures that you will not miss any important information, but it saves you tons of time.

How?

You simply export the content of this mind map – which is the skeleton of your book - into a text file and start fleshing out the details!

Then you get the images required to illustrate your points.

Next, you get the cover image done (Kindle requires you to upload this separately when you publish your book), and you are pretty much done with the book!

Step 4: Format the book, the Kindle way

Before you ask “the Kindle way?”, let me tell you a bit more about it.

Writing for Kindle is simple and *different*.

Simple - because Kindle device or the reader app that you read books on, has a feature for the reader to choose the font size.

This means you,

- do not use styling such as page numbers and header & footer.
- do not use blank line; it may appear as a huge gap when reader uses larger font size.
- of course can't use all those exotic formatting styles that your word processor gives you.
- can use bold, italics, underlines. Do use heading styles from the Styles menu in Word so you can easily create Table of Content section.

Do read the complete Kindle manuscript formatting official guide by [clicking here](#).

Step 5: Publish your first Kindle book!

Publishing is a simple and quick exercise.

First you will convert your manuscript (in .doc or .docx file format) into either a .zip (compressed) file or .mobi file format that KDP recognizes. You will convert your manuscript into .mobi file by using the free tool KDP provides, called 'kindlegen', short for 'Kindle Generator'.

Then you preview your Kindle book on a previewer. Previewer is like a simulator program to view your book on all types of Kindle devices, so that you can make sure the content and images look good on all Kindle devices. Previewer program is available for free download on KDP platform. You simply download it, install on your computer, open it and point to the .mobi file you have created in previous step.

In addition to previewing, if you have a Kindle device, you can upload the .mobi file into it and go through it. Ah, seeing your book on a real Kindle device is a feeling you'll enjoy.

Next, you log into Kindle platform, create a new 'Title', simply enter information about the book such as title and description, upload cover image and manuscript and set pricing details, hit Publish button and you are done!

KDP team takes up to 12 hours (for books written in English, up to 24 hours for other languages) to manually go over the details and opens the gates for your book to get in front of millions of its readers.

You'll get an email notification when your book goes live.

It is time to celebrate! You are a published author now!

Step 6: Promote your book

The difference between struggling to earn \$20 in a month from Kindle book sales and earning \$2000 month on month with ease depends on just this step.

If you are like me and hate ‘selling’, don’t worry – this step does not involve anything that makes you uncomfortable.

We are going to use human psychology to promote your book. We are going to use the technique of Knowledge Gap (consider it as a form of tease, evoking curiosity), and your personal Branding to do this.

It is essential that we build your brand. If you promote one book, people will buy that book. Now when you write another book, you need to promote it all over again from scratch. But if we promote YOU (I mean build your brand), when you write more books you’ll need to promote less and less in order to get them sold! That’s the point.

The way we are going to do this is going to be subtle and very effective. And when you are done doing what is suggested in this step you would have built a solid foundation of your Marketing engine.

Like I said earlier Kindle publishing success is 20% book writing and 80% marketing. And the marketing starts even before you write a single word of your book!

I am going to suggest few techniques (and show you step-by-step) that you can implement now, before even writing the book, to set your Kindle business up for success.

This is where you build the platform to get your book reach as big a target audience as you possibly can.

Ready? Let's get started.

First, let us do this exercise. Bring up your word processor and write down 4-5 benefits of your book.

I am not talking about the solution your book gives your reader, but the benefits that the reader gets from your solution.

For instance, if your niche is 'stress management for middle managers in software industry', the following could be some of the benefits –

1. Say goodbye to Monday Blues, and actually look forward to getting to the office on a Monday morning with the confidence that you are going to get most goals of the week done right on Monday! *(Here, the benefits are positive frame of mind and increased productivity).*
2. No more hating morning alarms! As soon as the alarm goes off you'll be jumping out of bed, jumping out of your skin with excitement to start your day *(excitement and positive frame of mind are the benefits).*
3. Your colleagues will be surprised to see that constant smile on your face, wondering what you are up to! *(benefit here is happier life).*

Write this in a visual way. Let your reader visualize themselves in situations where they are enjoying the benefits they get from your book!

You get the idea. Just write whatever comes to your mind now. You can always change or refine it later.

Use this or a variation on one or more of your marketing platform explained below – author-site, facebook page or any other.

We use the effective Hub-and-Spoke marketing strategy here.

Hub is your author-site. Other ends of spokes connected from your author-site are your web-assets on the Internet. They pull in traffic to your author-site – spread your brand and increase your sales. End points of spokes here are your social profiles, forum presence, interviews (they'll come your way soon) and so on.

a. Build your own author-site

This is by far the best step you can take to not only promote your books but build your brand and expand your business. This is a long term strategy and earlier you do this better will be your results.

The first reason you want to do this at this stage is–

One of the algorithms in Google search engine is domainage. That is, a measure of how long a site has been active. When you build your site and register with Google, it will start indexing your site regularly. Although this is not a critical factor, other things being same domain age becomes a factor for higher ranking – giving your site better chances at ranking.

By the time your book is published your site will have better chances to be found in Google search results. This aspect becomes even more important if you are planning to blog (which I highly recommend).

Second reason is– for each book that is going to be published; you can create anticipation on your author-site.

When you have an author-site with 'Coming Soon' page for your next book, you will be generating curiosity about your work.

Third reason - Your earnings from Kindle publishing business can be exponentially increased by building your personal brand in parallel. In terms of strategy, this probably is the most crucial factor for having your site.

I mean, when your favorite author's next book is released would you wait for someone else to tell you if the book is good, or you'll just go grab it the moment it is released?

That is because you are sold on author's personal brand.

The same holds good for you. And your author-site helps you do this.

Fourth reason – this would be your name domain. Your domain is your piece of real estate on the Internet.

Mr. Fox Mulder would get www.foxmulder.com and Dana would get www.danascully.com

There may be hundreds or thousands of “Fox Mulder” in the world (I don't really know how many, *the truth is out there*) but there can be only one FoxMulder.com and only one of those people can own that domain.

So yours would be _____ .com

Go ahead and search for your name in Google (your readers will do too, soon) and see if your exact name domain is already taken.

If it is then you'll have to have some kind of variation of your name for domain – either prefix it with 'the' (thedanascully.com) or suffix it with 'author' (danascullyauthor.com) or something that feels comfortable for you.

The point is to say that don't settle for any other domain extension than .com (don't take .org, .net, .info, .biz or .website etc).

The good news is that this process is quite simple and you can get your author-site set up for free right today!

I'll detail the exact steps in the next section.

b. Author page on Amazon's author central platform

Amazon has several country-specific sites and the main site caters to USA market - Amazon.**com** (note the extension). Other examples of 'local' sites are Amazon.**ca** for Canada, Amazon.**in** for India and so on.

If you don't already have an account on Amazon, head over to www.amazon.com and create it. It is easy and free. You'll use the same credential to log into KDP site <https://kdp.amazon.com/>

I'll wait up – please finish that step.

When people look at your book on Amazon they are likely to land on your author page from the author section on that page. So it is time to create one on Amazon Author Central website.

Head over to <http://authorcentral.amazon.com/> and write a brief bio of yours. Add a nice photo, and add your book to the portfolio there. It need not be perfect, you can refine later. For now, just do with what you have.

This will be your very own page on Amazon.

By the way, if you blog – your Amazon author page will pull and show your latest blog posts to your target audience on your author page! Talk about brand building!

In future, you will add all of your books on this page as soon as they release.

Amazon Author Central is an awesome place to build your credibility on the platform and increase sales.

c. Create your Facebook page for you, the Author

At the time of writing this book Facebook has 1.7 billion monthly users. That means roughly 1 out 5 people on planet Earth is on Facebook!

This means that irrespective of which domain you are going to pursue to write your books, you will find your target audience on Facebook!

Would you not want to leverage this platform to market your books? Of course. And you don't have to spend anything to do this.

You may have your profile on Facebook. We are going to create your Author profile. Through this, we will tap your target audience on Facebook platform.

Here's how you do it –

Log into your Facebook profile and from right top corner choose the option to 'Create Page'. Based on when you do this exercise Facebook may have a variation of flow explained below – but you get the idea.

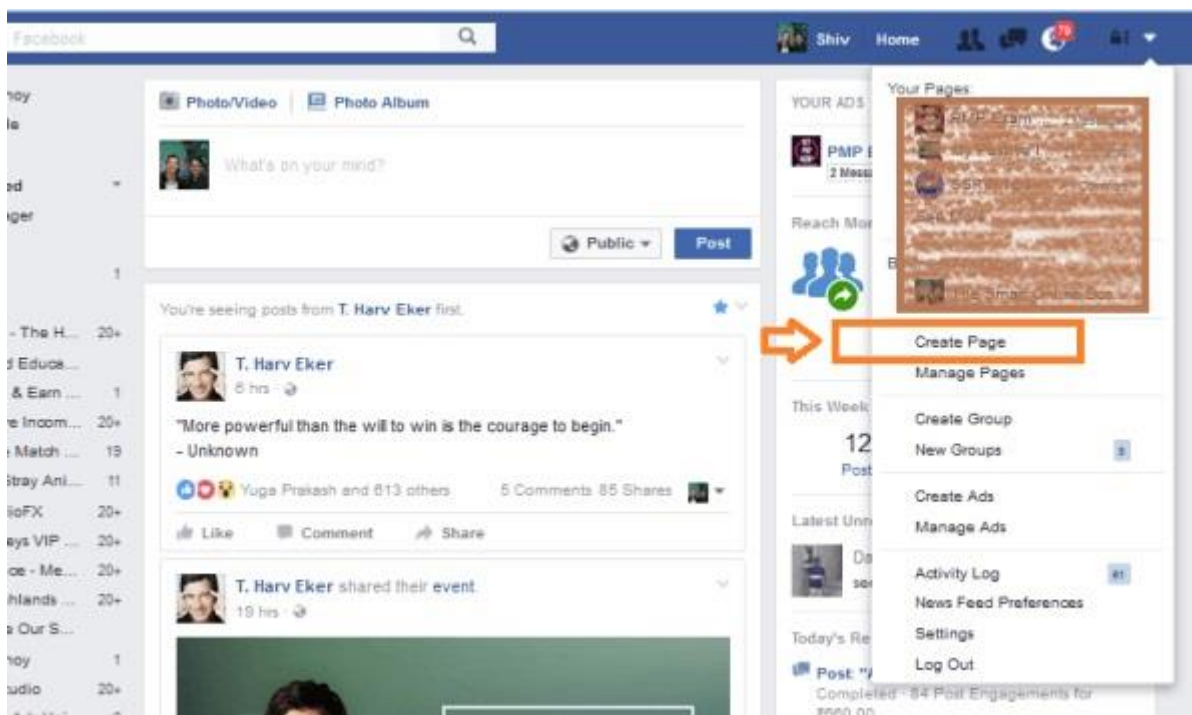


Figure 12: Log into Facebook, and start Create Page flow

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.

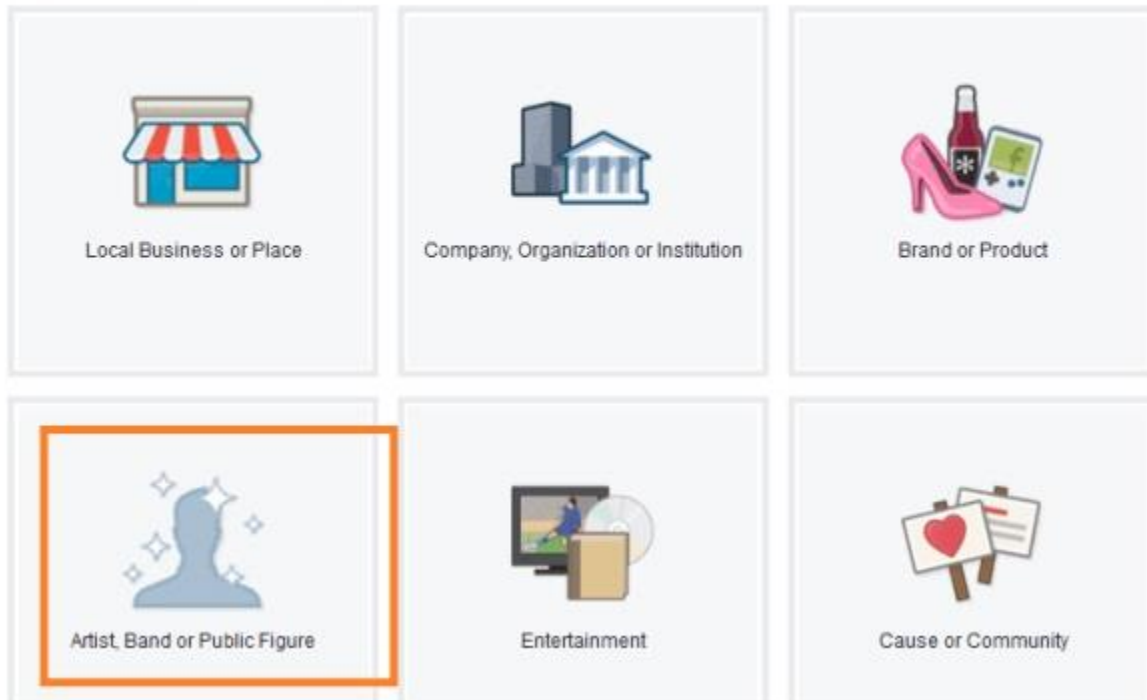
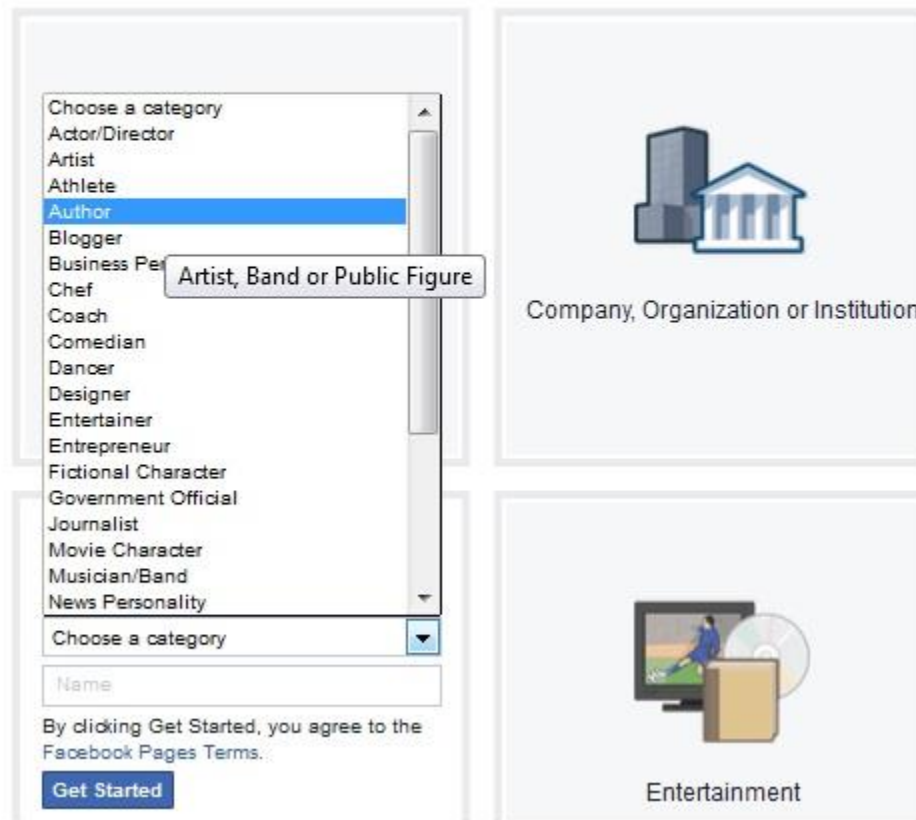


Figure 13: Choose the option 'Artist, Band or Public Figure'

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Choose a category

- Actor/Director
- Artist
- Athlete
- Author**
- Blogger
- Business Page
- Chef
- Coach
- Comedian
- Dancer
- Designer
- Entertainer
- Entrepreneur
- Fictional Character
- Government Official
- Journalist
- Movie Character
- Musician/Band
- News Personality

Artist, Band or Public Figure

Company, Organization or Institution

Entertainment

Name

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

Figure 14: Next, choose Author option; enter your name (as given in KDP platform)

..and proceed with next steps to create your Facebook author page!

Apart from these, we will employ few more marketing strategies – such as promoting on Kindle book lovers' site for free, and so on - which we will not look at right now. I don't want you to be overwhelmed at any point in this whole journey.

Let us take baby steps and focus on setting up your Kindle business platform for now.

Set up your Brand: Your own Author-site

In the previous section, we saw why having an author-site is crucial for success and the reasons to do it upfront.

Today you can get your author-site built for you, at my cost!

Here're the steps –

Step 1: [Click on this link to go to BlueHost page.](#)

I recommend BlueHost because it is one of the BEST and inexpensive hosting sites authors and bloggers. All of my blogs and my customer sites are hosted on Bluehost. They have the award winning customer support (24x7 – email, phone, and chat) which is easily the best in the industry. Many times they have bailed me out of the problem (when my blog was down, middle of the night) with just a simple chat.

The above link is an affiliate link – which means when you purchase through this link, BlueHost will pay me a small commission, at NO additional cost for you.

In fact, you are getting a special discount!

Also, you get your domain for free!

And this will save you over \$100 (I'll show in a bit).

Also, I want to be transparent and let you know that this is an affiliate link.

[Click on this link to go to BlueHost page.](#)

Step 2: Click on the BASIC plan (don't worry you'll pay much less than what is shown in the image below)

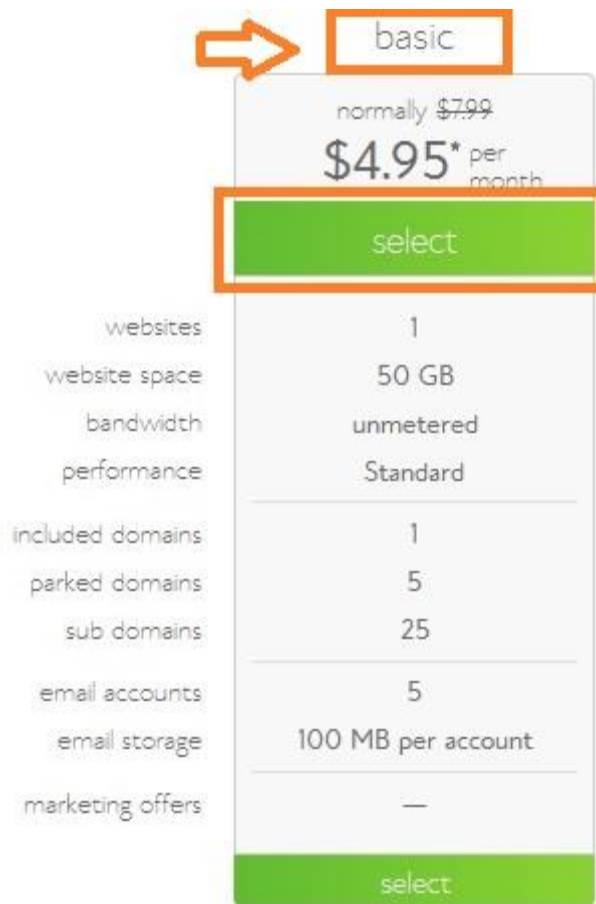


Figure 16: Choose a suitable plan

Step 3: Enter your author site domain name

This would be your own named domain as discussed in Step 6 ('Promote your book'). Just make sure you get .com extension and not any other.

sign up now

Thank you for choosing Bluehost. You have made the right choice in selecting us as your web hosting and eBusiness provide excellent customer service, reliable hardware and affordable prices.

We appreciate your business and look forward to a great relationship.



The image shows two side-by-side registration boxes. The left box is titled 'new domain' with the subtitle 'Help me get my free domain!'. It contains a text input field with a dropdown menu set to '.com', a placeholder text 'Type your domain name above', and a blue 'next' button. An orange arrow points to this box from the left, and below it is the text 'Enter your domain: [firstname][lastname]'. The right box is titled 'i have a domain name' with the subtitle 'I want to signup with my existing domain'. It contains a text input field, a placeholder text 'Type your domain name above', and a blue 'next' button.

Figure 17: Enter your author-site domain name

Step 4: Forward the email you get from BlueHost to me (Shiv@MyPassiveIncomeEducation.com)

..and I will build your author-site for free!

Author-site set up includes,

- Installing a free theme – to enhance look and feel of your author-site. From a long term business perspective, I highly recommend [this theme \(click here\)](#). If you decide to use this theme, forward me the email you get from them to opt for a 30-min free online business strategy call.
- Installing crucial functionality such as securing your site against hackers, enabling for social shares etc,
- Creating necessary meta pages such as Contact, Books etc,
- Creating your author page template,
- Creating your first blog post, and blog listing page
- Creating a menu linking to pages created above
- Setting up the blog to be GDPR messaging compliant
- and more.

Getting all this done by experts would cost you at least \$197! Now you'll get this service for free.

In case you are wondering how I am able to offer this service for free to you, here is how it works.

When you purchase [your hosting plan to set up your author-site using my affiliate link](#) BlueHost pays me a small commission, at no additional cost to you. You get the hosting plan at a discount. Therefore you don't have to pay me a fee for setting up your author-site.

This is win-win-win for you, Bluehost, and me.

You'll also get a special invite to my private Facebook Mastermind group - where we share exclusive tools and tips that maximize profits from your online businesses.

That's about it!

Some of these marketing methods may seem like a lot of work. But each promotional method you implement can potentially get you hundreds or thousands of sales. Your book deserves every opportunity to reach to people that will be benefited.

Remember that Kindle publishing business is 20% writing and 80% marketing.

You can write the book once, and keep employing different marketing techniques to increase sales multi-fold.

The Next Step

Phew! That was some solid ground work you did there.

By now you have,

1. Identified the profitable niche for you
2. Collected your market research data
3. Created your ideal reader persona
4. Built a solid marketing foundation for your promotional activities - such as setting up your author-site, author-central page on Amazon, and creating your social profiles on Facebook, Twitter, LinkedIn, Slideshare.net, Pinterest, Google+.

Please give yourself a pat on the back – you have done the most crucial part of building your Kindle publishing business that is gearing up to generate you massive passive income.

These are the steps that more than 90% authors miss and set themselves up for failure. You are ahead of all of them by just a day's smart work!

Entrepreneurship can be an eventful journey– full of ups and downs. It has been for me – since that moment of realization in the middle of the night on a hospital bed. The questions I had, the pain I felt of not being able to find answers.. and eventual decision to take control of my life. The day I decided to stop living for other' dreams and start living my own.

The upside has been VERY positive.

A life of total flexibility of time, location and money; to work when, where, with whom, and how you want.

It can be same for you.

The blessing of being able to work at something that you love.

The freedom from having a boss, working for others' goals and being defined by someone else's needs& dreams.

The peace of mind knowing that your systems are hard at work earning you money even when you sleep!

Above all, a chance to make a real difference for countless people around the world. That is probably as big as it can get when it comes to changing the world. At least of few people. At a time.

Yes, it is definitely possible to live a life and lifestyle we imagined for ourselves and our families.

It all starts with taking action.

Really, it is as simple as that.

All the knowledge in the world is of no good if it is not backed with action. Only then the results will flow. And the results will change our lives and that of people we love.

You took action to pick up this book. You took the action and built the most critical components of your business. This is a huge proof that you are on your way to success.

And the reward can be truly life changing.

Now that you have built the foundation of your business, are you ready to write your first Kindle book?

Fantastic!

Let me ask you this, first.

How long would it take for you to write your first book?

From firing up a Word processor program to writing first words to publishing the book on KDP platform, that is.

Just close your eyes and think about it for a second.

Really. I'll wait. Just think how long it would take YOU to write a kindle book.

Got an answer?

Please write it down.

Is it a year, 6 months, a month, or few weeks?

What if I told you that you can write your first Kindle book in a weekend?

Not a week, just a weekend – that is, starting Saturday morning and publishing your book on KDP platform by Sunday evening.

Just a weekend is all that it takes to write and publish your first kindle book.

And the next book in this series is going to tell you exactly how I do it.

I have so far written over 21 books, and 18 of them are published on Kindle.

I have learned from other authors' mistakes and triumphs as well as my own. I've made many mistakes, and ran plenty of experiments – and refined the method to write a non-fiction Kindle book under 2 days.

In fact, this very book is written in 2 days, as some of my previously published books.

If you can't do it over a weekend you can spread it over a week – whichever way it works for you.

But I highly, highly, highly (this is not a typo) recommend that you take a weekend to write. The benefits are enormous. And chances are that you may start earning passive income in the very subsequent week!

When you see that first dollar coming in - that's a solid proof, a great motivation, and a solid push to then write more books and turn this into a whole 5-figure business.

Which probably is the beginning of the journey to your financial freedom (no worries, I'm here to help!).

So, are you ready to take action?

You first need a 'profitable topic' to write about. Chances are that you already have this in mind, based on the market research. If not let's do this now.

Open the market research spreadsheet. Look at those columns where you have written problems faced by people and/or solved by the blogs, forums, and books you've studied. Identify those top 3 problems that are faced by many. These should have a lot of demand in the marketplace.

Note down top 3-4 in the last worksheet in your spreadsheet (titled 'book ideas'). You can also get some ideas from keywords used in the 'Market Size' worksheet.

Now you have brought down all your efforts to one single result – *a problem faced by your target audience for which your book will be the solution.*

Now let me help you write this book on this upcoming weekend!

PART 2

THE SCHEDULE

Chapter1 - Prepare the Ground

Create your KDP account.

If you already have an Amazon account you'll use the same credentials to sign into KDP account. If not, you need to create an Amazon account. Head over to <https://kdp.amazon.com> and create your account.

Based on when you are doing this exercise, the pages or flow you see might be little different from the screenshots below. But you get the flow with this – go with the wizard.



Figure1: Create KDP account

Next, you'll see KDP Publishing terms and conditions. Read through it and click on Agree button.

You'll now see your 'Bookshelf'.

This is the dashboard page showing all of your existing titles. First time, of course, you won't have any titles. When your book is ready you use the 'Create new title' option to start uploading your book's manuscript and a bunch of other stuff that we'll see in a bit.



Figure 2: Main parts of KDP dashboard, the Bookshelf

You see the Reports link up there? Once your book goes live, you can see your sales reports, royalties earned in the past, payments received, month-to-date book sales, and more on this page.

For now, though, click on the 'Update Now' link you see under the special message and fill in your account information. You cannot publish a book until you submit your account information.

To make your book available for sale (and so you can get paid for sales) on Amazon, please fill in the fields below. Once your account is complete, you can start publishing!

Company/Publisher Information

Full Name/Company Name

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

Country

Tax Information

Incomplete

Amazon is required by US tax regulations to request information regarding your tax status under US law. Required US tax identification and information has not yet been submitted. Complete your tax information to begin publishing on Amazon.

[Complete Tax Information](#) **Fill Tax Info** [Tax Interview Help Guide](#)

Your Royalty Payments

Add a bank account in order to receive EFT or Wire payments (direct deposit) for royalty earned on Amazon marketplaces. Click [here](#) for more details. If you do not set-up a bank account, your royalties will be paid by check in the default currency of the marketplace. Be sure your royalty payment settings are correct before publishing a book, as your currency selection will be used to calculate your royalties as soon as a purchase occurs.

Your Bank Accounts [Add a bank account](#) **Fill Bank Info**

Figure3: Enter tax and bank information, so you can get paid.

Enter your personal details and click on Complete Tax Information button. This begins the flow of Tax Information Interview. Go through the steps and input required information.

If you reside outside of United States of America, based on the country you reside in and a possible tax treaty your country has with the USA, a certain percentage of your income on KDP will be withheld as tax. You need to provide this information while filing taxes in your country and claim any tax benefits that you are entitled to.

Please consult with your personal tax consultant before submitting the tax information.

At the end of this wizard flow, you can choose to sign the tax form electronically or request KDP to send you the physical form for your signature.

Next, go ahead and enter your Bank details, so you can get paid!

That's about the registration process.

Read KDP terms and conditions

Please make sure that you read and understand [Kindle Direct Publishing Terms & Conditions](#) and [Kindle Program Policies](#).

The Writing Setup

You need a comfortable setup for your weekend effort. Ideally not your bedroom, couch in front of the TV, or a crowded place like Starbucks. Someplace where you can be all by yourself, and can walk around or stretch a little bit during breaks. If you can't find such a place, consider renting a hotel room for the weekend.

You need the following -

- Your laptop/PC/Mac

- Comfortable clothing
- Comfortable writing setup - simple desk/table and chair with good back support and good illumination works just great. A good view outside the window would be awesome.
- Cut down distractions – I find it easy to focus on writing with background instrumental music. If you too enjoy music then get your headphones and music files!

One of my teachers that runs a \$100 million company follows this practice whenever he has to write a book, or create a course. He locks himself in a hotel room over the weekend, with just a phone (number given only to 2 people for any emergencies), and gets down to business. No Facebook, no phone calls, no TV, no newspapers - no distractions of any sorts.

Let people know you'll not be available during the weekend, and to reach you only in case of an emergency. If possible ditch the phone, and be in invisible mode on Skype, in case your family needs to reach you.

You may even enjoy this digital detox.

- Keep a water bottle handy
- Optional: a musical instrument if you are into music (I keep a flute). Use during breaks, you'll find yourself amazingly refreshed. I find a desktop plant particularly helpful too.
- Eat moderately

Feel the excitement! You're just about to script not just your first book, but a new chapter for your business!

Tools you'll need

- Internet connection (and the will to stay off social networks!)
- Speech to text conversion tool – on Google Chrome browser <https://dictation.io/> or <https://speechnotes.co/> (or its Android

app). This one is optional. Required only if you'd like to speak out the content instead of typing.

- Online tool to check readability of your book -

<http://www.hemingwayapp.com/>

This is an amazing tool. Helps you break down complex content into simple sentences so even a 6th grader can understand. Like I said earlier, conversational tone suits best for a non-fiction book. The thumb rule: when you have a clever sounding word and a simple word as an alternative, go for the simple word. Also avoid buzz words, jargon, and overly technical words. Some of your readers may not understand these and may start to disengage. I try to follow my own KISS principle, "Keep It Simple, Shiv".

- [WordWeb](#). I use a PC version of this tool; you can have this tool on your smartphone as well.
- [Dropbox](#). This helps you take regular backup of your work and store on the cloud. Download and install the program, and familiarize yourself with the process of taking backups – which is usually simple drag-and-drop into a Windows Explorer sort of folder and file structure.

There is one other thing you need to plan in advance.

If you wish to outsource your cover image for the book, to, say [fiverr.com](#) or [peopleperhour.com](#) or [upwork.com](#) or to a local freelancer graphic designer, you'll have to talk to them in advance and get the final version of the cover done before your weekend begins.

In order to do this, you need to understand two aspects –

1. Design aspects of Kindle cover art – read about this from Cover design section in 'Chapter 4 - Simplify' chapter.

2. How to craft title, sub-title, and series name (optional) – read about how to write conversion optimized title and sub-title from ‘Chapter 7 - Publish’ chapter.

Note – the timeslots given for each chapter is the time it usually takes to complete the respective activities. I suggest you take a 10-minute break for every 50-60 minutes of work. Walk a little, stretch, drink water, play an instrument, meditate – do anything that takes your mind completely off writing. You will feel energized and refreshed as you get back to writing.

Chapter 2 - Mind Map: Saturday 8am-12noon

Before you begin, make sure you have the **market research spreadsheet** from the downloaded toolkit handy.

Imagine your **Primary Reader Persona** is sitting in front of you. Imagine the whole writing exercise as if you are having a conversation with her.

Now here is a question you need to start off with.

This question gives you laser-sharp focus, and this alone can turn your book into a best seller!

What is that single most takeaway from this book for your reader?

Write down the single take away you want the reader to have from your book. What is that problem that your book is going to solve for the reader?

For this book, the takeaway I wanted my reader to have was this –

“I want my reader to be able to understand the Amazon Kindle platform and the method I use to write a non-fiction Kindle in a weekend, prepare all the required tools, and follow the step-by-step process to begin writing her book on a Saturday 8am and publish the completed book on KDP platform by Sunday 8pm.”

Make your takeaway a visual sequence that gives a concrete result to your reader, *making it as specific as you can.*

Visualize your reader feeling happy having accomplished their goal with the help of your book. Make this laser-sharp focus for your

book – nothing more, nothing less. With this focus, as you go along writing the book, stop and ask yourself if:

- the information you are writing,
- the images you are creating,
- the examples you are citing,
- the supporting material (like checklist, template etc.)

is necessary and sufficient for your reader to reach her goal.

Your book is not a tell-all guide covering every possible nuance of the topic.

Your book solves a problem of your reader.

Write all that, and only that, which gives a concrete result to your reader.

Don't have content just to increase the page size. If the information from a 300 page book can be reduced to under 150 pages and make it easy to grasp the content, it has a better chances of succeeding.

Books of 40-50 pages too can be a great read for people. Don't think that it is too small. It is the quality of the book that sells and not quantity (number of pages).

Also, make sure that you take regular backups of your manuscript and images in [Dropbox](#) or by other means that works for you.

Step1: Download XMind mind mapping software

While you can use any mind mapping software, I use XMind and it is free. So you can use the same. Get it for free from XMind.net - for [Windows, here](#) and for [Mac, here](#).

Open a new blank mind map using a template that looks good to you, and save it with a name based on the topic of your book.

Create the central topic bubble; name it on your topic. Start adding first level bubbles – each one represents your chapter.

This level represents the major stops in the journey you have visualized for your reader through this book.

Go back at the Table of Contents for this book and you'll understand how it is done for this book.

Next, add second level branches to each of these chapters and write high-level sub-topics you need to cover. Keep it at a high level. Do not write any minute details – it will distract you from the big picture at this juncture.

Let me tell you this – at this time you may not feel very comfortable.

Both high level and detailed thoughts will rush to your mind and you will feel the strong need to write everything down, else you may lose it. Strike a balance between writing down high-level and low-level thoughts. You can click on a branch of the mind map, add a Note, and write down your low-level details. If you go pretty deep into one, you may miss high-level notes. So just strike a balance – do your best to capture your thoughts.

Don't bother getting this perfect. Please don't even try. Know that you are crafting your book. This step is supposed to be messy. Just like a potter gets his hands messy at work. It'll get better as we go along (just like the beautiful vase the potter is going to create), I promise. Just let your thoughts flow at this stage. Whatever you have it in mind pour it into the mind map.

I have included a sample mind map with the 'Kindle Business Starter Toolkit' that you can download from the link given in this book. Open it up to get an idea of one possible way of collecting information in a mind map.

You can see the high-level structure here (you probably can't read anything) –



Get Bigger Mind map in Kindle Business Starter Toolkit

Figure 4: A mind map helps you download your thoughts quickly in a flexible way.

At this stage, you may feel a need to rearrange the bubbles and give your mind map a structure. Please go ahead and do it. *Just don't try to perfect it – your mind map is not complete yet.*

Step2: Look at best sellers in your niche

This is the step you also did during your market research exercise in the Part-1 of this book.

Let me tell you upfront that we are not plagiarizing here. Anyone stealing the content will be in big trouble.

What we are doing in this step is to study the BEST content out there and making our book BETTER than all of them put together.

Also, we are making sure that we do not miss any important angle to the solution we are providing in the book.

Now, you have added references to best sellers in your niche in your market research spreadsheet. If not, no problem – here's how you do it.

a. [Click on this link](#) to land on Kindle best seller book list. If this does not work simply Google the phrase “kindle best sellers” and you'll land on the page that looks like below –



Figure 5: Study the best sellers in your niche

b. Now click on 'Kindle eBooks' link on the left sidebar. You will see a list of high-level niches on the left sidebar.

Do you see another 'Kindle eBooks' link just below Departments in the menu bar above? Open that link in another browser window. Do the following exercise on both set of categories you get to see in these two windows.

This is exciting! Here you are getting your hands on the best of the best in your niche. Goldmine! And you have a chance to make the BEST even BETTER in your book! This approach alone assures a certain level of acceptance of your book with your readers!

However, there are other pieces to fall in place - like a stunning cover, effective description etc. I'll show you how to conquer these in a bit.

c. Drill down into relevant categories and start looking at top best-sellers. Drill-down into sub-categories till you find books closest to your book's topic. Open the relevant book detail pages into a new browser window (on Windows computer right-mouse click on the book and choose 'Open link in new tab'). You should have at least 5-8 such relevant books now.

Let us study each of them.

d. Take a look at the book covers. Remember, these are best sellers. This means that they have been successful in attracting casual readers to click and explore book details. This information will come handy in a bit. If required take screenshots of them, or just note down book URLs.

e. Take a look at Table of Content by clicking on 'Look Inside' option above the book cover image.

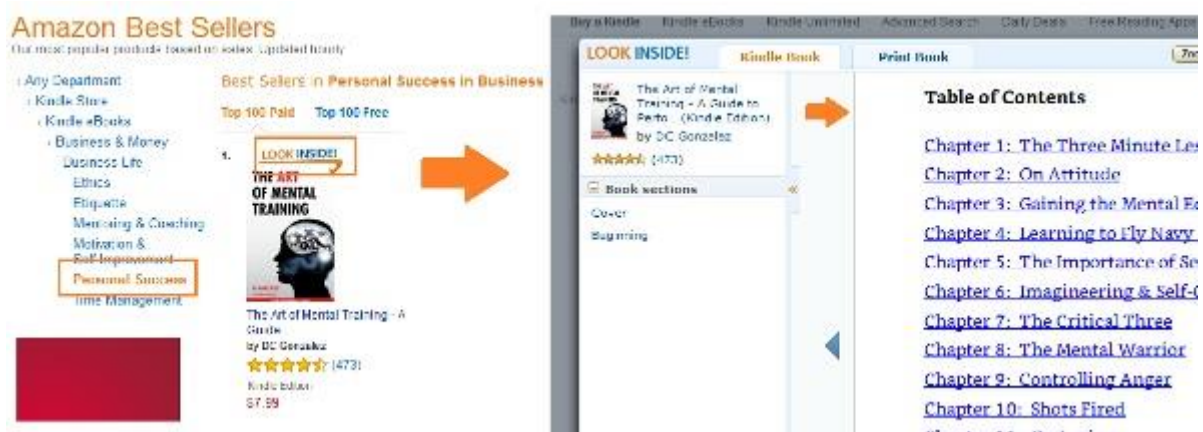


Figure 6: Study the topics covered in the best sellers in your niche

f. Understand the topics covered and start noting down important points in your mind map.

For the new information go ahead and add low-level details just like you did it earlier.

Now your mind map contains all the relevant information required for your book. It is slowly getting to be better than the best available on the KDP platform.

g. Make a copy of your mind map. Bump the version number in the file name so you know this is the latest.

Now take some time and remove unnecessary information, irrelevant information – just keep it just enough to serve the purpose of your book. When you flesh out details your book should span 50-60 pages max. You can write more if needed – but keep in mind that quality trumps and not quantity. If you need to add some information later you can always go back to the previous version of your mind map.

Your mind map at this stage should begin to form a flow that you want to take your user on. You would hand-hold your reader through the journey you want them to take through the book.

Did you notice that the Research phase itself gave you pretty much all the content you need for the book? :-)

Chapter 3 - Write: Saturday 1 pm-8 pm

Now it is time to flesh out details. Time for the potter to give the vase required final shape, keep an eye on symmetry and so on.

a. Use the Word document template from the toolkit

I have included a sample Kindle Word document with suggested structure in the 'Kindle Writer's Toolkit'. Writing the manuscript in Microsoft Word makes it easier to convert into a file type that KDP platform expects. Open the template and save as new file with a filename similar to that of your mind map.

I have included another document in the same toolkit for your convenience. Complete Kindle book structure – this outlines all possible components of a Kindle Best Seller book from the perspective of maximizing your book revenue. Choose the components that you wish to keep for your book and include them in the Kindle book template above, and start writing your book!

b. Flesh out the details

First, export the mind map into a text file. In XMind go to File menu, click on Export..option, choose Text filetype, select a destination folder, give a file name and export into a text file.

Don't close mind map yet. The text file will not keep the hierarchy of the mind map so you will need to refer to the mind map.

First, copy over the chapter names into the MS Word document. Highlight each one of them and apply Heading-1 type from under Home menu >Styles section.

Next, copy sub-section headings from the text file into the appropriate chapter, select individually and apply Heading-2 type from under Home menu > Styles section.

Next, go to View menu and check the 'Navigation Pane'. You should be able to see the hierarchy of the document structure on the left side as seen in the image below.

This will help you create Table of Content that Kindle book requires.

Note – don't use too many heading-styles, 2-3 are sufficient.

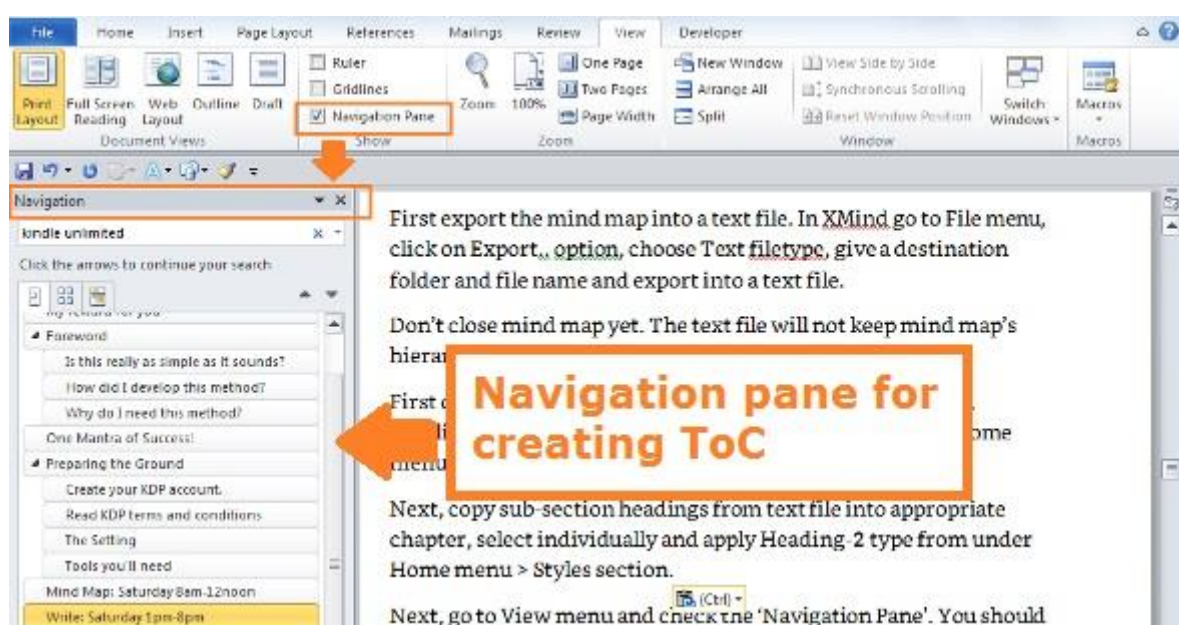


Figure 7: Apply heading styles in order to get Table of Content properly in MS Word software (if you use Mac it would be something comparable to this)

Now start detailing each of the sections and sub-sections.

Again, remember that conversational style suits the best. And understanding the language nuances or key phrases of your target audience will make the connection between book and reader so much stronger.

Imagine your target reader persona in front of you and write as if you are having a conversation with that person.

Some of us cannot type quickly and find it frustrating to keep pace with the thoughts. The speech-to-text tool mentioned earlier might come handy. Simply open up the tool (in Chrome browser or on your Smartphone) and speak out your thoughts. You can edit and correct the content and paste it into your Word document. Smartphone apps usually have the option to send the content via email. You can then copy it from the mail and paste into Word document.

During this exercise, you may feel the need to rearrange the section or add/remove/refine them. By all means do it. You don't need to update mind map for these. The mind map has served its purpose by now.

Tomorrow is going to be a Special Sunday. So get a good night's sleep.

Chapter 4 - Simplify: Sunday 8 am-12 noon

‘Simplify’ here refers to making your book easier for the reader to read and understand.

This may involve rewriting complex parts in simpler words, checking the logic of flow of information across chapters, adding appropriate images to provide more clarity and so on.

As a rule, I add few images to my book to make things easier to understand. It also breaks the monotony of pages after pages of text. That’s just my personal preference.

After all, a picture is worth a thousand words!

Let me tell you how to get your images for free in this section.

a. Create, or get Images

Images form an important part of the book. You’ll need just enough images to support the content.

You can include photos, illustrations, infographic, hand-drawn images, screenshots, clipart, charts, and diagrams – anything that helps clarify your point to the reader.

It is better to avoid stock photos, even if you are willing to pay for them, because they are overused, and people usually do not have a good feeling about them. I personally find them tacky.

Please note that if you are using a photo off the Internet make sure that it is not copyright protected.

There are 6 ways to do get/create a photo/image you need –

1. Google for the image you need and when you find one, reach out to the owner of the blog/site. Ask if you can use the image in your

book, and tell them that you'll add the credit and link back to their site.

Most people will allow you to use their images (but first find out if they really own the image or it was picked up from somewhere).

Some sites share content under Creative Commons license, in which case there is no need to check with them. Use the image based on the terms of CC license type and include attribution to the site.

2. When searching use Google's filter – as shown in the image below, and find only copyright allowed images.



Figure 8: How to find copyright allowed images for your book in Google

3. Search sites like Flickr.com by filtering for Creative Commons images, or those photos that are allowed for commercial usage.

Creative Commons is a type of license that allows people to share their work and get credit for it – without any financial gain.

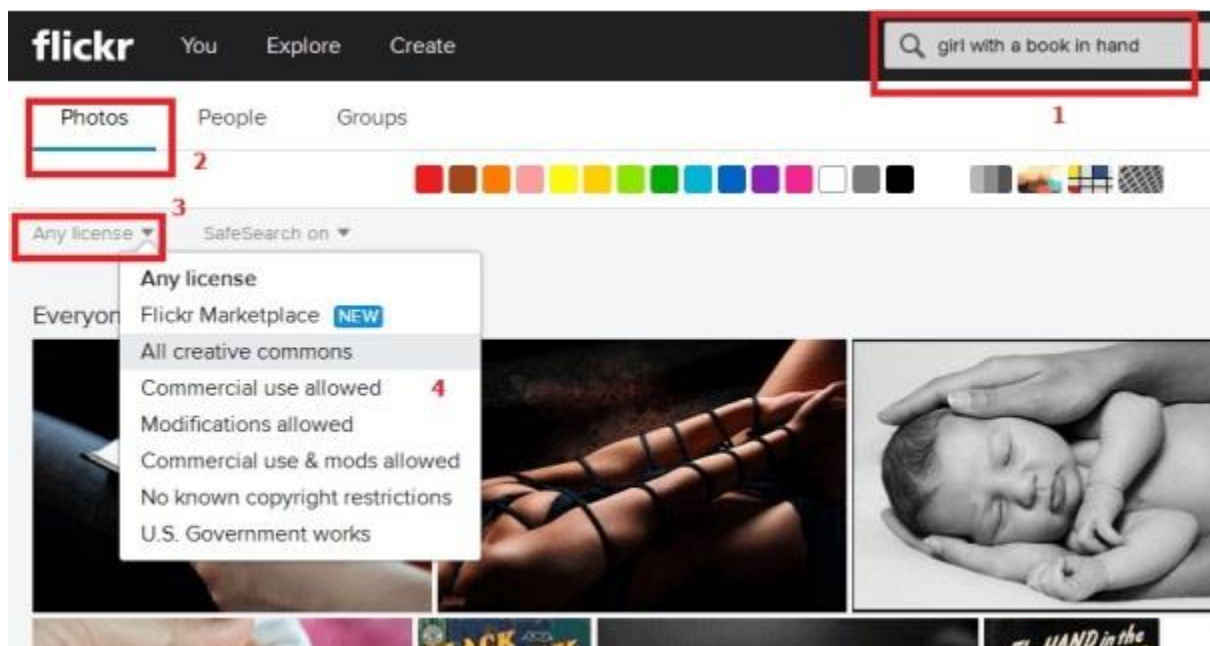


Figure 9: how to find images you can use in your book

4. Search royalty-free images from sites such as the ones below.

- pexels.com – this is a great site to get royalty free photos.
- flickrcc.net - you can choose images for commercial use or for editing.
- search.creativecommons.org - allows you to search from various sites across the net across images, video, music, and media.
- picjumbo.com - Lovely photos.
- deathtothestockphoto.com - Free images sent every month to your e-mail. You can also purchase image sets.
- getrefe.tumblr.com - More photos.
- wefunction.com/category/free-photos - Collections of free photos as well as icons you can use.
- images.superfamous.com - Beautiful.

5. Take your camera and shoot the images yourself (if you know exactly what you want, and how to get that image setting). An example could be an image of a product, person in a certain setting, etc.

6. Take snapshot on your computer

You can see that many of my images are of this type. You simply need to use a screen capture tool like 'prts' (print screen) button on Windows, or a free tool like [Jing](#).

Once you capture screen you can crop it using a simple tool such as Paint (again on Windows). You can also write on top of the image like arrows, boxes etc. to highlight your point.

As you can see I use graphs, screenshots and hand-drawn pictures in my books.

Note – Amazon keeps a small portion of your book price based on the size of your book. Hence you will want to decrease your image file size. I do this online - [tinypng.com \(click\)](#)

If you see a degradation of image quality, just keep the original one. Usually .png files look sharper but KDP platform suggests including a .jpg file.

b. Cover image

This is a biggie.

If you outsourced your cover image design work, it is time to get it ready now.

[This is Amazon's page explaining Kindle cover page image guidelines, and is updated from time to time. Please read this first.](#)

When you walk into a bookstore with thousands of books, as you walk past the bookshelves of your favorite genre which book would you tend to pick up to take a closer look?

A good looking one that jumps out of the shelf calling out to pick itself, or a dull cover?

No matter how good is the book content, if the cover is not great then the book does not get looked at. Especially when your readers see a lot of small book covers on Kindle platform.

Keep in mind that the title should be decently readable even when KDP shows them in a thumbnail form. And it shows your book thumbnails in MANY places – which are part of the free promotion you get from Amazon.

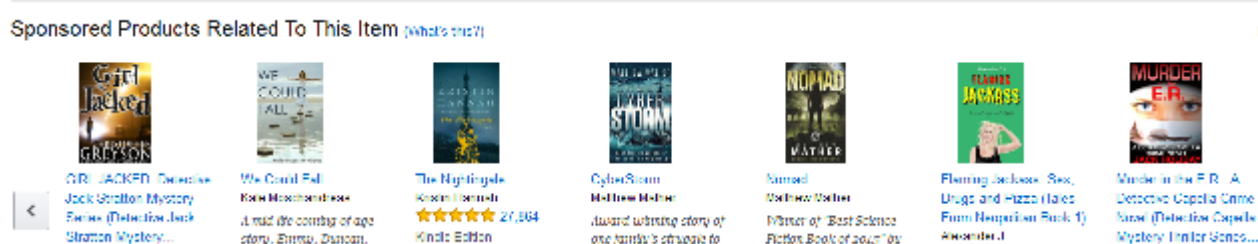


Figure 10: Your book cover should look readable even in smaller sizes

Canva.com is a great place to design cover for your book. You can emulate the cover book style of the best sellers in your niche. You have their information in your market research spreadsheet.

If you can't design yourself then you can get one done in [fiverr.com](https://www.fiverr.com) for just \$5. Or on a site such as [PeoplePerHour.com](https://www.peopleperhour.com) or [UpWork.com](https://www.upwork.com) if you have a bigger budget.

Do make sure that the person has created Kindle images earlier; check his previous work to assess quality. Talk to them before placing the order and get a feel of how easy they are to work with.

You can show few best seller images in your niche and ask the designer to do something similar.

Which coverimage types are allowed by KDP?

The cover image should be of type JPEG or TIFF and height/width ratio should be 1.6. In pixels, the longest side should be at least 1000 pixels and shortest side at least 625 pixels.

The official help page for cover image [is here](#).

Tips to make your cover image stand out!

Refer back to your research information. You made note of best seller books in your niche. Study those images – these are attracting casual surfer to click on the product detail page. Your cover image needs to be similar, and if possible better.

Here, ‘better’ is a subjective thing but here are few points –

- a. Keep the title letters big, so that even smaller size that KDP shows your book title is readable.
- b. Keep space between title, subtitle and any image.
- c. Try to avoid a background image. In most cases, a title overlapped on an image is not easy to read.
- d. Have contrasting background color and title color, so that your title can jump out. If the background color is light, use dark colors for letters, and vice versa.
- e. Use not more than two font styles (you may use them for series name, book title, sub-title and author name).
- f. Avoid slant/cursive/running letters as much as possible, because at lower image sizes (thumbnails) they are hard to read

You now have put together pretty much all the raw material required for your book. Now it is time to play by some more KDP rules and get closer to publishing your book.

Chapter 5 - Format: Sunday 1 pm-3

pm

Writing for Kindle is simple and *different*.

Simple - because the Kindle device or the reader app has a feature for the reader to choose the font size.

This means,

- Do not use options such as page numbers and header & footer.
- Do not use blank line; it may appear as a huge gap when a reader uses larger font size.
- And of course, you can't use all those exotic formatting styles that your word processor gives you.
- You can use bold, italics, underlines. Do use heading styles from the Styles menu in Word so you can easily create Table of Content section.
- Insert Table of Content, but without the page numbers.
- You sure can use bullets – but try to limit to one level. It seems that second level of bullet point does not render nicely on Kindle.
- Keep the image width under 600 pixels. I do this using Microsoft Office 2010 image software. Use the same or any image processing software you like.
- Don't copy-paste image into your document. Instead use Insert -> Picture menu options in Word. Keep the image as center aligned. Also, center-align your image, right click on the image, Size & Position -> uncheck Lock Aspect Ratio and click on Reset button. This shows the image into full size. KDP expects that you insert only JPEG type image files.

- If you need to insert a Table, one way (recommended by KDP) is to simply insert table. I do this a bit different. I create the table in your Word processing application using any style that I want (Word offers many table style options), take a screen shot, turn it into an image, delete the table and insert the image of the table in the book.
- Insert pagebreak at the end of each chapter, using Insert -> Page Break menu options in Word.

I usually use 'Bookerly' font to write my book in. This is one of the few fonts that Kindle device gives users to choose from. So I get to see, to some extent, how my reader sees the paragraphs on Kindle device.

This is pretty much what you need to format your book manuscript.

[Please click here to read the official formatting guide.](#)

Adding 'toc' and 'start' position in your book

Did you notice that when you open a Kindle book in a device (or cloud reader) for the first time you are taken to the beginning of a section and not the cover, or the first page of the book?

How does Kindle device do this?

The author tells it where the first page of the real content is. That is, skipping initial sections such as dedication, copyright notice and such.

The other position you tell the Kindle device is the location of Table of Content in your book.

Here's how you set these in your Word file -

1. Click on Insert -> Bookmark from the menu, and type the word **toc** and click on Add button. Now type the word **start** and add it to the bookmark list.

2. Now you need to map each of these bookmarks to respective sections in your book. Go to the Table of Content section, highlight the title and click on Insert -> Hyperlink menu. Now click on 'Place in this document' button on the left, and select 'toc' in the list of bookmarks. Click OK button.

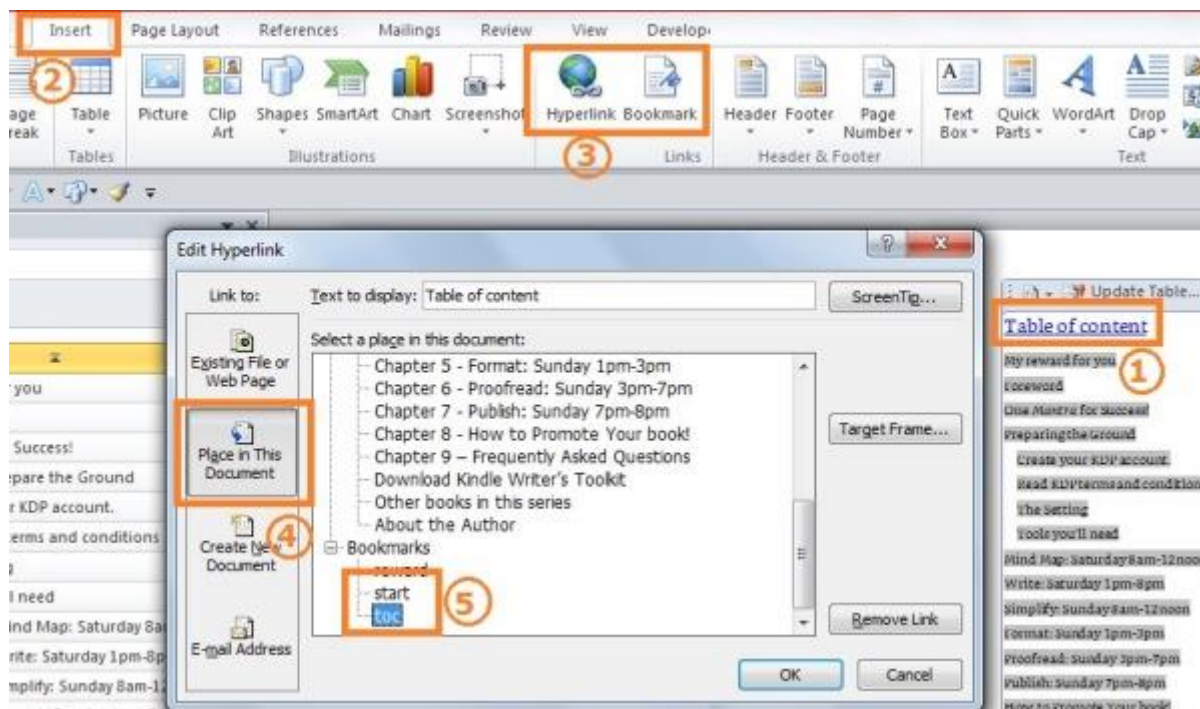


Figure 11: Add bookmarks for toc and start of the book content

Now highlight a title of the section that you decide to be the beginning of the book. In my case for this book, it is the Foreward section. Click on Insert -> Hyperlink -> Place in this document -> start and click OK button.

Now here's something you must know.

Sometimes Kindle device uses its own logic and opens the book to a section different that the one you wanted it to show. This section is

usually the first chapter of the book. This reduces the impact of the book on the reader. What do you do?

Did you notice the following text in this book?

This is not the beginning of the book. If it opened here automatically, please page backward for important information.

You add this note to your first chapter. So if Kindle device opened the book to this location, the reader will know that there are some goodies she is missing and she will, hopefully, page back and read your other content.

And yes, do NOT insert your cover image into the manuscript. It is uploaded separately when you publish the book.

Chapter 6 - Proofread: Sunday 3 pm-7 pm

If you did the previous steps properly this session will be pretty easy.

The idea is to go over the entire content and try to read it like your reader. Try to put yourself in the shoes of your ideal reader.

Use [hemingwayapp](http://hemingwayapp.com) to run your text through - a chunk of text at a time. Make sure it is easy to read (note Readability score in the image).

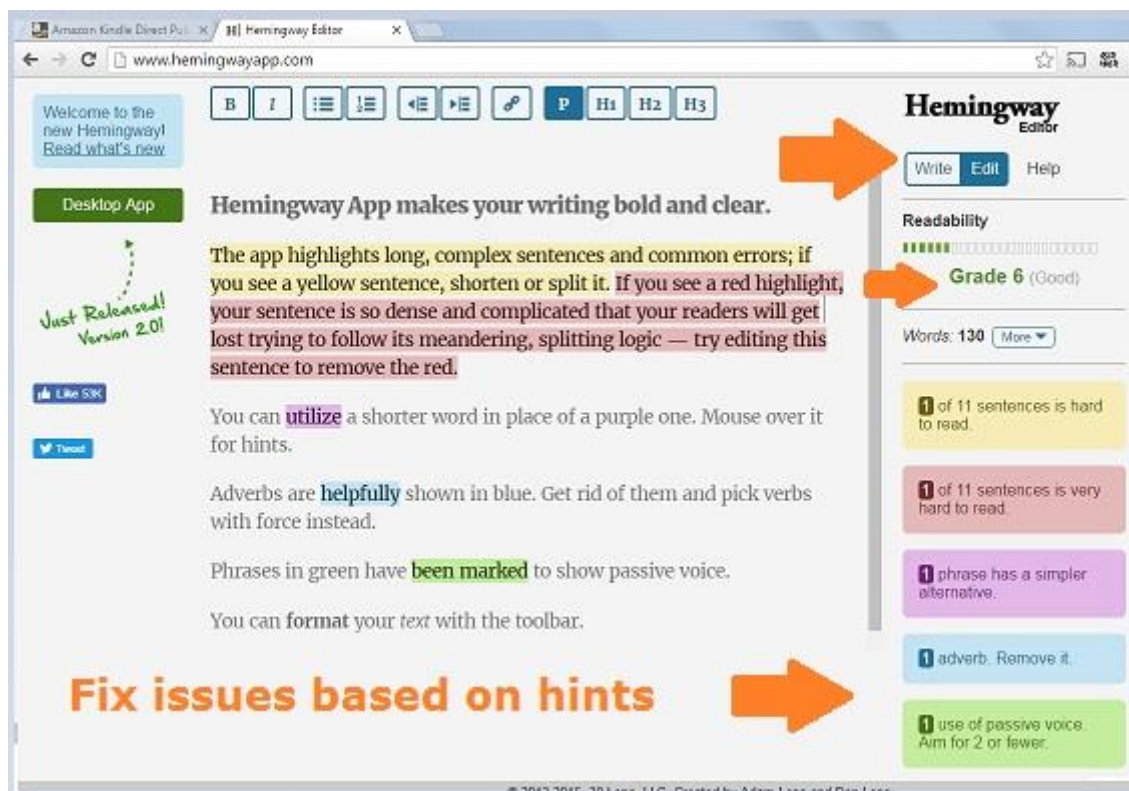


Figure12: Use Hemingway app to improve readability

Also, press Ctrl+* to make sure that you don't have extra spaces anywhere, and every page preceding beginning of a new chapter ends with page-break.

“Is there a way I can proofread while writing in Word file?”

Of course, there is.

[You can find plugins for Microsoft Word and Outlook here.](#)

Watch the video on the page to understand how to work with it. Grammarly plugin corrects your write up grammatically, explaining the details.

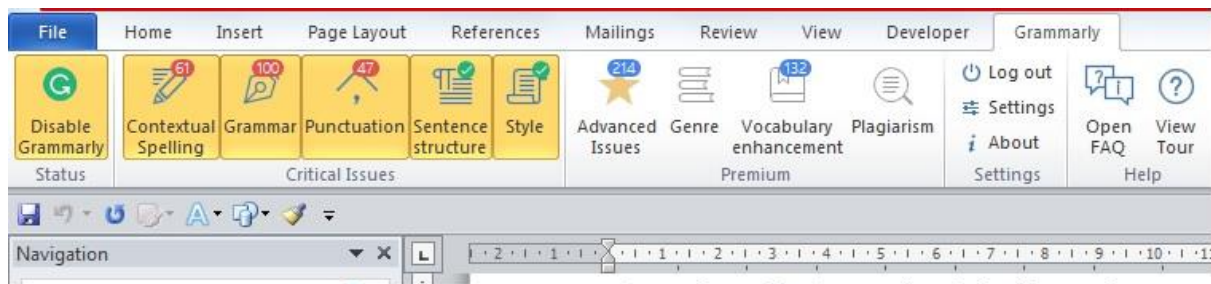


Figure13: Grammarly plugin helps us write better

Eventually this practice helps us develop the habit of writing correctly the first time.

Chapter 7 - Publish: Sunday 7 pm-8 pm

You publish your Kindle book in 3 easy steps.

a. First, convert the manuscript to a format that Kindle expects

This is how you do it.

First, save your Word file as 'Web Page, Filtered (*HTM& *HTML)' (for PC) or Web Page (.htm) (for Mac) format.

When you do this all the images are written to a new folder that has the same name as the document. Both file and folder will reside together in the folder that you've saved the file.

Now you can either (1) create a zip file containing document and folder, or (2) create a .mobi file

Creating a zip file is pretty simple. Select the document file and folder, right mouse click and select 'add to zip file', give it a name. You will have a .zip file that you can upload directly.

I had a problem with this approach and KDP support staff asked me to use their command line tool called **KindleGen**.

This is how you use it.

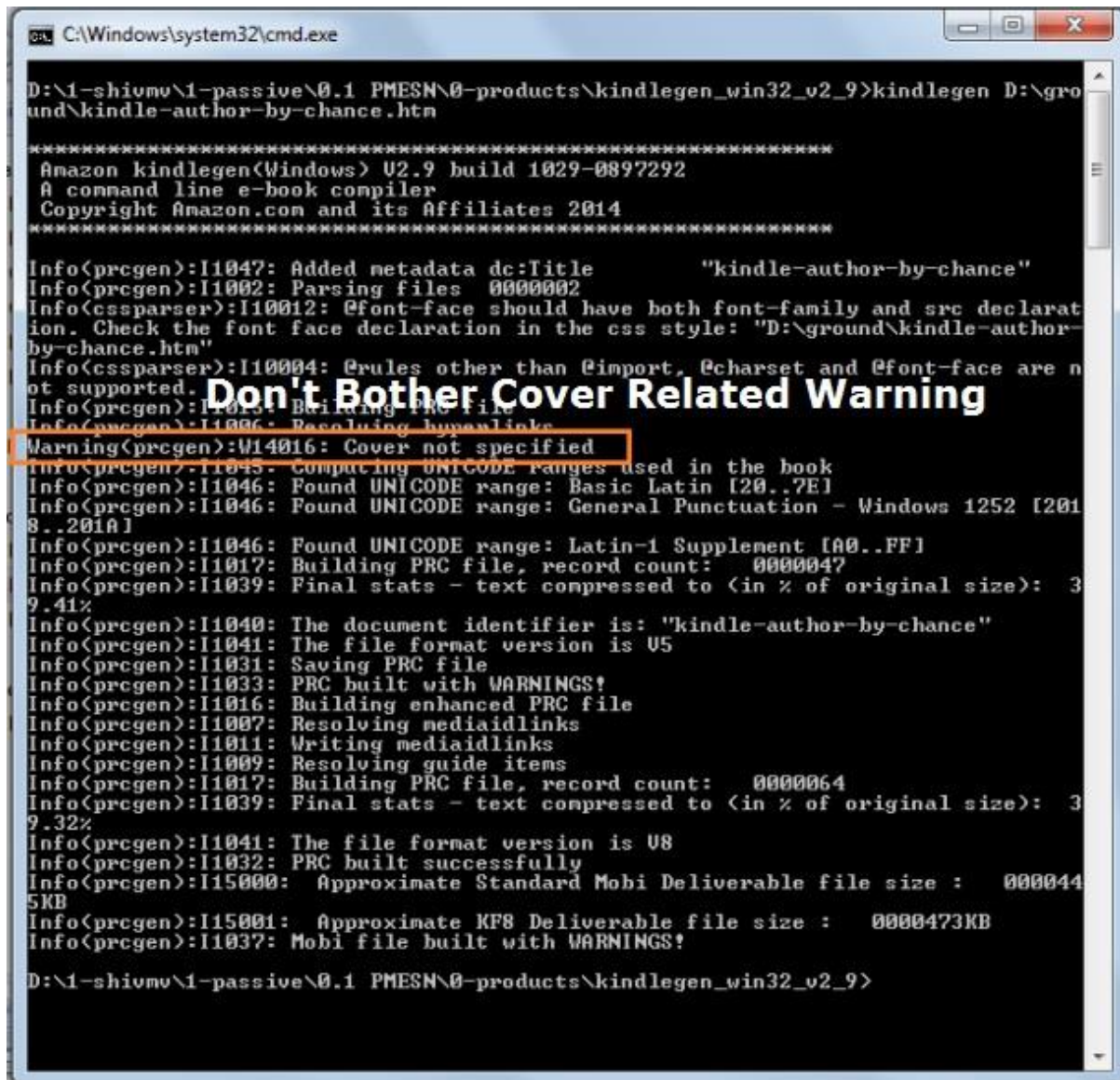
1. Download the [kindlegentool from here](#). You will get a .zip file – uncompress it to your local folder.
2. Open command-prompt and navigate to this local folder. Run the command -

*Folder-where-kindlegen-tool-is-copied>*kindlegen.exe

This will display the help information to use the tool.

To create .mobi file simply run the command kindlegen again with path to the .htm file created previously.

Folder-where-kindlegen-tool-is-copied>kindlegen {path-to-htm-file}



```
C:\Windows\system32\cmd.exe
D:\1-shivmv\1-passive\0.1 PMESN\0-products\kindlegen_win32_v2_9>kindlegen D:\ground\kindle-author-by-chance.htm

*****
Amazon kindlegen(Windows) V2.9 build 1029-0897292
A command line e-book compiler
Copyright Amazon.com and its Affiliates 2014
*****

Info(prcgen):I1047: Added metadata dc:Title "kindle-author-by-chance"
Info(prcgen):I1002: Parsing files 0000002
Info(cssparser):I10012: @font-face should have both font-family and src declaration. Check the font face declaration in the css style: "D:\ground\kindle-author-by-chance.htm"
Info(cssparser):I10004: @rules other than @import, @charset and @font-face are not supported.
Info(prcgen):I1013: Building PRC file
Info(prcgen):I1006: Resolving hyperlinks
Warning(prcgen):W14016: Cover not specified
Info(prcgen):I1043: Computing UNICODE ranges used in the book
Info(prcgen):I1046: Found UNICODE range: Basic Latin [20..7E]
Info(prcgen):I1046: Found UNICODE range: General Punctuation - Windows 1252 [2018..201A]
Info(prcgen):I1046: Found UNICODE range: Latin-1 Supplement [A0..FF]
Info(prcgen):I1017: Building PRC file, record count: 0000047
Info(prcgen):I1039: Final stats - text compressed to (in % of original size): 39.41%
Info(prcgen):I1040: The document identifier is: "kindle-author-by-chance"
Info(prcgen):I1041: The file format version is V5
Info(prcgen):I1031: Saving PRC file
Info(prcgen):I1033: PRC built with WARNINGS!
Info(prcgen):I1016: Building enhanced PRC file
Info(prcgen):I1007: Resolving mediaidlinks
Info(prcgen):I1011: Writing mediaidlinks
Info(prcgen):I1009: Resolving guide items
Info(prcgen):I1017: Building PRC file, record count: 0000064
Info(prcgen):I1039: Final stats - text compressed to (in % of original size): 39.32%
Info(prcgen):I1041: The file format version is V8
Info(prcgen):I1032: PRC built successfully
Info(prcgen):I15000: Approximate Standard Mobi Deliverable file size : 0000445KB
Info(prcgen):I15001: Approximate KF8 Deliverable file size : 0000473KB
Info(prcgen):I1037: Mobi file built with WARNINGS!

D:\1-shivmv\1-passive\0.1 PMESN\0-products\kindlegen_win32_v2_9>
```

Figure 14: Run Amazon's kindlegen tool to create .mobi file

You will get a warning (as shown in the image) that the Cover is not specified. Please ignore this warning, because KDP does not want you to include cover image in the manuscript. You will upload cover image separately while publishing the book.

Now you have a .mobi file. This is what is referred to as 'Kindle file'. This is what you will upload in KDP platform.

KDP accepts other formats such as HTML and pdf file format as well, but they are a bit tedious. Moreover, Kindle Support team recommended that I use .mobi file and so I recommend that you do the same.

[This Amazon page contains help for Kindle manuscript.](#)

Previewing

Previewing is a very important step. Kindle devices come in different sizes and you need to make sure that your book is readable on all of them.

Download Kindle Previewer tool ([from here](#)) and view your book in different Kindle devices. Previewer tool lets you preview your book on Kindle e-Ink devices (Kindle Voyage and Kindle DX) and Kindle Fire devices (Fire HD, Fire HDX, Fire HDX 8.9"). When you choose Kindle for iOS option, the previewer creates .azk file. You can copy this file into iOS device to view how your book looks on 'Kindle for iPad' reader app or 'Kindle for iPhone' reader app.

If you don't have an iOS device don't let this block you. Do that step in later days when you can get hold of an iOS device.

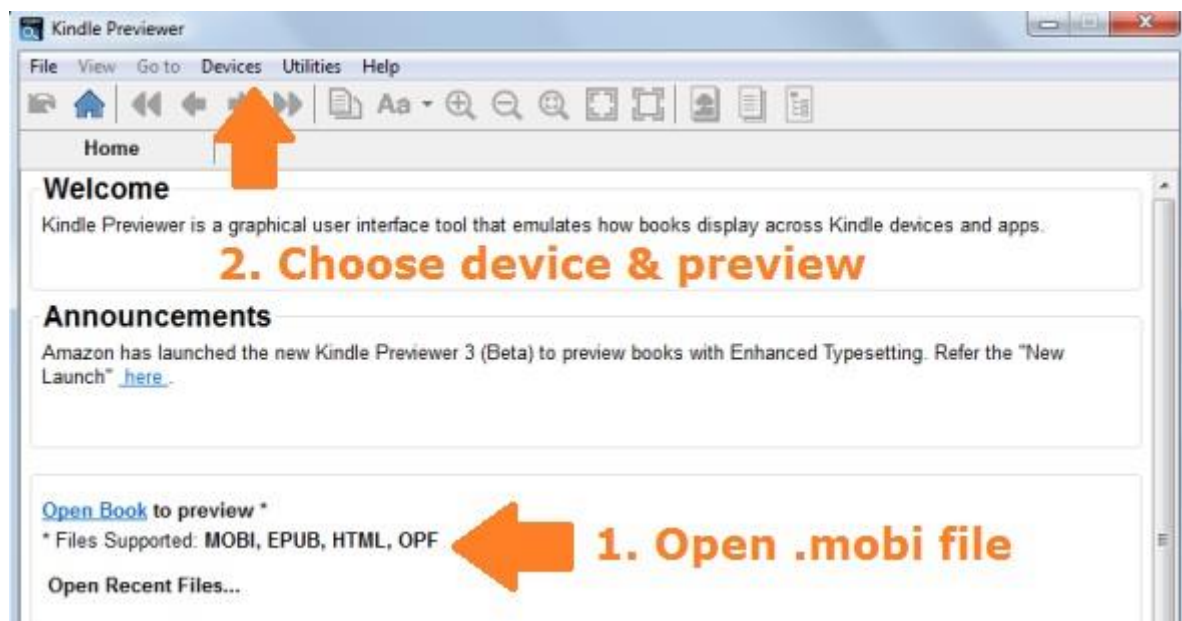


Figure 15: Use KDP Previewer tool to make sure that book looks good on all Kindle devices

Previewing helps you see if your book has any rendering issues of font or images on any of the Kindle devices. Do take the time to verify this.

b. Now, before uploading the file you need to have the metadata ready.

Metadata?

It's the information about your book. Metadata includes the following –

- Title, Subtitle (optional)
- Series name (optional)
- Publisher (optional)
- Description
- Categories
- Up to 7 keywords

KDP requires you to provide this information while publishing your book.

Good metadata is crucial for the success of your book. Much of this data is either used by KDP to show your book in Amazon search results (keywords) or seen by potential customers to make a purchase decision. Therefore this section deserves a good amount of time to be spent.

Let me share my tips to create metadata for giving your book best chance at KDP marketplace.

Title & subtitle

“The headlines which work best are those that promise the reader a benefit.”

— *David Ogilvy, Ogilvy on Advertising*

The title should be powerful, benefit driven and simple – its job is to entice people to click to find more about the book. It should be able to pique curiosity in the reader to know more.

Take a look at best sellers in any genre to get the idea. Yes, you guessed it right – your market research spreadsheet already has examples. Just follow the same pattern.

Use a subtitle to provide a bit more information about the benefit your reader will get from the book. This can convey another benefit, expand on the idea given by the title, or make a promise (that the book will fulfill).

If you refer to a pain in the title, refer to the gain in the sub-title and vice versa!

Doing this right (highlight benefits) is going to increase your book sales tremendously, especially if your book is low priced.

Series name

Provide this if you wish to publish more than one book on your topic. Grouping books together in a series has the following benefits:

- Gives you an opportunity to include more keywords in series name
- You can cross sell one book from the other

Publisher name

If you leave this blank Amazon will put its name as publisher. You can put your own name as well.

Generate conversion optimized description

Many authors simply write a bad description and kill sales. Don't do that mistake.

Like I said in the first book of this series, Kindle readers are impulsive buyers, if your price is low enough, they'll not mind buying it to see if the book is worth it.

Here's a description format that is optimized for conversion. This will increase chances that a casual visitor will read your complete description. This will increase the odds that he'd be interested in your book, and if the price is right, go ahead with the purchase.

Note – I have included a conversion-optimized book description template along with an example in the Kindle Writer's Toolkit that you can download towards the end of this book. With this, you can create your description under 15 minutes!

- *Title* – highlighting the primary benefit of the book. Can be catchy, rhyming, or plain simple. Don't keep this abstract or clever.
- *Sub-title* – entice readers to read further into description

- *Problem description* – what is the problem your book is trying to solve? Write this in a visually compelling way.
- *Solution description* – what is the exact solution your book is offering? Write the WHAT part of the solution here, making the want to purchase and see the HOW part.
- *Solution benefits* – list the benefits your reader will get from the book, resist describing the what/how here. Focus on the end result.
- *Social proof* – add testimonials from other people that have read your book. You may choose to give your book copy free to interested people before publishing it and collect testimonials that you can use here. Here too, make sure they highlight benefits received from your book.
- *Call to action* – remind your reader to pick up your book now.

You are allowed to use few simple HTML tags such as h1 and h2 tag, bold tag, italics etc. Get online help from a site like [W3Schools \(tap here\)](#) if you want to include HTML tags in your description.

Categories

KDP allows you to choose two relevant categories while publishing your book. During market research, you would have noted down relevant categories for your book. If not, no worries – visit the best seller books on KDP platform for your book’s topic and note their categories. Choose 2 most suitable ones for your book.

Keywords

Now, pick the top 7 keywords that you have noted in the market research spreadsheet for your niche. Just make sure that you don’t repeat the keywords from title or sub-title here.

Make use of the keywords from your market research in your title, sub-title, name of the series, and description.

These keywords get your book into search results that readers search for.

Again, if you haven't done the detailed market research you can easily find the keywords by looking at the best seller list in your niche.

Here's another tip – type in the keywords into Amazon's search box and look at the suggested phrases. These are the exact keywords that readers are using to find books. These help readers discover your book easily!

Include relevant ones in your title, subtitle or description.

c. With this, you are ready to upload your book to KDP platform.

Note – based on when you use this information the flow you see on KDP site could differ slightly (Amazon updates from time to time) -

- Log into <https://kdp.amazon.com/>
- Click on 'Create a new title'
- On the first page, you will find placeholder for metadata.
- The first option would be the option to enroll in KDP Select program. If you want to enroll the book in Kindle Select program then check the checkbox (which I highly recommend). I'll explain more in the next section.
- Enter the metadata you have prepared earlier.
- Enter your name as Author in the Book Contributors section.
- Choose the best two categories that you think your book belongs to (KDP staff will adjust the categories based on their logic).
- Upload your cover image – it will take a minute or so for the image to upload and show in the same section
- Next, keep the 'Do not enable digital rights management' option checked and upload your .mobi file
- It will take a minute or so and you'll see the message that file is successfully uploaded.

- Next, you can either preview the file using 'Preview book' button right there. Alternately, you can download previewer application for Windows or Mac right there and view your .mobi file in it. Preview is an important step because this will give you a chance to see how your book looks on various Kindle devices.
- Click on 'Save and Continue' button
- The next page will let you enter Pricing details
- Choose your royalty bucket (35% or 70%) and price of the book. It is best to keep the similar price as the best sellers you've noted in your market research. You can always increase/decrease and see at what price point you get more sales. Leave other options untouched.
- Click on the last check box to confirm terms and conditions, and click on 'Save and Publish' button. Saying a prayer is an optional step here. Just kidding. I always say mine.

That's it!

It takes about 12 hours (mostly less than this) for the title to go live on KDP platform.

You will get a notification email when the title goes live.

It is time to celebrate!

A word on Preview here –

I decided to buy a Kindle device just to check physically that my books look right. I chose to buy the basic one because if the book looks good on it, we can reasonably be sure that it looks better on high-end Kindle devices.

This could be an excuse for you to buy a Kindle device that you always wanted.

Psst..if you get yourself a subscription to Kindle Unlimited, you can read most of the best sellers of your niche (the ones enrolled in

Kindle Select program) for free! Get your market research on steroids!

Chapter 8 - How to Promote your book!

By Monday morning you should get the notification email from KDP that your book is live now.

Next few days are important to get BANG for your bucks.

Let me share few marketing strategies you can employ almost as soon as your book is live.

One of the strategies to get your book to many people is to enroll your book in Kindle Select and **opt for free promotion days** - right at the beginning. You may choose to keep it for 5 days at a stretch, or less. I usually keep for 2-3 days at the beginning, and again after a month and a half or so to get the book to climb up the ranklist again.

It is seen that when hundreds of free copies are downloaded it will have a positive ranking effect even when your book becomes paid again.

Your book will reach wider audience, your brand will expand, your paid rankings will be influenced, and biggest advantage is:

Amazon will promote your book in multiple ways.

It lists your book in Kindle Unlimited page.

It sends out emails to readers who have bought books similar to yours; it recommends your book to Kindle Unlimited subscribers; it shows your book along when readers view other similar books on Amazon. And then some more.

You can also opt for Kindle Countdown deal.

This is another promotional type that KDP offers you to increase sales. This is good for books with a higher price so that when you give a discount, it looks like a steal.

Kindle Countdown Deals

Limited-time discounts on Kindle-exclusive books

Featured Authors



Sixth Cycle

★★★★★ (148)

List price: \$12.99

Kindle price: \$2.99



Marco

★★★★★ (251)

List price: \$18.99

Kindle price: \$3.98



Split Second

★★★★★ (1,359)

List price: \$13.50

Kindle price: \$5.97

Now the discount price looks like a steal!

Figure16: Use Kindle Countdown Days to promote high-priced books

How do you spread the word about your book?

You basically let people know that you have just released your first Kindle book and they can download it for free.

Ask them to leave an honest review if they liked the book. More the positive reviews you have more sales can you expect. Also, few promotional sites that promote your book to their readers require you to have a certain number of 5-star ratings.

Note – never ask for a review in exchange for some benefit. KDP strictly opposes such move and may delete the books if it finds out. The best policy is to request people to leave an honest review. If they have received a free copy from you for the sake of reading it

and writing a review, it is better for them to just mention in the review that they got a copy of the book.

a. Add your book to authorcentral page

When your book goes live you will get ASIN. Amazon Standard Identification Number, ASIN for short, is the unique number for your Kindle book. This is similar to ISBN given to traditionally published books.

Log into your <http://authorcentral.amazon.com/> account, add the book to your profile by searching by the ASIN.

b. Update on your author-site

Write a blog post, add the details to your home page – anything you can do to announce that your book is released!

We went over these marketing assets in the first book of this series. If you don't already have your author-site here's I've explained how I can set up your site in the last section.

Highlight the fact that they can get your book for free with a link to KDP book page.

c. Update your Facebook author profile

Write an announcement, update your profile image. Leave a link to your book page on KDP. Highlight the fact that they can get your book for free!

d. Friends, family, network

Most likely this will not get your book to tons of target audience like some of the other promotional methods. But hey, your friends and family will feel proud that you are a published author now!

I send a message with a book-page link to my father-in-law each time I release a new book. :-)

You probably have many WhatsApp groups on your Smartphone. Let them all know about your new status – Amazon published author. Send them the link to your Kindle book page.

Some of them may be your target audience, based on the niche you are in.

e. Let it appear in your day-to-day transactions

Add as your email signature, messenger status message, WhatsApp profile message, Forum signature, Skype profile message, all social network profiles – everywhere you can.

f. Promote your books on forums and blogs in your niche

Where do you find blogs and forums specific to your niche?

In your Market research document.

You have already done the hard work of finding these sites (with some cool techniques explained in first book of this series ‘Author By Chance’. But you can’t just go in there and leave your link – it will look like you are using those forums for your promotion.

If not done yet, here’s how you do it -simply run Google search for ‘top blogs in {niche-name}’ and ‘top forums in {niche-name}’ respectively to find these sites. For most of the forums, you will need to a membership in order to leave comments, usually with a free registration.

What you do is find a context. Find a question, section, or comment that talks about the problem your book solves. Add in a genuine comment in the thread and direct them to your book ‘for more information’.

Another way is to add your book name and link to your signature, especially in forums. These will append your signature whenever you leave a reply to a question.

g. Quora.com

Quora.com is so useful that it needs mention as a separate point in this list. In the [first book of this series](#), you would have created an account in Quora.com and opted for certain categories.

Start looking for questions for which your book has an answer. Pull out a relevant paragraph from the book and provide your answer. Also, mention that more information can be found in the book, with the link to Amazon's book sale page.

Quora will also start sending you emails whenever someone asks you for an answer. Do not let go of this opportunity if you can answer the question.

Regularly answering questions on Quora will help you build your brand, get warn traffic to your author-site and potentially get you many customers.

h. Get reviews for your book

Reviews are a proven way to get more reach on Kindle platform. As you start spreading the word about the Free download of your book (Kindle Select free days) add a request to leave an honest review if they liked the book.

The majority of readers look at reviews to make a purchase decision. With a few good reviews in place, your sales will naturally increase.

i. Request a review at the end of your book.

Once your book is published and available in KDP platform, submit it again. This time add a section at the end of the book asking your reader to leave an honest review if they liked the book. Add a link to your book's KDP page and indicate that they need to click on 'Write

a customer review' button. Leaving explicit instructions are seen to increase conversion.

j. Share on Kindle book lovers' sites

Many such sites and facebook groups will announce only free books, some will announce when book price is \$0.99 and some will announce only when the book prices is less than \$2.99.

You will need to register in some of these sites. Few promotional sites require you to have a certain number of 5-star ratings. Some offer paid promotions. Some of these require you to register your book at least few days before your free-days begin. So survey them before publishing your book to register accordingly. Some of these sites even allow you to submit to a bunch of sites right from there.

I have not used every one of them, so use your judgment while applying there.

Here's a list of sites to announce your free promotion of the book. This is not a comprehensive list; there are certainly other sites that allow you to promote your Kindle book to their audience.

Please study each of these, as some of them need you to register few days before the 'free' days begin, some need you to register your book on the very same day as 'free' day.

- <http://indiebookoftheday.com/authors/free-on-kindle-listing/>
- <http://authormarketingclub.com/members/submit-your-book/>
- <http://discountbookman.com/book-promotion/>
- <http://awesomegang.com/submit-your-book/>
- <http://ebookshabit.com/for-authors/>
- <http://igniteyourbook.com/free-ebook-submission/>
- <http://bookpinning.com/?sws=home/submit-book>
- <http://snickslist.com/books/place-ad/>
- <http://www.theereadercafe.com/p/authors.html>
- <http://mybookplace.net>
- <http://bookgoodies.com/submit-your-free-kindle-days/>

- <http://www.frugal-freebies.com/p/submit-freebie.html>
- <http://www.freebookdude.com/p/list-your-free-book.html>
- <http://itswritenow.com/submit-your-book/>
- <http://www.freebookshub.com/authors/>
- <http://www.justkindlebooks.com/submit-your-book/>

To publish ON THE DAY of free promotion –

- <https://www.facebook.com/FreeEbooksDownloads>
- <https://www.facebook.com/groups/FreeEbooksGroup/>
- <https://www.facebook.com/groups/freebkrus/>
- <https://www.facebook.com/groups/FreeEbooksGroup/?fref=ts>
- <https://www.facebook.com/groups/126168734223817/>
- <https://www.facebook.com/groups/FreeTodayOnAmazon/?fref=ts>
- <http://addictedtoebooks.com/free>
- <http://www.freebookclub.org/kindle-books/book-submissions/>
- <http://snickslist.com/books/place-ad/>
- <http://www.freebookclub.org/kindle-books/book-submissions/>
- <http://addictedtoebooks.com/free>
- <http://www.ereaderiq.com/contact/>
- <http://www.bestebooksworld.com/addlinks.asp>
- <http://www.peoplereads.com/list-your-ebook>

Here's a list of sites that allow you to promote \$0.99 books –

- <https://www.facebook.com/groups/kindle.countdown.0.99.deals/>
- <http://hotzippy.net/feature-your-book.html/>
- <https://www.facebook.com/groups/324474741072693/>
- <https://www.facebook.com/groups/730668353688477/>
- <https://www.facebook.com/groups/622346831204714/> - reviews
- <https://www.facebook.com/groups/328837320598026/>
- <https://www.facebook.com/groups/99centsebookreview/> - get reviews
- <http://kindle99centbooks.com/>
- <https://www.facebook.com/Kindle-99-Cent-Books-169367933080868/?fref=ts>

- <https://www.facebook.com/groups/99cents/>
- <https://www.facebook.com/Kindle99cents/?fref=ts>
- <http://www.thefussylibrarian.com/for-authors/making-book-marketing-easier/>
- <https://www.facebook.com/groups/444695995585913/>
- <https://www.facebook.com/groups/GetMePublished/>
- <https://www.facebook.com/groups/1577441379149696/?fref=nf>
- <http://nobleauthors.com/register.php>
- <http://ebookshabit.com/for-authors/>
- <https://docs.google.com/forms/d/1DlL2gaFaDtcTbjZSTE-zsGD4HOvHRccShMyycCgqfGs/viewform>
- <http://bookloversheaven.com/authors/>
- <http://www.peoplereads.com/list-your-ebook>
- <http://readingdeals.com/submit-ebook/free>
- <https://www.facebook.com/weloveebooks>
- <http://www.worldliterarycafe.com/user/login?destination=node%2F42>

These sites allow you to promote \$2.99 books –

- <http://bookgoodies.com/bargain-books/>
- <http://ebookshabit.com/for-authors/>
- <https://docs.google.com/forms/d/1DlL2gaFaDtcTbjZSTE-zsGD4HOvHRccShMyycCgqfGs/viewform/>
- <http://bookloversheaven.com/authors/>
- <http://www.peoplereads.com/list-your-ebook/>
- <http://readingdeals.com/submit-ebook/free>
- <https://www.facebook.com/weloveebooks>

Chapter 9 - Frequently Asked Questions

Here are few things that work for me, and I believe will help any first time (or fairly new) author. I've covered it in terms of a Q&A, just so some of the questions may resonate with you and provide you the solutions for any perceived blockers.

Q1. I don't have a consistent 'voice' in my writing. What should I do to make sure the same style of writing is reflected throughout my book?

A: It takes several years for authors to develop their own style. And I believe they develop that after studying many of other successful authors, especially the ones they admire - we all get influenced by leaders we admire in our niche, and consciously or otherwise we tend to ape them.

The shortcut I find is this - pick up the book of your favorite author and start reading it. You'll tend to catch a drift of their style. Once you feel that, keep the book aside and start writing the piece of your book. More often than not you'll get into a flow. Write a paragraph, a page, a chapter - anything. Continue this as long as you can. Then go back to reading the book.

My favorite author writes fiction books and his books are page turners. I enjoy his 'conversational' style of writing, which I find works in most of the niche, and that is what I believe dictates my style of writing.

Q2: I never seem to get things to completion. No matter how much I do, I still feel there is more to do.

A: We all feel the same way. The more you think about it, the more you feel the need to add - until you reach a point where you begin to question the very purpose of the book. This has happened to me. And it still does.

The solution is to apply Pareto's 80-20 principle.

Which in simple terms means that '80% of our results are due to 20% of our actions'.

This is what this book helps you to do.

Follow the steps given in this book and knock off the book in a weekend. Focus only on 20% of effort that gets 80% of results. Do not aim for perfection. Perfection is divine. One may aim for it but never reach it. So better focus on Mr. Pareto!

Q3: I don't know where to start.

A: Starting trouble. Blank page syndrome. Whatever you call it, most of the writers, if not all, face this. The solution is to consider writing exercise not as a linear exercise, but like an artist creating art. It is not about writing a perfect book, it's about crafting a book that has a lot of value to your reader.

The method given in this book helps you do this.

Consider how a Potter makes a vase -

A potter throws kneaded clay on the wheel - this will be your first draft of the book. Messy. You'll hate it. It's okay.

Then the Potter centers the clay and with the wheel spinning slowly he starts to shape it - this would be you adding pictures and illustrations, tables, and such. Give your draft a better shape.

With the wheel starts spinning with moderate speed, the Potter now starts shaping the clay mound into the shape of a vase. This is

proofreading - you adding clarity to difficult points, rewriting some of the paragraphs to make the language simpler and replacing of the right words and so on.

Finally, as the wheel spins faster, Potter gives it finer shape and smoothness. This would be the finer adjustments to your script, getting it ready for publishing.

This may not be the best of the examples to visualize the process - but you get the drift. :)

Q4: What about "writer's block"?

A: If you follow the method given in this book, the chances of getting a writer's block are pretty remote. If you don't know what a 'writer's block' is, just don't bother. :)

What's next?

At this stage you have:

- Identified goldmine niche
- Understood your target readers' top problems
- Created your first book for the top-most problem
- Published your book!
- Promoted your book to increase sales

I trust by now you have **emailed me sharing the good news that you have become a published author, along with the book link**. If you are in Kindle Select free days, I'll download your book and **leave my honest review on Amazon**.

Here is what you can do as soon as you publish your book on KDP. **Put together your author journey in at least 500-700 words in an interview format** (that I send you) and email to me. I'll publish your interview on my blog with a link back to your author-site.

This will help you:

- Build you visibility in author circles
- Grow your brand
- Increase your site ranking (SEO perspective) in Google's eyes
- Get traffic to your author site/blog
- Get you more sales!

You probably recall what we said earlier -

Kindle Publishing Success is 20% Writing and 80% Marketing.

With the same book that you have now, you can keep on increasing your income by implementing more and more marketing techniques.

Imagine what kind of portfolio you can build by having few books and an amazing set of marketing techniques!

This is where you go from having one book, to having a true blue business that makes MASSIVE PASSIVE INCOME (the all-caps is intended to communicate the potential for money your business can earn!).

The next book of this series teaches you those secrets, some of which are:

- How to **engineer a best seller!** If you can hit bestseller #1 position it can be a HUGE marketing asset for you. I'll reveal the techniques to get your book to bestseller #1 position, in not just one but hopefully all the 3 categories that the book gets listed in.
- A cool technique to get the **BEST price for your books** – never ever sell for less than what it is worth.
- How to **do free marketing** all over the internet, and let the traffic flow to your author-site and your book pages, ringing in cash register.
- One cool technique to **increase your earnings from existing books by 10-20% without really doing anything at all!**
- How to **build a portfolio of books** and help each other sell more.
- How to **build an army of hungry readers that are waiting to lap up your next book** as soon as it is out.
- A different business model to increase your **back-end earnings to as much as 10 to 20 times** compared to your book price!
- Marketing techniques to get **more target customers to land on your book pages directly and buy them.**
- How to get **Amazon to do MORE FREE marketing for you** – just by requesting using this technique!
- How to publish high-demand books **without even writing yourself and keep 100% profits!**
- And much more..

You are probably familiar with Pareto's 80-20 principle, which states that we get 80% of results from mere 20% of efforts.

We already saw that success with Kindle publishing business is 20% Writing and 80% Marketing. If you kept increasing marketing efforts you can keep earning more from existing books, without writing more books.

The next book in this series shows you 20% of *that* marketing that gives you 80% of *those* results!

Just pause for a moment and read that sentence again. There is Nirvana hidden there.

This is where you take your Kindle business on steroids. Even if you implemented one simple marketing technique given there each week – imagine where it would take your business 6 months from now!

[Click here to grab a copy of the book.](#)



Let me extend you a special invite to join the core Kindle **entrepreneur mastermind group on Facebook**. This is offered to only a few action-takers that I can work closely to help succeed.

[Click here to send me your joining request.](#)

Download Kindle Writer's Toolkit

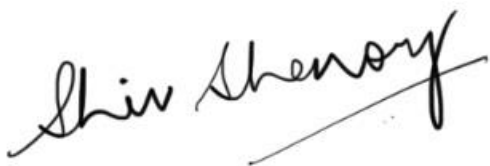
Kindle writer's toolkit consists of the following:

- Kindle book template – this is preformatted Word template you can use. Fill the relevant sections with content and delete unwanted ones. Do perform the formatting step as explained.
- Complete Kindle book structure – this outlines all possible components of a Kindle Best Seller book from the perspective of maximizing your book revenue. Choose the components that you wish to keep for your book and include them in the Kindle book template above, and start writing your book!
- Kindle book description template – this is the conversion optimized structure for generating a description for your book. Simply fill in the sections as per given tips and you will have a scintillating description ready.
- Weekend book writing checklist – a checklist that helps you to track every step and ensures you progress without any hiccups.

[Please download Kindle Writer's Toolkit from this link.](#)

Should you need any help or have any feedback or suggestions please write to me at Shiv@MyPassiveIncomeEducation.com

To your stupendous success,

A handwritten signature in black ink that reads "Shiv Shenoy". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the name.

PS: Oh, and yes, if you found the content in this book to be useful do leave an honest review on Amazon by clicking 'Write a product review' button [on this page](#).

If any of your friends is looking to publish a Kindle book or is looking to earn passive income on the sides, I'd appreciate if you can [share this book link with them.](#)

I appreciate you!

Thank you, my beta-readers!

When I decided to write this book series, I announced a beta-reader program on [MyPIE blog](#) and invited people to join. These were from the target audience of this series – budding online entrepreneurs that want to leverage Kindle publishing platform to build their own passive income generating business. They would do this by spending few hours a week while working full time in their day-job or business.

They were very generous with their time and gave me valuable feedback to refine this book so that is easy to for you to consume and implement the steps to build your own business.

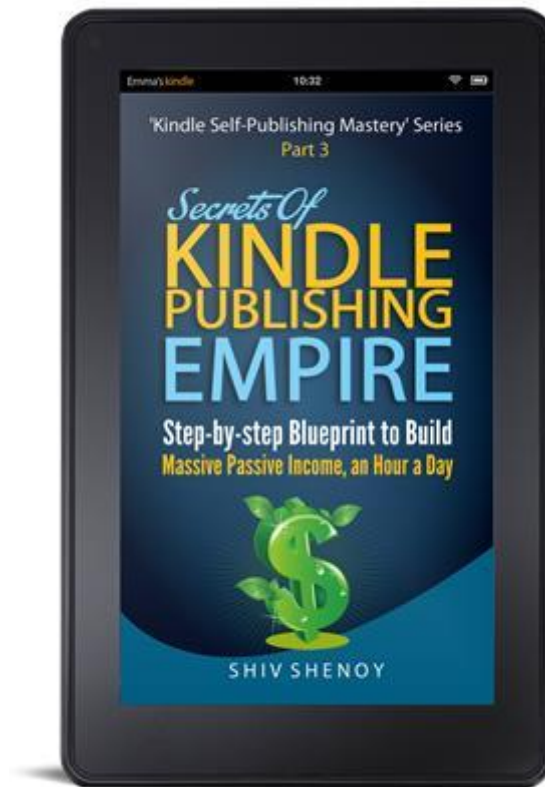
My heartfelt note of thanks goes out to –

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..for your support, and your commitment to succeed in your Kindle publishing business.

Other books in this series

[Secrets of Kindle Publishing Empire: Step-by-step Blueprint to Build Massive Passive Income, an Hour a Day](#)



‘Secrets Of Kindle Publishing Empire’ is the concluding part of this book series, which reveals all the techniques and strategies to take your business to the next level.

About the Author



Shiv Shenoy has worked over 15+ years in technical, managerial and mentoring roles with Software Services and Product Development companies in Enterprise, Web and Mobility domains.

In 2012 owing to a moment of clarity on a hospital bed, Shiv decided to quit the job and take the entrepreneurial plunge. He runs three online businesses and helps people reach their career and financial goals through project management and digital marketing coaching.

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