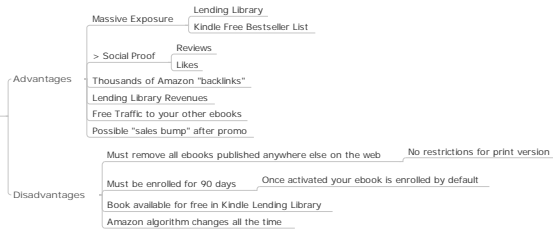


KDP Select Secrets

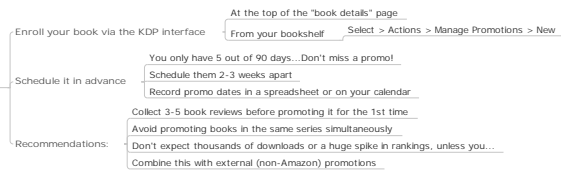
What is KDP Select?



What's at stake for Kindle publishers?



How to set up your promotions



Optimize your ebook

Title
Cover
Reviews
Formatting/editing
Internal links

Publish more books

Books sell books! (proliferators win)
Get more "Amazon backlinks"
Get more embedded ebook links
Increase your exposure in the marketplace
Increase your readership
Brand yourself and your books
More books = More cross-selling opportunities

Dynamic Pricing

Don't be too proud to sell your book for \$.99 if:
the first in a series
Shorter ebooks
in a smaller (limited) market
you're targeting a smaller audience
you're "unknown" and looking to build your platform

"Riding the wave" of Kindle ebook ranking (see video)
Allows you to optimize your royalties and ranking

Buy low...sell high
"Buy readers" at \$.99 when rankings fall
Promo your book
"Cash in" at \$2.99 (or greater) price point when your book plateaus
give people a different pricing profiles...think they are getting a deal at \$.99
alternate/rotate/test your book prices

How to get the most out of KDP Select (SECRET SAUCE)

