

10 Days
to
RAPID
Kindle
Riches



10 DAYS TO RAPID KINDLE RICHES

THE ULTIMATE BLUEPRINT TO AMAZON DOMINANCE

Michael Balmaceda

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This guide does not guarantee earnings potential in any way shape or form. The sole purpose of this guide is to give the reader a general understanding of the kindle publishing industry. The guide will not make you money itself.

All methods and ideas in the guide are for information purposes only.

10 DAYS TO RAPID KINDLE RICHES

THE ULTIMATE BLUEPRINT TO AMAZON DOMINANCE

INTRODUCTION

Welcome to my ten day challenge to become the self-made, wealthy individual that you've always wanted to become.

First off, I urge you to realize the potential of passive income streams; those streams that flow with money after you put in the hard work once. There is a huge difference between people who make money through passive income streams and linear income streams. That difference is the coveted time that you would 'waste' day by day earning a salary or wage.

That time, which you will be able to earn after my ten day challenge, is ultimately the ideal reward of my challenge along with a constant, solid chunk of money to spend during your newfound free time.

My name is **Mike** and I will be coaching you along the way on your road, or better yet speedway, to success.

.....But Mike, where do I start?

The answer is simple!

You will start where many successful internet marketers are starting and making money daily, the Amazon Kindle Platform.

These prosperous marketers realize that Amazon has millions and millions of visitors daily which offers to them the ability to receive a generous amount of traffic if they know how to promote and maintain the books they create.

Remember how I mentioned passive income in the overview?

Well, imagine creating one-hundred books, which actually is an obtainable amount of books to create in a couple years or even months' time. The beautiful part about having this many books is that each of them will promote each other which leads to not only passive, but passive and exponential income as you produce more and more books.

I'm going to cut straight to the point and tell you that if you follow my plan you will make money.

Most likely, you will fail at first if you do not follow my guide. I've started "solo" in Kindle without a guide similar to this one to guide me. I've failed in many dormant niches and have learned from those mistakes. This guide will serve as a teaching, outlining all of the successful methods that have worked for me in my years with kindle and publishing.

The solution to this is to just keep creating more and more books!

The real money starts rolling in not when you have one book, but many books that grab traffic who have their wallet already open to your other books. Many people will write a book to spread a message (which I am encourage!), but I'm going to teach you how to do that, and how to make good money with "no bs" or fluff.

Currently, one of the best, easiest markets to write in is the Children's books market.

These books are simple and significantly cheaper to create than any other book. Not only do these books sell, but this cheap creation cost allows beginners to dabble in the field of publishing with low risk.

An example of an easy children's book to create is a fun fact book. Getting a book of one hundred or so facts on a topic is extremely easy and can be enhanced with cheap, captivating stock photos that kids love. These pictures not only raise the page count of the book, but they add *value* which should be a fundamental asset in all of your books. The opportunities are endless as you practically force Amazon to sell your books for you as long as they are high quality!

I encourage you to act on this lucrative line of business and to start now!

The longer you wait, the longer you will regret not earning all of the money you could have if you started earlier..... Trust me.

DAY 1

NICHE MARKET RESEARCH

Welcome to day one, it's time to get started.

Creating a book starts with the absolutely necessary market research that all publishers go through. This research encompasses finding your niche, or where your books will fit in among the thousands of books created daily on Amazon.

You need to ask yourself what topics you think you would enjoy writing about and what knowledge do you have that could potentially help people. This will help you learn something in the process and to **ENJOY this publishing process.**

In our case, we are talking about finding what topics you enjoy that you could convey knowledge or a story to children about while being positive in your books ability to sell.

One example of a series I created for children which had to do with my love of nature was a fun fact book on different animals around the world that I knew would sell to not only the children who love nature but the parents who are buying the books for the kids.

During your research, which I will take you through in a minute, I urge you to think and act on the idea that gives you a spark.

By this, I mean it is in your hands to follow your gut and get to work on an idea when you know it has potential to sell. I cannot do this for you, but I sure can show you how to become great at it as long as you put in the work.

First you need to go to Amazons website and click on the Kindle eBooks button which should then lead to a page that you should click the “Best sellers” button.

You want to look at the best sellers because these are the books that sell. This is exactly what we want and Amazon essentially puts the ideas that you can write about in your face.

- Now, click “Children’s eBooks” on the left hand side. You now should see a hefty amount of categories that you can write in. While browsing these categories, look at the top 20 books selling in each of the subcategories.
- One should eventually catch your eye if it is something you would enjoy reading and writing about. Once a book reels you in, you need to click on that ‘interesting’ book and scroll down to see if the paid rank of the book is 25,000 or below. This means that the subcategory is popular and (most likely) the topic of writing is one that could be copied.

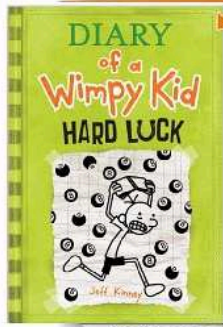
TIP: On Kindle, mocking successful ideas is a fruitful strategy.

While mocking is a good strategy, it can be made more effective if you focus on categories that will have people coming back for more and more information. Essentially, creating a series is the best way to go although it is not necessary.

Make sure to check reviews!

- Model books that get good reviews and fix what customers are saying is wrong with the book if a bad review is received!

Click to **LOOK INSIDE!**



kindle edition

Click to open expanded view

[Share your own customer images](#)

Start reading *Diary of a Wimpy Kid: Hard Luck* on your Kindle

Diary of a Wimpy Kid: Hard Luck: 8 [Kindle Edition]

[Jeff Kinney](#) (Author) ☒

★★★★★ ☒ (921 customer reviews) ←

Digital List Price: ~~\$13.95~~ What's this? ☒
 Print List Price: ~~\$13.95~~
 Kindle Price: **\$6.63**
 You Save: **\$7.32 (52%)**

- Length: 226 pages (Contains Real Page Numbers) ☒
- Available only on these devices ☒
- Due to its large file size, this book may take longer to download
- Don't have a Kindle? [Get your Kindle here.](#)

Formats	Amazon Price	New from	Used from
Kindle Edition	\$6.63	--	--
Hardcover	\$6.98	\$5.74	\$6.65
Paperback	--	\$8.99	\$9.99
Audio, CD, Audiobook, Unabridged	\$14.39	\$14.39	--
Audible Audio Edition, Unabridged	\$14.95 or Free with Audible 30-day free trial		

This is an example of your ideal 4.5-5 star rating that you should look for.

Whenever a book catches your eye, write down the main topic/idea in that book.

Do this for 2-4 books in order to come up with a book which has a central topic of combined best-selling ideas.

- Now that you have your idea, spend the rest of the day jotting down any extra ideas or compelling thoughts that you feel absolutely make the book *that* much better.

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Any Department

Kindle Store

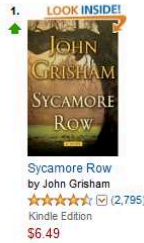
Kindle eBooks

Arts & Photography
Biographies & Memoirs
Business & Investing
Children's eBooks
Comics & Graphic Novels
Computers & Technology
Cookbooks, Food & Wine
Crafts, Hobbies & Home
Education & Reference
Gay & Lesbian
Health, Fitness & Dieting
History
Humor & Entertainment
Literature & Fiction
Mystery, Thriller & Suspense
Nonfiction
Parenting & Relationships
Politics & Social Sciences
Professional & Technical
Religion & Spirituality
Romance
Science & Math
Science Fiction & Fantasy
Self-Help
Sports & Outdoors
Teen & Young Adult
Travel
Foreign Languages

Best Sellers in Kindle eBooks

Top 100 Paid

Top 100 Free



Product Details

File Size: 2708 KB

Print Length: 24 pages

Publisher: Two Lions (December 4, 2012)

Sold by: Amazon Digital Services, Inc.

Language: English

ASIN: B008SGJDC4

Text-to-Speech: Not enabled ☒

X-Ray: Not Enabled ☒

Lending: Enabled

Amazon Best Sellers Rank: #4,309 Paid in Kindle Store ([See Top 100](#))

#1 in [Books](#) > [Children's Books](#) > [Education & Reference](#) > [Scienc](#)

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Children's eBooks](#) > [Growin](#)

#2 in [Kindle Store](#) > [Kindle eBooks](#) > [Children's eBooks](#) > [Scienc](#)

Did we miss any relevant features for this product? [Tell us what we m](#)

Would you like to [give feedback on images](#) or [tell us about a lower](#)

DAY 2

GHOSTWRITING & OUTSOURCING

By now you should have an idea that you are confident will sell and that is unique in the aspect that it combines best-selling ideas that haven't been combined before. By combining these ideas you are able to rank highly in overlapping categories while also grabbing double the traffic as opposed to having only one best-selling idea. Now, it's time to expand on these ideas.

For me, as a kid, I was always taught that brainstorming and coming up with a rough draft of a table of contents was the best way to start any writing project or activity. It's the same when it comes to creating best-selling books that will make you thousands while being a direct representation to others of what type of quality books you are able to create. So, make sure you don't cut any corners and truly put thought into your new book.

- **Let's start by getting a pen and paper.**
 - With your pen and paper out, look among the table of contents of the books that you found had the best ideas that you could combine.

While browsing, think about the top questions being answered in the book and make sure to include them in your table of contents.

Once you have these 10-15 or so ideas make them the main points on your draft table of contents.

Go more into detail and list 3-5 more comprehensive sub-points to write about under each specific main point.

Now that you have your draft table of contents, let's get your new book written!

There are many freelancing websites where you can post a job to get content written. *Examples are Elance, freelancer, guru and odesk.com.*

TIP: These websites can sometimes be expensive, although the money you put in you are almost certain to get back as long as you have a quality niche and marketing.

Another cheaper alternative is to find websites that write quality articles and format those articles into a quality eBook. I do this myself, and I even recommend needanarticle.com.

The article method is a worthwhile tactic for creating Children's books as they are cheap and have a word count that fits the attention span of children perfectly.

Once you've chosen your desired website to outsource your work, move on to hiring a writer or getting an article written.

When hiring on these websites, make sure you go into great detail on the type of book you want written and be precise by attaching the draft table of contents created earlier to your job post. Make sure these instructions are easy to understand!

Browse the offers that will come your way from different authors or pay upfront for the specific word count that article writing sites often request.

An effective starting point is to pay around \$40 for a 4,000 word count book which is a good size for a children's book **once pictures are added.**

To make this even easier on yourself for later, split up these 4,000 words in a way such that you request 200-300 of the words to be written as a book

description that sells. This will make it easy for you to NOT procrastinate once the books are done. You'll have everything you need as far as content.

Once you have posted the job, it is time to get all of the preparation done for the book release as it is getting written.

The screenshot shows the 'Need An Article' website. The header is dark blue with the logo and navigation links: PRICING, SERVICES, HOW IT WORKS, FULL PITCH (Our Sales Pitch), FAQ, and HELP DESK. Below the header is a light blue banner for 'Need An Article™ Pricing - Members Only'. Underneath the banner are four tabs: 'Free vs Membership', 'Why A Subscription?', 'Non Member Ordering', and 'FAQ'. The 'Free vs Membership' tab is active, showing a testimonial from Bob H. of Credit Card Candor. The testimonial states: 'I've been an NAA member for few years now... ...and it's the only site I'll go to when I need quality content that's affordable. The turnaround times are excellent as well and whenever I need help customer service has always been fast and courteous. If you need quality content that's affordable then NAA is for you.' Below the testimonial is a blue button that says 'GET ACCESS TODAY!'. To the right of the testimonial is a section titled 'Content Writing Pricing – Cents Per Word & Research (Members Only)' with a bulleted list:

- **\$0.0129** – Essential Skill Nominal research
- **\$0.02** – Better Skill Mild research
- **\$0.03** – High Skill Moderate research
- **\$0.05** – Exceptional Skill More research

Below the list is an example calculation: 'For example a 300 word article with: Essential Skill & Nominal Research- would be \$3.87 – (300 x .0129 = 3.87)'. Below this is a blue button that says 'GET ACCESS TODAY!'. To the right of the pricing section is a section titled 'Content Writing Services Competitively Priced!' with text: 'Our goal here at Need An Article™ is to keep our pricing competitive, and at the same time be lucrative enough to keep good writers writing! One thing we know for certain is the quality of a site can often times be seen in its pricing. So you can rest assured that at Need An Article™, you will always find fair pricing with both client and author in mind.' Below this text is a blue button that says 'Learn More' and a blue button that says 'CONTENT WRITING SERVICES'.

As you can see, article writing websites are very, very cheap with only cents per word costs.

DAY 3

TITLE & COVER CREATION

So far, you've done your niche market research, generated an idea that sells, and requested to have that idea, which you've expanded on significantly, get created.

You know what you want to write about, and now it's time to make sure your book grabs the attention of the millions of viewers that browse Amazon.

Your title and cover are the first thing viewers look at as they swiftly browse the site for a book to buy. Creating an exemplary cover and catchy title are indispensable parts of effectively publishing a book that makes you money.

TITLE CREATION

Before we can create a cover, we need a title that has been spiced up and optimized to be as catchy as possible. ***Where do we start?***

In order to create an amazing title, you must first be under the impression that this title needs to answer the question in the viewer's head, "Is this book relevant to me, and what content will I be reading?"

Secondly, I'm sure it comes as no surprise to you that rhyming is one of the greatest attention grabbers.

Along with rhyming, your words should rhyme and flow with different adjectives such as best, fast, top, easy and so on.

Adding in 'you' and 'your' to a title makes the reader think, psychologically, that the book is aimed at them and meets their needs.

You can also give a promise/benefit in your title, such as, "The Fast Way To Make Your First Fantastic Kindle Book Today!"

- See what I did there? The words fast, first and fantastic? Words that sound the same in the beginning half of the word display alliteration which is a good tool to use when creating titles.

Using curiosity in your title also grabs attention

Adding words such as secret, mysterious, underground, undisclosed, hidden and so on greatly spark the viewer's curiosity.

TIP: Feel free to utilize Thesaurus.com for more synonyms. Google is your friend for adjectives as well! This isn't an English lesson.

Use numbers! Odd numbers are often the greatest attention grabber.

Examples are "7 Ways to" or "Top 7"

Now that you have a good title, it's time to **create a subtitle!**

By creating a subtitle, you are adding more keywords to your title. These keywords will be covered tomorrow!

Follow the same process outlined above for your subtitle. It is effective to add the promises and benefits in the subtitle instead of title.

COVER CREATION

Now that you have a title, you can put this title on a professional, eye catching cover.

Remember, people judge a book by its' cover!

During today, you can either create your own cover if you have the Photoshop skills or you can have your cover created for a price.

Given you have the design skills, make sure your book cover is exactly what the viewer would expect and that it clearly gives an idea of what's inside the book.

Make sure this cover looks professional, is bold, unique and stands out.

- Multi colored covers with contrasting colors are good attention grabbers.


If you don't have the design skills, you can easily post a job to have it made for you or you can buy one from a pre-made cover site.

A pre-made cover site that I use is goonwrite.com.

Secondly, realizing that professional cover design can range from \$200-\$1000, it is a better alternative to use www.Fiverr.com . Often you will find decent quality cover design gigs for a very cheap price. I personally do not use Fiverr, but there are a few designers on there that provide quality covers.

You can either have your cover text only, which do sell as long as the words stick out, or have stock photos in the cover which grab much more attention.

You must make sure these photos are royalty free, meaning you can use them without having to worry about any rights. www.istockphoto.com and www.fotolia.com are good sites to start at.

**GoOnWrite**
PRE-MADE BOOK COVER DESIGNS


Welcome to GoOnWrite, the place to come for all your book cover design needs. A cost effective way to get yourself a professionally designed cover. The process is fast and simple:

- 1 Find the cover(s) you like.
- 2 Click on a button below to order:


ORDER 1 COVER \$40 Great Value	ORDER 2 COVERS \$65 Save \$15	ORDER 3 COVERS \$90 Save \$30
ORDER 4 COVERS \$110 Save \$50	ORDER 5 COVERS \$135 Save \$75	ORDER 10 COVERS \$250 Save \$150

- 3 Once you have paid using the button above, then send a separate email to humblenations@gmail.com with:
 - cover number;
 - your author name;
 - the book's title;
 - any other text you want;
 - and your PayPal email address.
- 4 I change the 'dummy' text to your book title and author.
- 5 I send the high-resolution Kindle file

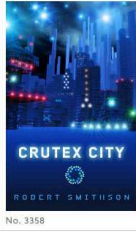
New
BOOK COVERS




VOYAGE 2350
IAN TRANT
No. 3360




THE
DARK
OBELISK
SAM HOWLING
No. 3359




CRUTEX CITY
ROBERT SMITHSON
No. 3358




GOING HOME
WALLACE REDFORD
No. 3357




TechnoVOID
JOHNSON O'NEAL




BROKEN
MISSION
GREGG MCLEAN



ALBERTO TRECT
sphere
A FOUNDLING SYSTEM NOVEL
DANIEL SPRINGFIELD



Planet Mu
A NOVELLA
DANIEL SPRINGFIELD



DISTANT LANDS
WILL S HAMM

Goonwrite is a cheap, quality source for pre-made book covers

DAY 4

KEYWORDS & PUBLISHING PREP

It's time to find out what keywords will ultimately reel in the most searches a month for your book. Once your book has been written, which it should be finished in a few days' time, you can list your book on Amazon.

In order to change the keywords to your book, you will need to login to kdp.amazon.com and click “edit book in bookshelf”.

TIP: Keep in mind that you can add keywords when publishing your book, and you can change them afterwards.

Next, click Target your customers – the keyword box, and add in the keywords without any spelling errors and separated by commas.

But Mike, I don't have an account yet!

The answer to this is simple; create an account on www.kdp.amazon.com .

While creating your account, make sure you are a part of the borrowing program and create an individual account, not one set up for business.

I recommend making a separate g-mail account for selling books.

By enrolling in KDP Select you are able to have users borrow your book from their friends while you still get paid as if it was a sale!

The only downside to this is that you can only publish on Amazon, although you can dominate the kindle best sellers list in due time.

KEYWORDS

The general rule of thumb is to use keywords that reel in between 500 and 500,000 searches a month. But, because keyword tools online are designed for search engines such as Google and Yahoo, you aren't exactly getting the keywords that sell on *Amazon* the best.

This is where something so confusing can be simplified by using Amazon's autosuggest feature in the search bar. Let me take you through an example.

So, for example, say my book was a book about fun facts.



You can see here that some of the best keywords for Amazon when writing a fun fact book are: fun facts, fun facts for kids, fun facts for adults, fun facts book and so on.

The keywords on the top of the autosuggestion dropdown are the most popular.

Use common sense; don't put misleading keywords.

Choose 7 keywords!

CATEGORIES

Your goal is to be in the categories that get many viewers, while also being able to rank on the front page. Picking the right categories is vital to your success on Kindle and is also part on maintaining your book.

This is because you will have to routinely change your categories in order to be viewed by a new audience and get more sales. You can start your research on categories by first checking the categories of the books you took ideas from and use a mixture of the top categories for your book.

An example of a good category is one in which you will rank within the top #100.

TIP: It is a bad idea to keep yourself in a category that you don't rank in.

This does not have to be forever, however, because as your total paid rank starts rising, you will be able to rank in new categories with more traffic.

IMPORTANT: Your goal is to be within the top 20 in each category.

Pick one small, less competitive category and another bigger, more competitive category for your book.

Category: Enabled

Amazon Best Sellers Rank: #60,272 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#15 in [Kindle Store](#) > [Kindle eBooks](#) > [Children's eBooks](#) > [Humor](#) > [Jokes & Riddles](#)

#21 in [Kindle Store](#) > [Kindle eBooks](#) > [Humor & Entertainment](#) > [Humor](#) > [Jokes & Riddles](#)

#39 in [Books](#) > [Children's Books](#) > [Humor](#) > [Jokes & Riddles](#)

An example of ideal rankings and category selection for a beginner.

Do not mind the paid rank.

PRICING

I recommend starting your price out at 99 cents when you first publish. This allows you to generate reviews and interest towards your book.

Think about it – If you want to generate reviews right off the bat, don't you want to make it cheap enough for your friends to buy it?

You will keep your book at this price until we change it right before the book promotion, which will be covered on days 9 and 10.

After your promotion you will keep your price at 99 cents for one to three days in order to gain more sales and rank higher in the best sellers list.

You may then raise your price to \$2.99 or higher if you so desire. Just realize that the lower the price, the more sales.

- If your book ranks above 10,000 I recommend pricing the book at \$2.99 or higher.

Children's books most often go for \$0.99-\$2.99. If you want to mix up your price, always use odd numbered prices.

Medium sized books of 50+ pages may go for \$2.99-\$6.

DESCRIPTION

For your description, this should be relatively straight forward.

If you did NOT ask this to be written when it was outsourced, write it now. (You should have had it outsourced for free with your other product).

You want to make sure to portray the benefits of your product, and entice your reader to want to purchase your book.

The absolute BEST way to model your description is after books that you've gotten ideas from.

If these books are selling, go ahead and go over to those books and see how their information is structured.

I've created an HTML template for you with a breakdown of how to format your description, so I won't get into this much more. Model other descriptions and make sure to talk about the benefits that your product offers.

Whether you've had the description outsourced or not, put it into this HTML template and then put this into the KDP platform.

File Included: An HTML Template is included in the files of this WSO for you to utilize and fill in with your description. It can be found in the Extras > Description HTML Template.docx document.

DAY 5

REVIEWS, YOUR FREE REPORT & IMAGE PREPARATION

Hey there, welcome to day five!

By now, your chosen ghostwriter through outsourcing should be about two days away from completing your book. Sounds great doesn't it?

Imagine when you get really good, and I mean *really good*, which should only take a couple months practice.

Once you reach that level of publishing skill, you could eventually reach a total of one hundred published books.

I know I stated this before, but let me give you some numbers I crunched for you.

What if you had 100 books priced at \$2.99 and were able to obtain a measly one sale a day on each book?

Roughly you would be making \$209 a day while in one year at one sale a day you would reel in a whopping \$70,000.

That sounds like a pretty nice chunk of money to spend during the free time that awaits you if you complete my ten day challenge.

REVIEWS

Preparing your reviews is vital for an exemplary book promotion. By preparing, I mean getting in contact with family and friends, or in marketing terms, your syndicate group.

Your syndicate group is an important part of your arsenal of publishing tools.

TIP: These friends and family will get you the initial reviews you need but it is also important to understand that it is against Amazons rules to give compensation for a book review.

Avoid fiverr for reviews or use at your own risk.

It is important to tell your syndicate group that the book will be free once the promotion starts or they can purchase it now and leave a review if it is priced at only \$0.99.

A book with just one 5 star review will sell, on average, 3-4 times better than a book with no stars.

IMPORTANT: The prime amount of reviews to increase the sales on your book is 6 or more.

Putting keywords in the title of a review is beneficial but you can't abuse this trick, must make it look natural and should only do this every 2-3 reviews.

I will be covering information like this in my upcoming Kindle Cash in a Flash WSO which will be the most comprehensive Kindle guide to date. Stay on the lookout for other WSO products from me.

Furthermore, provide sample reviews that you have written to make the review process as easy as possible on your syndicate group.

A message that I sent out to my review group can be found in the files with this course!

File Included: The message I send to my review group can be found in the Extras > Review Group Message.docx document.

YOUR FREE REPORT

Preparing a free report for your customers raises your books value and gives off the impression that you are a credible author.

We will be using aweber.com to automatically send an email as soon as your readers opt in to an email list you are going to manage through a link in your book.

That email will contain the bonus report that you've written and will automatically be sent to your readers. Aweber has a great series of tutorials for you to learn how to use it and is very convenient.

It's very easy and can be learned quickly. You can have your own website for your author or you can use a link that aweber provides you with which you can obtain through their site.

An email list is the missing link in most publishers strategies.

This is because many people fail to build a customer base. This customer base, which you have in the form of an email list, is a list of interesting buyers that obviously would buy more books from you if they took the time to opt in.

By readers taking action on your opt in link, you obtain a base of buyers that you can distribute your new books to in an instant.

I Use the time you have today to write your free report or you can have it outsourced.








- An example of a good sized free report is around 10 or so pages. I recommend that you make this report related to your niche. For example, if a reader is coming to read a book about animals, do you think it is smart to provide a book about fish recipes? No. Provide value!

<p>TIP: An extremely high converting report is providing an audiobook! I will explain more about audiobooks later, but if you have the rights to an</p>
--

audiobook that, let's say, was made Fiverr, you can provide it for free if you aren't already offering the book as an audiobook on Amazon via Acx.com

E-mail list WSO's can explain this better than I can but it is important for you to know that building a customer base is essential. The sooner the better.

Drag and drop messages to change their order.

#1	Your First Gift - "Personality In Public Speaking: Turni... Edit Send a test Delete Copy	 Send immediately	0 spam score
#2	Seize the Day: Preparation is Half the Battle Edit Send a test Delete Copy	 Send 1 days after the previous message	0 spam score
#3	{!firstname_fix}: Continuing our conversation... Edit Send a test Delete Copy	 Send 5 days after the previous message	0 spam score
#4	Investing in your journey to SUCCESS *GIFT* Edit Send a test Delete Copy	 Send 5 days after the previous message	0 spam score
#5	A little about myself before we begin your transformatio... Edit Send a test Delete Copy	 Send 7 days after the previous message	0 spam score
#6	Thirty Seconds to Shine Edit Send a test Delete Copy	 Send 5 days after the previous message	0 spam score
#7	Bumps in the Road Edit Send a test Delete Copy	 Send 5 days after the previous message	0 spam score

This is an example showing how easy aweber is to use.

IMAGE PREPARATION

As you may have noticed during your market research, most children's books are full of pictures. Obtaining high quality, cool stock photos that fit in with the topic of your book not only makes your book longer but adds more value to your book in the eyes of both the children and parents.

Stock photos are relatively cheap and packs of them can be obtained on Fiverr.

Most kindle authors DO NOT know this. I was shocked when I found this out because I was spending \$1-\$5 PER PHOTO. This will save a lot of money because most gigs give you 15+ stock photos (in the largest size) for \$5.

This cheap, necessary tactic can be completed with a budget range of only \$10-\$20 for many of your books if you choose the best fiverr gigs.

Think about what topics your book is focused on and about the draft table of contents you created for your ghostwriter.

Come up with a list of 10-30 different types of photos to include and keep an idea of where you want to list these photos in the completed book.

Check out the gigs on fiverr and check which stock photo site the seller is getting their photos from. Start by searching "Stock Photos" or by the website that has the stock images you want. A popular one is thinkstockphotos.com.

Often the user will only request the links of the photos on the site they use.

It is important to pay for these images because you know they are royalty free – meaning you don't have to worry about not owning the rights to the photo or getting sued by the photographer.

TIP: There are still free image sites you can use instead of paying

For example I often use www.sxc.hu or www.morguefile.com

Before your book is completed, you can get ahead on your journey to success by compressing these pictures to a smaller size while maintaining their quality. This way, you will have everything ready once it comes time to publish.

The reason for this is that Amazon charges 15 cents per Megabyte your book is. So, the smaller size your pictures are (without compromising quality) the better.

The easy way to do this is to use the application at www.irfanview.com.

Once you've downloaded this:

1. Open your picture with IrFanViewer
2. Decrease the Resolution Size
3. Save AS > a JPEG with the quality set to 50. (Quality option is on the same screen as save as)
4. Repeat for all photos.

TIP: Look at the keyboard shortcuts to do the resolution and save as. Do it repeatedly and you will fix all of your pictures for your book extremely quickly.

DAY 6

PENNAME & AUTHOR CENTRAL CREATION

Welcome to day six! You've made it this far... don't quit now!

Let us get down to business.

A pen name is a fake name that authors publish their books under for many reasons.

This can be because an author wants to stay anonymous or they are skilled in the practice of using pen names to attract buyers. I am going to take you through the process of creating an effective pen name and linking this pen name to author central.

PENNAME CREATION

Use names popular to the demographic your targeting. For example, if the book was about making money through business, a pen name fitting the book could be Richie Banks.

You can also google search for popular names within the bracket of years your readers birth falls between.

Make sure this pen name is not hard to spell, is easy to remember and is very clear.

For this pen name, it is a good idea to create a facebook, twitter and gmail for social media.

TIP: Another good strategy to use is to combine two first names. For example, James Jackson.

Keep in mind you should still be trying to relate to the year of your demographic. So, using Google you can find the most popular names for people around their age.

You may not think this is important, but if they can relate to your author name, you are one step closer to getting sales on your books.

AUTHOR CENTRAL

To publish on Amazon, your sales page must be linked to your authors Author Central page.

AuthorCentral allows you to create as many different pen names that you want or need.

TIP: You can have only ONE KDP.Amazon.com account, but you can have MULTIPLE Authorcentral.amazon.com Accounts.

With this tool you can create a new pen name for every niche you write in, with only a separate email needed for each one. This allows you to build your credibility while tracking your sales and best seller rankings.

First you need to find a picture of somebody that is suitable for the niche you are writing in. (You can get a stockphoto for it and use a Fiverr gig to get it, as well as the other photos you need.)

For example, if you write in business you would expect a picture of a man in a suit, maybe even an older individual that uses touch of gray hairdye.

OR, If the most popular author in your niche is a woman, it may be smart to have a woman author and have an attractive woman photo.

You can buy a good image of somebody appropriate on Fotolia or request it in a fiverr gig while obtaining more stock photos like I just explained.

Please note: Make sure your photo of your author does NOT look fake.

Also, make sure that your author is ATTRACTIVE! Not over the top attractive, but not unfortunate looking. This matters, and there is research backing up this claim.

Find your way over to www.authorcentral.amazon.com

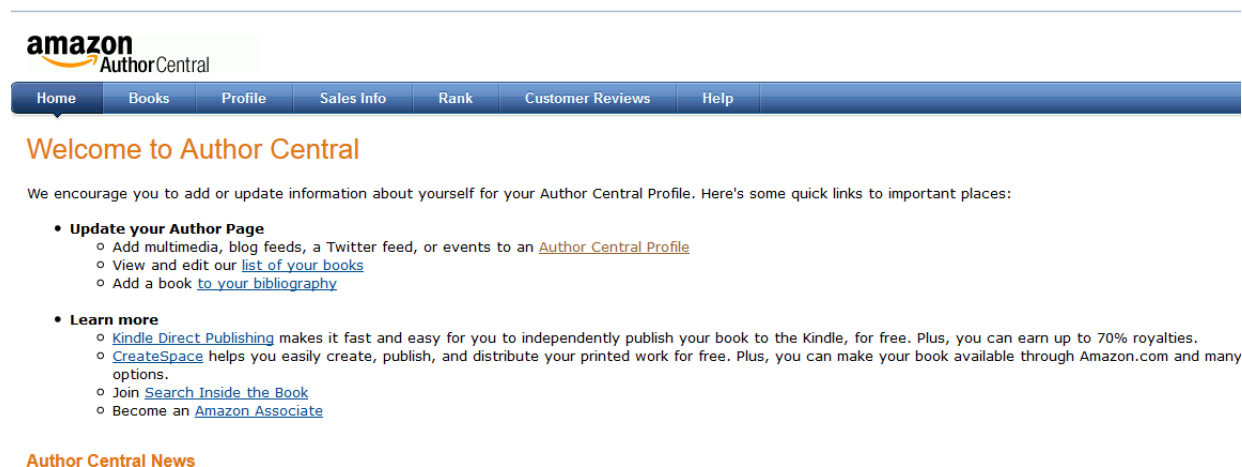
Note: You CANNOT create an AuthorCentral account until you've published the books on KDP.Amazon.com. Why? Because as soon as you create your account, you have to find one of your books and say that it is yours.

If your books aren't ready, no problem. Just have the information for this day ready and it will take 5 minutes to do later.

Click the Join Now button and sign up.

You can then make your way over to your profile and create your pen names biography, add photos and videos and do much more.

Once your book is complete, you can add your book clicking the "Books" button on the top tab.



If you so wish, create a website for your pen name.

Buy a domain, link it to your authors twitter feed, add videos, information about your books, events and even upcoming releases.

This is optional and sometimes costly, so it is your choice. If you have faith in your ability to create multiple books with that pen name, in that niche, then I do suggest it.

- **When you become a best selling author, which you will in time, remember to:**
 - Update your cover and book descriptions

- Update your author page
- Update any social media profile and bios
- And best of all, TELL ALL YOUR FRIENDS!

DAY 7

RECEIVING BOOK & FORMATTING!

Congratulations! If everything has been going according to plan, by today you should have received your book! If it is taking a little longer on the site you've chosen or with the particular writer you've hired, don't worry! Continue prepping other elements of your book launch!

If you still haven't gotten your book yet, use today to prepare a higher amount of pre-reviews. Remember, it is important to space out the days you get your syndicate reviews published because it looks more natural! How does it feel to have a best selling book in your hands?

All that you have to do now is format it to fit Amazons' Kindle.

Keep in mind that you should always be linking each new book you create together internally! You should have links (no product affiliate links!) that redirect to each of your books after the title page, dedication/about the author page, and at the end of your book!

FORMATTING ESSENTIALS

1. Format in Microsoft word!
2. Save as a .DOC
3. Have a page break for each chapter, insert images as .JPEG.
4. When inserting just do Insert → Picture (No copy and pasting). Make sure they have been compressed with irfanview.
5. Spell Check to avoid refunds
6. Use indents, bolds, italics, underlines, headlines.

7. Do not include bullet points, headers and footers or tables.

MUST HAVE PAGES IN YOUR EBOOK:

- Title Page
- Copyright Page
- Clickable Table of Contents
- Your content/chapters
- About the Author Page
- Resources
- AND MOST IMPORTANTLY, the page to get to your site and other books! Be sure to ask for an honest review somewhere at the end of your book and include a direct review link to make it as easy as possible.

TIP: People viewing Amazon can view the first 10% of any book as a preview before they buy. Make sure the first 10% of your book is what hooks viewers. It is also a good idea to have some fan reviews put in the beginning.

File Included: The exact template you can use with this exact structure already laid out for you can be found in Extras > Book Template.docx. Copy and paste your book content into that document and also change up everything in your document!

FINAL TOUCHES & UPLOADING

It's about time to publish your first book... get excited!

CREATING A CLICKABLE TABLE OF CONTENTS

Creating a clickable TOC is extremely easy and is a convenient feature that should be added into your books for your readers..

1. On Microsoft Word, simply Go to References>Table of Contents>Insert Table of Contents
2. Then, in the box that pops up, make sure you untick every box except for "Use Hyperlink Instead of Page Numbers".
3. This will create a clickable table of contents based on the chapter names in your headings. Also, make sure you use the Heading 1 style for your chapter titles.

TIP: Make sure to have catchy chapter titles that would make a reader interested and curious to read more while not giving away too much information. This is a **must!**

UPLOADING

- First, make sure you've checked that every single link in your book works! Now, you can save your book and use a tool that allows you to see what your book will look like on the Kindle. You can find that tool (Amazon's Kindle Previewer) here:
 - <https://kdp.amazon.com/help?topicId=A3IWA2TQYMZ5J6>

Kindle Previewer v2.92

Kindle Previewer is a tool that emulates how books display on Kindle devices and applications. Kindle Previewer makes it easy to preview the layout of a book and make sure its text displays properly for any orientation or font size. This tool is recommended for publishers, eBook conversion companies, and individual authors in combination with KindleGen to produce the highest quality Kindle books. It is available for both Windows and Mac OS X platforms.

Documentation for Kindle Previewer is available for download in [Kindle](#) and [PDF](#) formats.

[Download Now](#) 

Kindle Previewer v2.92 for Windows (XP, Vista, 7)

[Download Now](#) 

Kindle Previewer v2.92 for Intel Mac (OSX 10.6 and above)

Once you've verified that everything in the previewer looks the way it should and how you like it, head over to www.kdp.amazon.com and upload your book. If you have any questions regarding uploading, please feel free to contact me. Though, everything that you need to know or create has been covered in this document.

DAY 8

CREATESPACE, AUDIOBOOK CREATION & GETTING REVIEWS POSTED

Congratulations, you've now published a book in only a week. For most, this process takes years.

Now that you've published your book I'm going to take you through some vital tactics to use in order to reel in massive amounts of buyers.

Would you buy a product that is discounted if it already sparked your interest enough to click on it? Nine times out of ten, I sure would. But, in this case, it's the *appearance* of a discount, when it isn't really there.

Sure we can have the *Kindle* price set to its normal price, but what happens if we had a *paperback* version of the same book published? If you price your paperback book higher, Amazon will tell your viewers that your Kindle price is discounted. Better yet, you can price your paperback at a nice price while still reeling in customers who want to buy it as a gift or just to have the hardcover.

One of your best assets should be Createspace as they handle all of the paperback production for you as long as you have provided your book and a cover formatted for the site (Front, site binding, back cover).

To anybody thinking this is too much work, or that it really won't pay off, consider this: By getting a paperback book created, you will show up not only in the eBooks Department but an entire separate department for normal Books!

You are forcing Amazon to promote your book to even millions more people for you while you reap the benefits.

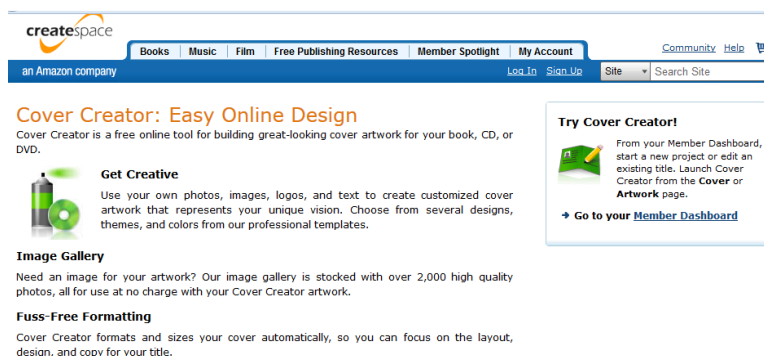
CREATESPACE

First you have to get your book formatted for Createspace. The easiest way to get this done is to purchase a gig on fiverr to do so. You can spend the money or find out how to format it on the website!

The best gig I've used for formatting my book for CreateSpace is this one:

<http://fiverr.com/around86/edit-and-format-your-book-for-createspace-and-provide-you-revisions-for-free>

Secondly, you can use their Cover Creator software to upload your book cover while designing a side binding and description with information about the author on the back cover. You can do this or request another gig on fiverr to have somebody do it for you. If you choose to use the Cover Creator, "The Palm" template on CreateSpace allows you to upload images to the front and side, which is much easier!



The Cover Creator is an easy to use tool for a necessary step!

Once your formatted book is ready, upload it to createspace after you sign up. I suggest pricing it between \$12.99 -\$17.99. Once again, if you have any questions about this, please feel free to contact me! Also, I want you to realize that getting this step done makes your book like a high quality product!

AUDIOBOOK

Creating an audiobook shows you are an author taking a dynamic approach to sell your book. This, in viewers minds, translates to ,”Damn, this book must be legit.” Audiobooks can be created on www.acx.com. This is an Amazon company that entices narrators to produce your own audiobook.

Simply follow these steps:

1. Sign up or login at the website.
2. Enter your book name, ISBN, or author name into the search bar.
3. Turn that book into an audiobook!
4. Decide to pay per hour, or split a 50/50 royalty share on the audiobooks sales.

I suggest the royalty split because you do not have to spend a penny upfront! The way I see it, those are sales that you would have never had before, and you can generate more sales regardless.

An enormous amount of narrators are now going to audition to create your book and you can pick and choose who you want as you receive the offers!

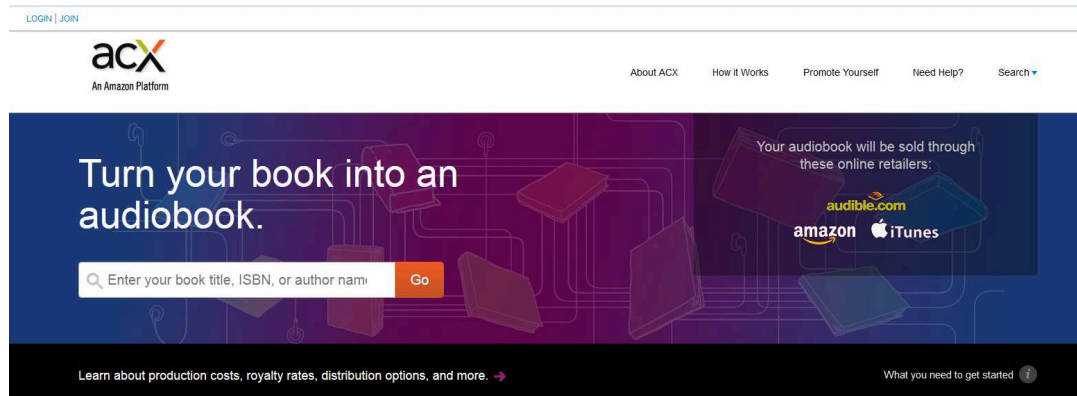
Please note: You can only extend ONE OFFER for someone to produce your audiobook at a time! If someone accepts, you need to contact ACX support to have it rescinded. You cannot extend multiple offers so choose wisely.

To find out if you like a certain narrator, have them produce samples of your product and pick and choose between who you like best. They usually do this without you asking!

Once you extend an offer to someone by going into their profile and clicking “Make Offer”, you must make sure to create a specific deadline of when everything will be completed, and when you need the first 15 minutes of your book by.

Stick with them as they complete your audiobook. ACX is VERY easy to follow and you can contact their support for help at any time.

Your book will now be available not only on Amazon, but now your audiobook will be available on yet another major audiobook distribution website, Audible, and more!



Creating audiobooks can be free and makes you more money in the long run!

GET REVIEWS POSTED

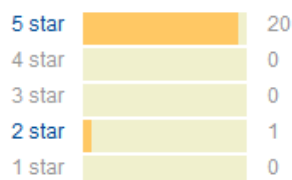
Simply have your syndicate group post their reviews. Ensure that they will all be posted at different times. Tomorrow we are going to get into obtaining **quality** reviews from **high ranking reviewers!** These reviews will drive your sales upwards with power.

[See all 21 customer reviews \(newest first\)](#)

Write a customer review

Have your syndicate group scroll down on your book page and click “Write a customer review” or provide them with your unique customer review link to make it even easier on them!

★★★★★ (21)
4.9 out of 5 stars



[See all 21 customer reviews](#)

“ This book was an easy read and really insightful. ”

Suzi Smith | 7 reviewers made a similar statement

“ Overall the punctuation, grammar, and mechanics of the book were good. ”

Carolynde1515 | 4 reviewers made a similar statement

“ I found it to be extremely useful and I would recommend it to anyone. ”

Lindsey Tercilla | 4 reviewers made a similar statement

Most Helpful Customer Reviews

45 of 45 people found the following review helpful

★★★★★ **Well Done!** July 18, 2013

By Dr. Joseph S. Maresca

[HALL OF FAME](#)

[TOP 1000 REVIEWER](#)

This is the ideal amount of reviews a beginner should have after the promotion we are going to set up tomorrow, with the quality reviews from high status reviewers making their way to the top naturally as people rate them with a thumbs up!

Make sure that your friends or family have BOUGHT the book! This will show a “Amazon Verified Purchase” tag on their review, basically showing it is legitimate.

DAY 9

CONTACTING HALL OF FAME REVIEWERS & SETTING UP PROMOTION

EMAILING POTENTIAL HIGH CLASS REVIEWERS

High class reviews should be sought after vigorously in order to get as many good reviews that hold meaning as you can.

Go to <http://www.amazon.com/review/top-reviewers> to see a list of the top ranked reviewers. Check out their profiles and determine if they would want to review your book by seeing the types of books they've reviewed.

Once you've emailed or gotten in contact with them through other means, move on to the next top reviewer. You're going for as many as you can get, and plus, the conversion rate is often one in four depending on how good your book is.

After you've been contacted, send them the version of the book they request.

After a few hours, follow up with them to ensure you receive the review, and if it comes to 5-7 days, shoot them a friendly reminder.

Stay away from the top 40 reviewers as they are hard to get in contact with.

www.authormarketingclub.com is an amazing website with great tools. I suggest signing up and becoming premium to have access to many more ways to promote your book and to their review grabber tool!



AMAZON REVIEWER GRABBER SYSTEM

Every author needs more reviews!

What if you you had a tool that searched similar books to yours on Amazon, and extracted the names and email addresses of people who have already reviewed similar books? Wow!

[Access Here](#)

AMC's review grabber is a tool that does the work for you when it comes to finding reviewers and provides you with an in depth spread sheet with every way to get in contact with these high ranked reviewers!

SETTING UP YOUR KDP PROMOTION & USING IT TO MARKET

The KDP Promotion, which is best to schedule on a **Monday** is the marketing tactic Amazon swears by to get more sales on your book and gain you exposure as an aspiring author or publisher.

Remember, Amazons goal is to make money off of you while making you money at the same time which is achieved through their KDP Promotion System. This promotion system allows authors to schedule 5 free days every 90 days in order to increase the amount of reviews and interest in their books.

It is crucial to understand that it is almost 50 times easier to sell your other books to existing readers rather than somebody out of the blue. **(THIS IS ALSO WHY YOU NEED TO GET OUT MORE BOOKS!)**

Listen up! These promotion tactics are gold...

Many smart authors set the price of their book a good amount higher than normal before their free promotion day to boost their downloads. For example, if I had a \$0.99 book and set it up to \$6.97 before my free promotion day, I would get much more sales than the other free books.

This is because freebie seekers often want to download a more expensive book for free and it adds the appearance of even more value!

If you are promoting a series of books, make sure you promote only one each day while keeping the others paid. This will lead to an insane boost in residual sales due to the interest generated in your books from the thousands of free downloads.

Here is an example of this type of tactic using four books:

You should “pulse” your book promotion days if this is the case. Basically, print out a calendar and have Book 1 free only for 24 hours on day 1 of your calendar, and then the next day is Book 2 free only, etc.

Fill out your calendar until all 5 days for each book is used. Make sure to leave days where you have no books on free promotion in between. This will allow you to just generate some sales.

Redo this process two more times – this will get close to 90 day mark.

To launch your promotion, go to www.kdp.amazon.com, login, and go to your bookshelf.

1. Find your book
2. Click on Manage Benefits under KDP Select
3. Choose Free Book Promotion
4. Click “Create a new Free Book Promotion Deal for this book”
5. Enter the date information.
6. Highest to lowest, these are the days that get the most free downloads:
7. Monday, Sunday, Wednesday, Thursday, Tuesday, Saturday, Friday.

The free book section of Amazon has much less competition than the paid section. Readers will give you reviews and feedback about any grammar or spelling issues which is helpful.

If you are only publishing one book, I suggest promoting your book every other Monday and then reduce the price down to \$0.99 after the secret price jacking method has gained you tons of exposure!

Important: After you release any new books, a good idea is to update an old book with more content (10 pages or so) and notify Amazon. This is helpful because Amazon will contact all of the previous buyers (even free downloaders) about the additions.

If your old book was updated with the link to your new book, you will be gaining much more traffic than if you were only managing one book!

Keep publishing more books! Stopping at just one book robs you of potential, passive riches!

Keep in mind that free days are NOT as powerful as they used to be. The purpose of this exercise is to have your book show up on the “Customers Also Bought” feature on other books sales pages.

The more pages your book shows up on, the more eyes you have towards your books.

Something to consider is Kindle Countdown Deals, which is the other promotion available for your books.

This isn’t available within your 10 day training here because it takes 30 days for your book to become eligible to run one of these promotions. Keep this in mind for future books, though, because these can increase your book sales by 900%.

DAY 10

THE MOST IMPORTANT DAY

RINSE & REPEAT!

I've let you in on this amazing income stream because I believe that everybody, including you, has the ability to make money from it. Kindle is the best place to start when it comes to making money at home and quickly.

Looking to go above and beyond? I've included an excel document for outside marketing also! Once you're ready to submit your books to sites that promote your free promotion, head on over to the extras to find those sites. Additionally, I've included a list of forums you can post your book on, and also a ton of sites where you can pay for promotion later as well. You do NOT need to do this now, but it is important to have this information for later as it will serve crucial to keep book sales on the rise!

<p>File Included: An outside marketing excel document with Free, and Paid sites for your promo and also forums are included in Extras > Outside Marketing.</p>
--

Putting more work into new passive income streams will bring you exponential sales as you relax on your couch (or soon to be new boat)! This is why I absolutely applaud authors who continuously put out new books with the income they earn from their current books.

In my experience alone, I've realized that having at least ten books and managing a successful promotion for each release generates thousands of

dollars in sales. For some, this can potentially become tens of thousands and I've seen it happen!

I've also pulled off successful book launches for books linked in series, which is an amazing route to take once you make and invest more money into more books.

I encourage you to keep publishing more books and not to give up!

Your road to riches has now begun.

FACEBOOK GROUP

I've created a Facebook group that anyone that has read my Kindle WSOs can join. This group will serve a resource for any member to ask questions in and receive a direct response from myself or other members.

Please note that there are no promo posts allowed in this group. We don't want to fill the group with spam; there are plenty of resources available for you to publish your book in.

This can be the ultimate resource if you choose to use it. I've found much support from Kindle groups such as the one I've created for you.

Join the group here:

<https://www.facebook.com/groups/1448938851992919/>. Please mind the rules!

I will personally accept you into the group.

CONCLUSION

Make sure to check out the videos that show you the entire process!

Please leave your thoughts in my thread!

I hope you've thoroughly enjoyed this product and its extras!

Contact me at 10daysrkk.support@mikeylightning.com with any questions you have on this WSO! I will answer you as soon as possible 😊

To your success,



Mike Balmaceda



Joe Balmaceda