

Aidan Booth

\$0 to \$500 Kindle Profit Plan



EXCLUSIVE BONUS: Revenge of the Affiliates

Here's the download link for the video that accompanies this guide:
<https://s3.amazonaws.com/MyBonuses/RevengeOfTheAffilaitesBonus/KindleFirst500Plan.mp4>

1. Understand The Numbers

The very first thing I want you to understand, are the numbers.

“Knowing the numbers” is an extremely important component of succeeding online, and it's no different when it comes to creating a Kindle income.

As you already know, I'm personally just getting started in Kindle, I've got two booked which are each set to make about \$60 in their first month online...these books are great examples of what you should expect.

But don't just look at how much your books will earn, consider that not every single book will be a huge success.

After speaking to Brian face to face and on the phone about his books, I can safely say that MOST of your books WILL succeed (this assumes you're following Brian's blueprint WITHOUT deviating at all). Both my first 2 books have succeeded and made money in their first month online.

Don't assume ALL your books will succeed though...I'm basing my numbers on a 75% success rate. I think that's realistic and achievable.

I'm also assuming that of the 75% that succeed, some will earn \$25/month, while others will earn \$150/month. On average however, we can assume that your books will earn about \$75 each per month.

Based on the above, you'll need to launch 10 books to hit a \$500/month income stream.

Sounds like a lot doesn't it?

It's not!

In fact, my first two books took me about 3 hours EACH to create...so once you've got a hang of the keyword/niche research process, you'll probably be able to crank these 10 books out in a few weeks (assuming you outsource the writing).

Here's a summary of how the numbers work out and the assumptions:

- Books will have an average earning of \$75/month
- 75% of your eBooks will succeed

Therefore:

- If you launch 10 books, 7 will be moneymakers (averaging \$75/month each)
- 7 successful books will bring in \$525.00 per month.

Now it's time to move on to talk about the investment required.

2. Understand The Investment

There are three things you need to invest in before you can get your book online.

1. Content (the written part of the book)
2. Images (the pictures that go inside the book)
3. Book Cover (the cover of your book)

I'll now give my recommendations for each of these 3 components.

Book Content

When it comes to setting up your income stream, you've got 2 options:

1. The slow option
2. The fast option

Let's talk about the slow option first...

Option 1 - The Slow Option

The slow option is writing the books yourself.

I strongly recommend you **don't** do this.

Why?

Quite simply, it's WAY slower.

Most people I've spoken to who've tried to write the books themselves have found that they've hit all kinds of unneeded obstacles.

If you're going to write the books yourself, I recommend you set HARD DEADLINES and do whatever it takes to hit them.

1500 words is only 3-4 pages of typed content, so it's something that you should be able to pump out in 4-5 hours.

If you want to take this "do it yourself" route, I recommend you buy a similar book that already exists and use it to make a "skeleton" for your own book.

The first step is to outline what you want to cover. Aim for 10 key points. Once you've got a list of 10 key points, write 150 words about each.

Once you've done that, you'll be at 1500 words and ready to continue with the launch process.

BIG TIP: If you're writing the books yourself, KEEP THEM SIMPLE. Don't be a perfectionist. Just get your books finished so you can launch them!

I now want to talk about the "leveraged method" ...the method I recommend you use...the fast approach.

Option 2: The Fast Option

The fast option is to outsource the writing.

It'll cost you a little cash, but it'll save you a LOT of time and hassle.

Here's what I recommend you do (this is EXACTLY what I did for my 2 successful books):

1. Sign up for an account at Need An Article:
<http://aidanbooth.com/go/need-an-article>
2. Request an article between 1400 – 1600 words in length
3. Use the "Exceptional Skill Level"
4. Use a 3 day turnaround time (deadline)
5. Provide a simple set of guidelines for your writer

Using this approach will cost you \$75, but it's money well spent.

Here's a screenshot showing you the options I selected when requesting my article for my kids butterfly book:

Type	Simple Articles
Job Title:	Butterflies and Moths (a book for kids)
Type Of Writing:	General / Web content
Writing Quality:	Exceptional Skill - More Research - \$0.05 Per word
Category:	Education / Self-Improvement
Description:	<p>This article is for a kids book about butterflies and moths. It should therefore be written using words that kids will understand, and contain information that kids will understand.</p> <p>I don't really have a guideline for exactly what the content should contain, but I'd like it to give kids a bit of a history and overview of butterflies and moths. The more fascinating the kids find it, the better (I'll be adding lots of pictures to the book as well).</p>
File(s):	<empty>
Frequency:	Allow natural flow
Primary Keyword:	<empty>
Secondary Keyword:	<empty>
Min Word Count:	1400
Max Word Count:	1600
Time frame:	3 days

In the image above you've got all the information you need...

Don't overcomplicate things, just go ahead and request your article.

Alternative Article Outsourcing Method:

If you want to find a person that you can use time and time again, then I recommend you consider using Freelancer.com or Elance.com. Please refer to the "Article Outsourcing Blueprint" for more information about this outsourcing method.

Images for your Book

When it comes to getting images to your book, I STRONGLY recommend you just head over to a place that sells stock photos and buy them.

This is the fastest and easiest way. You'll also avoid a major copyright headache and it'll only cost you \$15.

Here are the websites I buy images from:

- Fotolia.com
- Veer.com
- 123rf.com

My recommendation for you here is to choose one of the above sites, add a credit of \$30, and use it to quickly grab your images.

If you're creating a kids book, similar to by Butterfly book, then I recommend you buy 15 images and spread them out evenly throughout the book.

Buying 15 images will cost you about \$15.

Refer to Brian's training for in depth information about copyright considerations.

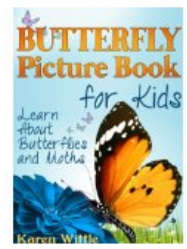






Now lets move on to eCovers!

Creating an eCover

Unless your extremely good with an image editor such as Photoshop, Gimp or Paint.net, then I STRONGLY recommend you let someone with more experience design your cover for you.

Your cover is the MAIN selling tool you have, and an amateur cover will MASSIVELY reduce the number of books you sell.

Take a look at this:

	<p>Butterfly Picture Book For Kids: Learn About Butterflies and Moths by Karen Wittle (May 12, 2013) - Kindle eBook</p> <p>\$0.00 Kindle Purchase</p> <p>Borrow this book for free on Kindle  Prime</p> <p>Auto-delivered wirelessly</p> <p>★★★★★ (8)</p> <p>Prime members read for free Join Amazon Prime</p>
	<p>Butterflies For Kids: Learn Interesting Butterfly Facts And See Some Cool Butterflies Pictures by Kid Reads (Feb 5, 2013) - Kindle eBook</p> <p>\$3.17 Kindle Purchase</p> <p>Borrow this book for free on Kindle  Prime</p> <p>Auto-delivered wirelessly</p> <p>★★★★★ (2)</p> <p>Prime members read for free Join Amazon Prime</p>
	<p>Butterflies: beautiful pictures of butterflies by Missy Robbins (Apr 2, 2013) - Kindle eBook</p> <p>\$0.99 Kindle Purchase</p> <p>Borrow this book for free on Kindle  Prime</p> <p>Auto-delivered wirelessly</p> <p>★☆☆☆☆ (1)</p> <p>Prime members read for free Join Amazon Prime</p>
	<p>Butterfly (Discover Series Picture Book for Children) by Xist Publishing (Sep 24, 2012) - Kindle eBook</p> <p>\$0.99 Kindle Edition</p> <p>Auto-delivered wirelessly</p>

Which book has the best cover?

MY BOOK!

Which book sells the most?

MY BOOK!

Which book ranks #1 in Amazon?

MY BOOK!

Get the idea?

Having the best cover takes you a LONG way towards having a top selling book.

Refer to my “eCover Outsourcing Blueprint” to learn how you can outsource top quality eCovers for you books.

Assuming you outsource 100% of the work, your book will cost you about \$100.

This may sound like a lot, but keep in mind that your book will most likely pay itself off in 2 months flat and then provide you with an ongoing income thereafter!

Estimated Total Book Cost = \$115

3. Understanding The Launch Process

Once you're book has been prepared and all your images are taken care of, it's time to launch your book.

When it comes to launching your books, there's no need to spread things out...in fact, if you wanted to, you could launch all your books on one day. It's not like link building where you need to move forward slowly.

So with this in mind, don't delay, follow Brian's training that shows you how to add your books to the Amazon marketplace, and start making sales! As soon as your book is ready for public release, get it online!

Step-By-Step Plan (Accelerated)

The following 11 steps are a basic overview of the process. I've put these steps together so that you can see the “big picture”:

1. First, work your way through the entire Revenge of the Affiliates training program
2. Choose 5 book topics
3. Request 5 books be written for you
4. Request 5 eCovers (request in bulk and you'll save some money)
5. Proof read your book and decide where you want to insert the images (leave a “placeholder” to remind you where the images need to go)
6. Go and buy the required images
7. Format your first 5 books using Brian's special formatting tool
8. Launch the books on Amazon.com
9. Get 2-3 reviews from your family/friends for each book (don't make these too hypey)
10. Follow Brian's advice for “Free Promo” days
11. Repeat the process for the second set of book

Don't deviate from the plan.

Tip: Take a look at the “Kindle Business Cashflow Projection” to see how the finances project out over the next 12 months.