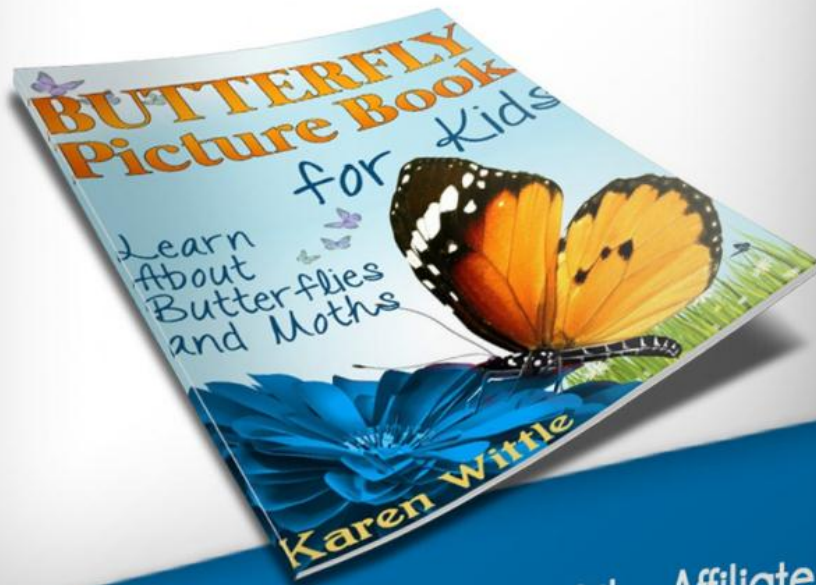


Aidan Booth

# Case Study: My First 2 Kindle Books



EXCLUSIVE BONUS: Revenge of the Affiliates

**Video Download Link:**

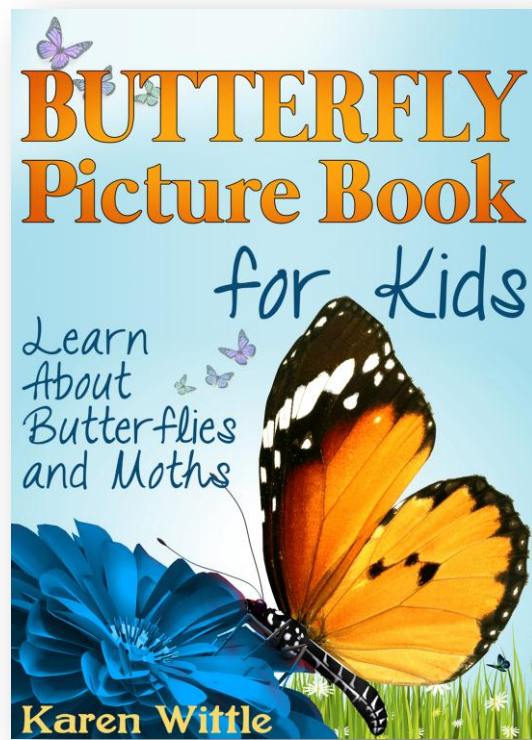
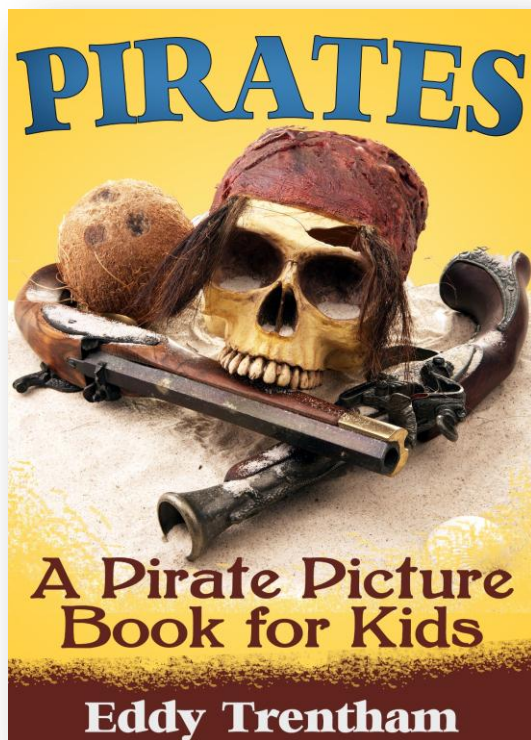
<https://s3.amazonaws.com/MyBonuses/RevengeOfTheAffilaitesBonus/KindleCaseStudy.mp4>

## Launch Time-Line

Here's how my Kindle experiment unfolded

- May 4<sup>th</sup> – Decided I'd launch 2 books
- May 5<sup>th</sup> – Decided on my topics (butterflies and pirates)
- May 5<sup>th</sup> – Outsourced articles to NeedAnArticle.com
- May 12<sup>th</sup> – Launched my first 2 books on Amazon.com
- May 13<sup>th</sup> – First sale came to the Pirates book!
- May 16<sup>th</sup> and May 17<sup>th</sup> – I used my first 2 Promo Days
- May 30<sup>th</sup> and May 31<sup>st</sup> – I used my second 2 Promo Days

## My First 2 Books



## How I Chose The Topics

When choosing the topics for these books, I wanted to do something simple. I didn't want to target a super-competitive niche on my first attempt, and that had a lot to do with my thought process.

So what I first did was make a big list of every topic that I thought would appeal to children.

I listed insects, animals, geography, the planets, history and so on.

I then went to Amazon.com and had a look at existing books...what I wanted to see was existing books (similar to what I was about to make) that had an Amazon Best Sellers Rank of between 50,000 - 100,000 (see the image below).



Both the butterfly niche and the pirates niche matched these categories, so I didn't hesitate, I simply moved forward.

***NOTE: I could have done a LOT more research, but I was trying to keep things as simply as possible, and just launch a couple of books as quickly as I could. I recommend you do the same!***

## Where I Got The Images

I got ALL my images from Fotolia.com. In total, I purchased 30 images, 15 for each book.

I tried to find the most colorful and interesting images possible.

I added the images to my Word file (which the book content was written in) and tried to space them out evenly. When I uploaded my books to Amazon, I double checked to see that there was at least one image on every single page.

## How I've Used "Promo Days"

In total, I've used 4 "Promo Days" so far. A Promo Day is when you can give your book away for free...it sounds strange that you'd want to do this, but I've found it to be a MASSIVE sales booster.

Each time I've had a new Promo Day, I've boosted my Amazon Sales Rank, and EVEN got to #2 in the "Bugs & Spiders" category at one point for my book about butterflies.

Below you can see the dates I've used my "Promo Days" so far:

### Promotions

To add a new promotion, click New. If the button is dimmed, you must first delete an existing promotion or reduce its duration before you can add a new promotion. Note that the KDP Select enrollment cancellation period ends on the date of your first free promotion or three days from enrollment, whichever is earlier. For more information on free promotions, [click here](#).

[new](#)

Free promotion days used: **4/5**

Campaign	Type	Start <sup>1</sup>	End <sup>2</sup>	Duration	Status	Actions
Promo1	Free - Promotion	May 16, 2013	May 17, 2013	2 day(s)	Completed	<a href="#">Actions   ▾</a>
Promo2	Free - Promotion	May 29, 2013	May 30, 2013	2 day(s)	Completed	<a href="#">Actions   ▾</a>

## How Much Each Book Has Earned

At the time of writing this report, my books have earned me a combined income of slightly over \$53.04 (this figure doesn't include royalties from people who've "borrowed" my books).

This might not sound like much, but keep in mind that these book were only launched a couple of weeks ago May 12<sup>th</sup>, what's more, this is still an "experiment" ...

Check out the sales screenshot below:

#	Title	ASIN	Units Sold	Units Refunded	Net Units Sold	Units Borrowed*	Free Units-Promo**
1	Butterfly Picture Book For Kids: Learn About Butt...	B00CRE9CSI	18	3	15	5	1260
2	Pirates: A Pirate Picture Book For Kids!	B00CREH7CQ	11	0	11	1	239

*Note: The screenshot above was taken on Monday May 27<sup>th</sup>.*

If this "run-rate" continues, I'm set to earn about \$110 in my first month, not bad, and better than what I was expecting (considering I knew NOTHING about this monetization method).

## A Few Final Words

My "little experiment" has been fun, exciting, and most important, profitable.

It's proven to me that this system works, which is exactly why I've given it my highest recommendation.

What I LOVE about this system, is that it can be used in so many ways...

If I wanted, I could just focus on high quality books that can be added to my Authority sites. Another option would be to focus 100% on books for kids...

When I was heavily involved in the Halloween niche a few years ago, I performed a similar experiment by launching a few “test sites”. I got similar results back then, in a sense that I proved to myself that I could do it.

Halloween “mini-sites” were something I could pump out over and over again...in fact, by Halloween 2011, I had OVER 1000 websites JUST about Halloween.

Since I had so many sites, I made a HUGE amount of money during the 2011 Halloween season...at one point I was averaging over \$600/day JUST selling Halloween costumes.

Now, the times have changed, mini-sites don’t work any more, but “mini-books” (just 1500 words long) **DO** work and this is a massive opportunity. Once you’ve mastered the system, **EXPAND**, and cash in.

I encourage you to follow through on this.

Use my \$0 to \$500 launch plan and launch 10 books. I’m not sure how much money you’ll make exactly, but I do know you’ll be in a MUCH stronger situation when you’ve got 10 good books online, compared to the situation you’re in now.

Best of luck,

Aidan Booth