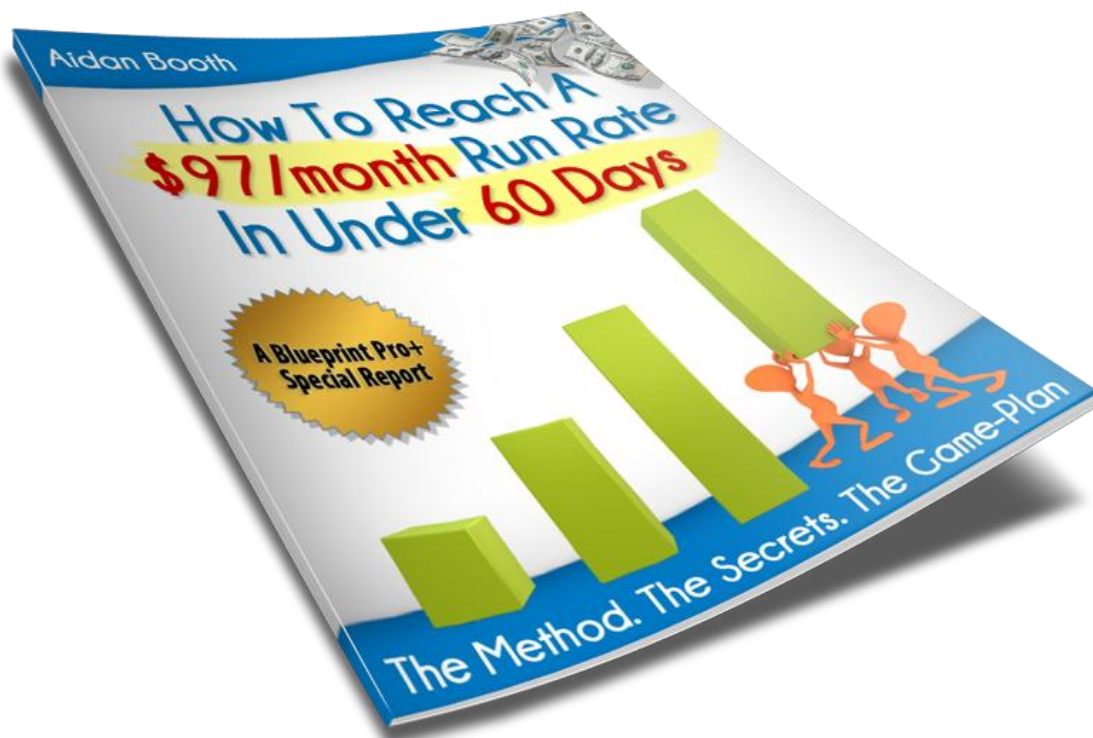


# How to Reach a Run-Rate of \$97/month in 60 Days



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## The Method

- Kindle

Kindle probably won't make you a multi-millionaire, but it CAN get you earning money online faster than any other online monetization model.

And since time is of the essence and the goal is a mere \$97/month, Kindle is the model we'll use!

## The Math

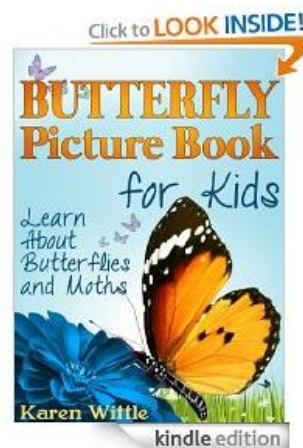
\$97/month is a run rate of \$3.23/day.

Assuming you'll sell your books at a price of \$3.67 (a number that's worked very well for me), you'll need to make 38 sales in the month to surpass the \$97 number.

**\$3.67 (Sale Price) x 70% (Royalty) x 38 (Units Sold) = \$97.62**

Getting to 38 sales is dead easy, in fact, I did it inside 45 days with the first two books I launched.

Here's the first book I ever launched:



If you want to see just how simple that book is, head over to Amazon and grab yourself a copy. It'll cost you \$2.99, but you'll have the EXACT blueprint I used for my first ever Kindle book.

To be 100% sure you hit \$97/month within the first 60 days, I recommend you launch two books at the same time. You could easily do it with just one, but two books will make it a complete walk in the park.

## The Requirements

Here's what you'll need in order to launch two children's books:

- 2 x 1500 word articles (that's just 3 pages of content)
- 30 images
- 2 covers

That's it. Simple.

Here's how you can get these requirements, and how much it'll cost if you want to outsource them:

**2 x 1500 Word Article:** Head directly to Elance.com, set up a project for each book with a budget of \$75/each, and order the articles about your topic.

**30 Images:** Go to Fotolia.com, buy 30 images (at a cost of about \$1 each, the 'XS' size is fine).

**2 Covers:** Head directly to Freelancer.com, set up a project with a budget of \$20. Tell the designer that you want a cover just like my example cover (the Butterfly book listed above).

All up, to develop two books, your costs will be \$220.

This may sound like a lot, but it's money in the bank and it'll come back to you ten times over. Just follow the system, you'll be pleasantly surprised.

*Note: I'm not telling you to do the writing (or any of the jobs) yourself, as time IS of the essence. This is about getting you to a residual passive income of \$97/month inside 60 days.*

## The Game Plan

The Game Plan is simple, and it works.

Here it is in a nutshell:

### ***Step 1. Identify 2 Topics For Your Books***

#### ***Time Required: 10 minutes***

This should take LESS than 10 minutes. If it takes you any longer, you're doing it wrong.

Go to Amazon.com, choose the 'Kindle Store' category, then 'Kindle eBooks', then 'Children's eBooks', as shown in the image below:



Next, browse through the sub-categories and look for a factual (Non-Fiction) kids book that sells for under \$5, has a BSR of under 150,000, and is less than 50 pages in length.

Here are two examples I found that meet the criteria after about 2 minutes of searching:

Start reading *Kids First Book - Plants to Know* on your Kindle.



**Kids First Book - Plants to Know**  
 Dwight Kuhn (Author), David Kuhn (Author)  
 ★★★★★ (5 customer reviews)

Kindle Price: **\$2.99**

**Prime** Borrow this book for free on a Kindle Library.  
[Join Prime](#) to borrow this book at no cost.

- Length: 34 pages (estimated)
- Available only on these devices

**Kindle Delivers: Kids**  
 Stay up to date on the latest in [monthly newsletters](#) for ages 3-6.

Click to open expanded view



[Share your own customer images](#)

**Product Details**

**File Size:** 2794 KB  
**Print Length:** 34 pages  
**Publisher:** Galloping Turtle Books (January 23, 2014)  
**Sold by:** Amazon Digital Services, Inc.  
**Language:** English  
**ASIN:** B00I11P2VW  
**Text-to-Speech:** Not enabled  
**X-Ray:** Not Enabled  
**Lending:** Enabled

**Amazon Best Sellers Rank:** #98,378 Paid in Kindle Store (See [Top 100 Paid in Kindle Store](#))  
 #6 in [Kindle Store](#) > [Kindle eBooks](#) > [Children's eBooks](#) > [Education & Reference](#) > [Foreign Language Study & Reference](#)  
 #29 in [Kindle Store](#) > [Kindle eBooks](#) > [Education & Reference](#) > [Schools & Teaching](#) > [Preschool](#)  
 #51 in [Kindle Store](#) > [Kindle eBooks](#) > [Education & Reference](#) > [Foreign Language Study & Reference](#)

*Note: In the image above, you can see the "BSR" is 98,378. This is an indication of how many sales this book is making (see more about this below), you can also see that this particular book as 34 pages, this means it's around 1500-2000 words in length.*

**Expected Sales Volume Based On Best Seller Rank:**

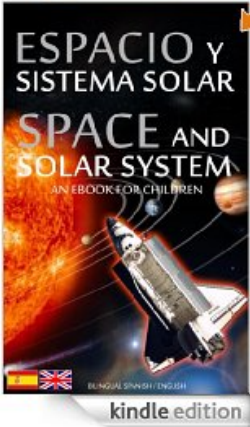
- #1 - #20,000 BSR = 300+ sales/month
- #20,000 - #50,000 BSR = 200 - 300 sales/month
- #50,000 - #75,000 BSR = 50 - 200 sales/month
- #75,000 - #100,000 BSR = 30 - 50 sales/month
- #100,000 - #150,000 BSR = 15 - 30 sales/month

#150,000 BSR and up = 0 - 15 sales/month

And here's the second example:

Start reading *ESPACIO y SISTEMA SOLAR / SPACE and SOLAR SYSTEM* - Bill

Click to **LOOK INSIDE!**



Kindle edition

Click to open expanded view

Share your own customer images

**ESPACIO y SISTEMA SOLAR / SPACE and SOLAR SYSTEM** / English - An eBook for Children (Español) [Kindle Edition]  
Karl Hoffmann (Author)  
★★★★☆ (2 customer reviews)

Kindle Price: **\$4.99**

**Prime** Borrow this book for free on a Kindle de  
[Library](#).  
[Join Prime](#) to borrow this book at no cost.

• Length: 45 pages (estimated)

**Kindle Delivers**  
Subscribe to the [Kindle Delivers](#) mon  
releases, editors' picks and more. [Le](#)

### Product Details

**File Size:** 1329 KB

**Print Length:** 45 pages

**Simultaneous Device Usage:** Unlimited

**Sold by:** Amazon Digital Services, Inc.

**Language:** English

**ASIN:** B00G8ISRIK

**Text-to-Speech:** Enabled

**X-Ray:** Not Enabled

**Lending:** Enabled

**Amazon Best Sellers Rank:** #84,285 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#5 in [Kindle Store](#) > [Kindle eBooks](#) > [Children's eBooks](#) > [Education & Reference](#) > [Foreign L](#)

#7 in [Kindle Store](#) > [Kindle eBooks](#) > [Children's eBooks](#) > [Science, Nature & How It Works](#) >

#64 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Children's Nonfiction](#) > [Science, Nature &](#)

So to recap, the ONLY criteria you need to worry about is the following:

- The book is a kids book
- The book is factual (Non-Fiction)
- The book sells for less than \$5
- The book has a BSR (Best Seller Rank) of under 150,000
- The book has less than 50 pages

That's it.

Find a book that meets these criteria, and you've found your topic.

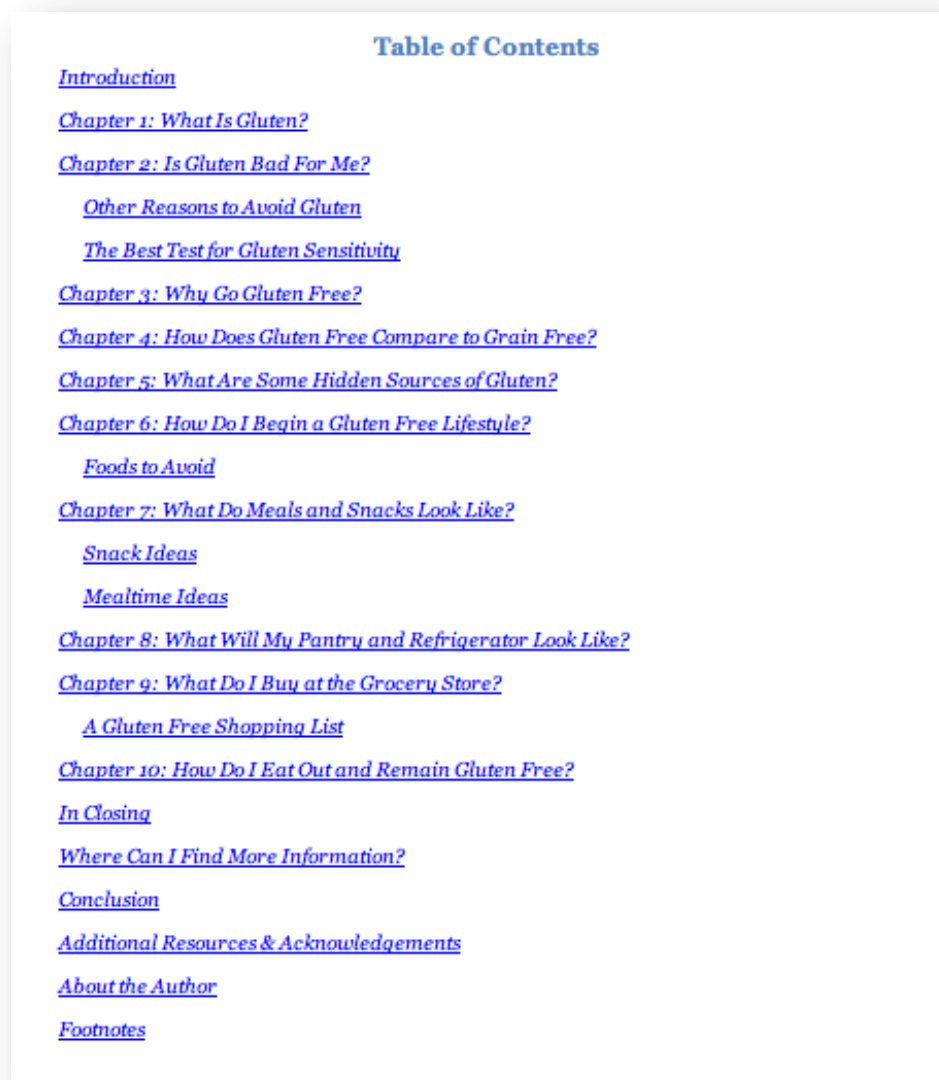
## **Step 2. Make a Table of Contents For Your Book**

**Time Required: 10 minutes**

Make a list of 15 different topics that can be covered in your book, these will form the table of contents.

An easy way to make one of these is to simply look at what existing books have in their table of contents sections...to do this, click on the cover of any book listed in the Kindle Marketplace, and you'll get to see a preview of the inside of the book. You'll be able to see the exact table of contents section, and get ideas from it.

Most Table of Contents look something like this:



<a href="#"><u>Introduction</u></a>
<a href="#"><u>Chapter 1: What Is Gluten?</u></a>
<a href="#"><u>Chapter 2: Is Gluten Bad For Me?</u></a>
<a href="#"><u>Other Reasons to Avoid Gluten</u></a>
<a href="#"><u>The Best Test for Gluten Sensitivity</u></a>
<a href="#"><u>Chapter 3: Why Go Gluten Free?</u></a>
<a href="#"><u>Chapter 4: How Does Gluten Free Compare to Grain Free?</u></a>
<a href="#"><u>Chapter 5: What Are Some Hidden Sources of Gluten?</u></a>
<a href="#"><u>Chapter 6: How Do I Begin a Gluten Free Lifestyle?</u></a>
<a href="#"><u>Foods to Avoid</u></a>
<a href="#"><u>Chapter 7: What Do Meals and Snacks Look Like?</u></a>
<a href="#"><u>Snack Ideas</u></a>
<a href="#"><u>Mealtime Ideas</u></a>
<a href="#"><u>Chapter 8: What Will My Pantry and Refrigerator Look Like?</u></a>
<a href="#"><u>Chapter 9: What Do I Buy at the Grocery Store?</u></a>
<a href="#"><u>A Gluten Free Shopping List</u></a>
<a href="#"><u>Chapter 10: How Do I Eat Out and Remain Gluten Free?</u></a>
<a href="#"><u>In Closing</u></a>
<a href="#"><u>Where Can I Find More Information?</u></a>
<a href="#"><u>Conclusion</u></a>
<a href="#"><u>Additional Resources &amp; Acknowledgements</u></a>
<a href="#"><u>About the Author</u></a>
<a href="#"><u>Footnotes</u></a>

*Note: I'm not recommending you copy...that's dumb. Just use other people's table of contents sections to get ideas and inspiration.*

Write down 15 different topics, this is the foundation of your book.

When you outsource the content, what you'll do is simply ask for a 100 word blurb about each section, this is plenty for kids and it'll make your books seem less daunting and easier for children to read.

### **Step 3. Outsource Your Articles**

**Time Required: 5 minutes**

Outsourcing your books content is quick and easy, here's what you'll do:

1. Create an account at Elance.com
2. Post a project requesting the content you need (example below)
3. Choose a writer who has done at least 10 jobs on Elance, and has a good rating
4. Once your articles are delivered, check that they're okay
5. If you're satisfied with your articles, pay the writer (I also recommend you give a 5 star rating to the writer if you're happy with the work)

Here's a basic template you can use to outsource this work:

-----  
**JOB TITLE:**

*1500 Word Report About TOPIC - Future Work Available*

**JOB REQUIREMENTS:**

*I need a factual/informational report written about TOPIC.*

*The content needs to be unique, and it will be checked in Copyscape to ensure that it is. Only unique content will be accepted.*

*IMPORTANT: This report is going to be turned into a children's book, as such, I expect the type of writing to be easy for a child to understand.*

*The report will be divided into 15 sections, each section will have 100 words.*

*Here are the 15 topics (each topic needs 100 words):*

1. TOPIC 1
2. TOPIC 2
3. TOPIC 3
4. TOPIC 4
5. TOPIC 5
6. TOPIC 6
7. TOPIC 7
8. TOPIC 8
9. TOPIC 9

10. TOPIC 10
11. TOPIC 11
12. TOPIC 12
13. TOPIC 13
14. TOPIC 14
15. TOPIC 15

*MAXIMUM BUDGET: My maximum budget for this job is \$75. I will only consider bids of \$75 or lower.*

*Please provide an example of writing you have done in the past.*

*FUTURE WORK: I have a lot of writing jobs available, so there's a big opportunity for future work for whoever ends up being awarded this job.*

*I expect this job to be completed within 5 days of it being awarded.*

*Please let me know if you have any questions.*

*Thanks!*

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#### **Step 4. Outsource Your Cover**

**Time Required: 5 minutes**

To outsource your cover I recommend using Freelancer.com. The reason Freelancer is better for the cover (than Elance.com) is because they have a lower minimum project cost.

Here's what you need to do:

1. Create an account at Freelancer.com
2. Post a project requesting the a cover to be designed (example below)
3. Choose a designer who has done at least 10 jobs on Freelancer, and has a good rating
4. Once your covers are delivered, check that they're okay
5. If you're satisfied with your covers, pay the designer (I also recommend you give a 5 star rating to the writer if you're happy with the work)

Here's a basic template you can use to outsource this work:

---

**JOB TITLE:**

*2D Book Cover Deign Needed (for Kindle Book) – Future Work Available*

**JOB REQUIREMENTS:**

*I need a professional book cover created. The book cover must be original (you can't just copy someone else's design).*

*Here's the important book cover information:*

*TITLE: YOUR BOOK TITLE*

*SUBTITLE: YOUR BOOK SUBTITLE*

*AUTHOR NAME: YOUR BOOKS AUTHOR NAME*

*I expect the book cover to be colorful and have the same layout as the example cover on this page:*

<http://www.amazon.com/Butterfly-Picture-Book-Kids-Butterflies-ebook/dp/B00CRE9CSI/>

*NOTE: Just like the example book cover, I expect the title of the book to be at the top, the subtitle to be on the left hand side, and the author name to be at the bottom.*

*There should be a big picture of YOUR TOPIC PICTURE on the book cover (just like the example has a big picture of a butterfly).*

*The book must NOT have a white background. It should be a light shade of blue, green, or yellow, just like the example book.*

*DIMENSIONS: 1563 wide x 2500 tall*

*The book must have the above dimensions, please don't deviate from these.*

*IMAGE FORMAT: The image must be saved as a .jpg file.*

*FUTURE WORK: I have a lot to these covers (and other design jobs) that I need completed, so there's a big opportunity for future work for whoever ends up being awarded this job.*

*Please let me know if you have any questions. If you've created eBook covers in the past, please provide me with examples.*

*Thanks!*

---

## **Step 5. Buy 15 Images For Each Book**

***Time Required: 30 minutes***

The next step is to buy 15 basic images for each book (each chapter will have an image).

The images don't need to be big, anything bigger than 300px by 300px is fine.

For children's books I normally buy my images at Fotolia.com, where they cost about \$1/image. The 'XS' size option is fine.

Other places you can buy images include:

- Veer.com
- 123rf.com

At this point you should have the following:

1. Two 1500 word articles
2. Two cover designs
3. Thirty images

If you've got all this, then it's time to format your book.

## Format Your Book

***Time Required: 60 minutes***

*Note: We are working on an in-house Kindle Formatting solution, as soon as it's ready, we'll make it available to you. In the mean time, please use the recommendations below.*

There are lots of different eBook Formatting Software options available, but don't get bogged down or overly concerned with doing a heap of investigation or choosing the right one. Here's what I recommend you do:

1. Get a free trial version of Scrivener and use that to create your book:  
<http://literatureandlatte.com/trial.php>
2. Then use <http://calibre-ebook.com> to put the finishing touches on the book.

What you need to do is first use Scrivener to create a "ePub" file, this is one of the formats that Scrivener lets you save your document in.

Once you've got the ePub formatted file, upload it to Calibre and save it as a .mobi file. This is Kindle's proprietary format, and what you need to upload to Amazon.

For more in depth information about how to do this, check this article:

<http://www.livehacked.com/writing/scrivener-the-ultimate-guide-to-exporting-ebooks-kindle-epub-etc/>

## Uploading to Amazon.com

***Time Required: 30 minutes***

You should be all ready to upload your book to Amazon.com now.

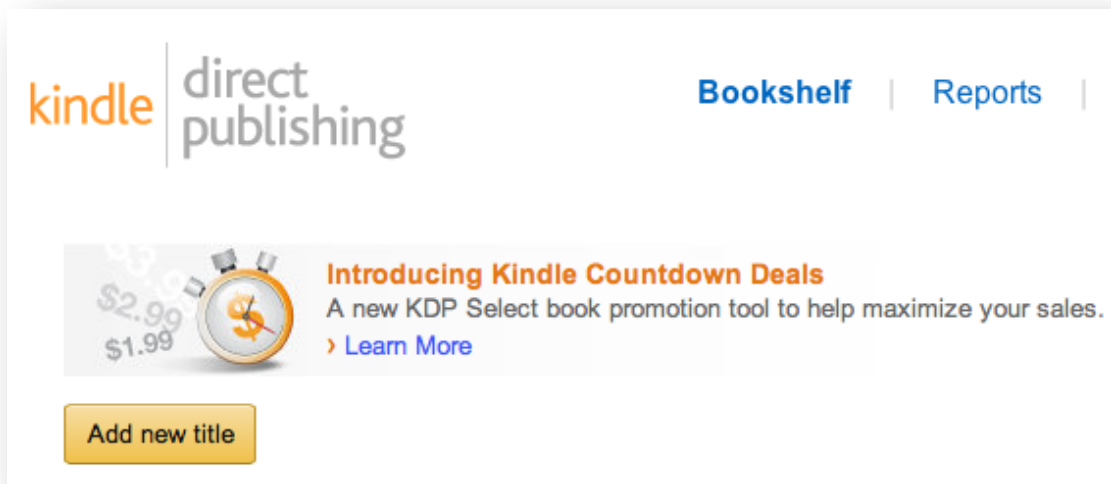
Before you can upload, you'll need to create a Kindle account, you can do that here:

<http://www.kdp.amazon.com>

Once you've created your account, login and publish your book. Here are the steps you'll need to go through:

Here are the steps:

1. Login to your Kindle account at <http://kdp.amazon.com>
2. Click on the "Add New Title" button (first make sure you're in your "Bookshelf")



3. On the next page that opens, make sure you've selected to be Enrolled in KDP Select, and complete the other fields as shown below:

**Enroll this book in KDP Select**

By checking this box, you are enrolling in KDP Select for 90 days. Books enrolled in KDP Select must not be available in digital format on any other platform during their enrollment. If your book is found to be available elsewhere in digital format, it may not be eligible to remain in the program. See the KDP Select Terms and Conditions and [KDP Select FAQs](#) for more information.

## 1. Enter Your Book Details

Book name

BOOK TITLE HERE

Please enter the exact title only. Books submitted with extra words in this field will not be published. [\(Why?\)](#)

Subtitle (optional)

you can leave this blank

Please enter the exact subtitle only. Books submitted with extra words in this field will not be published. [\(Why?\)](#)

This book is part of a series [\(What's this?\)](#)

Edition number (optional) [\(What's this?\)](#)

you can leave this blank

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

you can leave this blank

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

BOOK DESCRIPTION HERE

3979 characters left

Book contributors: [\(What's this?\)](#)

Add contributors

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

English

Publication date (optional)

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

you can leave this blank

*NOTE: Advice about how to write your Description and Title is shown on shortly.*

In the contributor section, choose "Author", and enter a Pen Name.

**2. Verify Your Publishing Rights**

Verify Your Publishing Rights ([What's this?](#))

This is a public domain work.

This is not a public domain work and I hold the necessary publishing rights.

**3. Target Your Book to Customers**

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

Search keywords (up to 7, optional) ([What's this?](#))

6 keywords left

**4. Upload or Create a Book Cover**

Upload an existing cover, or design a high-quality cover with Cover Creator. (optional)

No Cover Available

I have a book cover designed and ready to upload  
Please read our [Cover guidelines](#)

I want to design a cover using the Cover Creator (beta).

**5. Upload Your Book File**

Select a digital rights management (DRM) option: ([What's this?](#))

Enable digital rights management

Do not enable digital rights management

Book content file:

[Learn KDP content guidelines](#)  
[Help with formatting](#)  
[Create a comic book for Kindle](#)

In the Categories tab, choose the two most relevant categories.

4. Next you'll be able to Preview your book.
5. After clicking the "Save and Continue" button, make sure "Worldwide Rights" are selected, and enter your selling price.

Tip: When choosing your selling price, make it between \$3.67. This is a price that has worked well for me.

6. Lastly, click "Save and Publish" to publish your book.

### ***Title and Description Tips***

It's important that you choose a title that is going to get noticed, and one that also includes your main topic search phrase (keyword).

Let's say your book is about butterflies, and you want to get rankings for the keyword "kids butterfly book", you'd want to include that exact phrase in your title.

For example:

- Kids Butterfly Book: A Fun & Educational Butterfly Picture Book For Kids

This examples include the keyword "Kids Butterfly Book", and that tells Amazon that your book is highly relevant and should be ranked for that keyword.

I recommend you use as many characters as you can in the book title, without making it look spammy.

Keep in mind that your title is one of the only ways you can grab the visitors attention, so you NEED to make your title sound professional and related to what the searcher is looking for.

### ***The Book Description***

Like the title, the Book Description is critical to getting rankings, and converting people to actually buy your book.

You've got 4,000 characters available to you, and you need to use as many of them as you can. Use bold in your listing to make titles stand out, and also use lists, and try to use as many related keywords as you can.

Here's an example of how a good description should be written:

### Book Description

Publication Date: **December 14, 2010**

**Thinner, bigger, faster, stronger... which 150 pages will you read?**

**Is it possible to:**

**Reach your genetic potential in 6 months?**

**Sleep 2 hours per day and perform better than on 8 hours?**

**Lose more fat than a marathoner by bingeing?**

Indeed, and much more. This is not just another diet and fitness book.

*The 4-Hour Body* is the result of an obsessive quest, spanning more than a decade, to hack the human body. It contains the collective wisdom of hundreds of elite athletes, dozens of MDs, and thousands of hours of jaw-dropping personal experimentation. From Olympic training centers to black-market laboratories, from Silicon Valley to South Africa, Tim Ferriss, the #1 *New York Times* bestselling author of *The 4-Hour Workweek*, fixated on one life-changing question:

**For all things physical, what are the tiniest changes that produce the biggest results?**

Thousands of tests later, this book contains the answers for both men and women.

From the gym to the bedroom, it's all here, and it all works.

**YOU WILL LEARN (in less than 30 minutes each):**

How to lose those last 5-10 pounds (or 100+ pounds) with odd combinations of food and safe chemical cocktails.

- \* How to prevent fat gain while bingeing (X-mas, holidays, weekends)
- \* How to increase fat-loss 300% with a few bags of ice
- \* How Tim gained 34 pounds of muscle in 28 days, without steroids, and in four hours of *total* gym time
- \* How to sleep 2 hours per day and feel fully rested
- \* How to produce 15-minute female orgasms
- \* How to triple testosterone and double sperm count
- \* How to go from running 5 kilometers to 50 kilometers in 12 weeks
- \* How to reverse "permanent" injuries
- \* How to add 150+ pounds to your lifts in 6 months
- \* How to pay for a beach vacation with one hospital visit

And that's just the tip of the iceberg. There are more than 50 topics covered, all with real-world experiments, many including more than 200 test subjects.

You don't need better genetics or more discipline. You need immediate results that compel you to continue.

That's exactly what *The 4-Hour Body* delivers.

This is the description for a book called "4 Hour Body", written by Tim Ferris. See more of this books description here:

<http://www.amazon.com/4-Hour-Body-uncommon-incredible-superhuman-ebook/dp/Boo3E12EH2/>

Get your Title and Description written, fill in all the other boxes as shown in the images above, and hit the "Publish" button.

## Start Making Sales

The FINAL thing you need to do is to start making sales. This will happen automatically, but there are a couple of things you can do to kick-start your sales.

1. Get Reviews

## 2. Run a Free Promo

### ***Step 1: Get Reviews***

Simply put, the more good reviews (4 and 5 stars) that you get, the more sales you'll make.

Get a minimum of 3 high quality reviews for each of your books within the first 10 days (you can ask friends and family to buy your books and to leave a review). This will set you up with social proof, and the reviews also help quickly boost your books ranking.

### ***Step 2: Run a Free Promo***

By being part of "KDP Select", you're given 5 promotional days every 90 days. Promotional days are days when you can give your book away, or do special pricing discounts to get more exposure.

Within the first 10 days that your book is live, you need to run a "Free Promo". Do it for two days on a Wednesday and Thursday, this will set you up nicely for the weekend sales rush.

Don't use all 5 days at once, just use two promo days in the first 10 days, then the other three spread out over the next six weeks.

## **You're DONE!**

If you've followed through until now, then you SHOULD be making sales on both of your books, certainly 38 sales per month (the total combined sales of your two books) which will put you at a run-rate of over \$97/month.

### **Congratulations!**

The next step is to scale upwards. Now that you know how to earn \$97/month from Kindle, repeat the process on a bigger scale and you'll be at \$997/month in passive hands-off income.