
Kindle Kickstart

Your Complete Guide to Kindle Publishing



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Kindle Kickstart

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Welcome to the Kindle Kickstart! Each section is broken down by 101, 201, 301 and 401 levels, just like a college course. There's a lot of material, so we will take things step-by-step, very methodically, to make it easier for you to be able to complete your Kindle book and complete your book.

Writing 101

Writing 101 will cover the following:

- ✓ How to narrow your topic and pick one you're passionate about.
- ✓ How to decide on a series.
- ✓ Get motivated to write your first (or next) e-book.
- ✓ The best software and methods for fast writing.
- ✓ Where to find existing content and speed up the writing process.
- ✓ The best title for your book and series.
- ✓ The easiest formula to outline your book(s).

Decide on your topic

I will be using several techniques and exercises designed to help you select a topic for your book. I suggest you use these same techniques any time you are going through this process.

- ✓ Brain Dump Exercise: to get all the stuff that has been swirling around in your head, all those ideas, out of your brain into one place

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- ✓ Topic Grouping Exercise
 - ✓ PREK model: I developed this model for myself and use it every single time I have a new project idea and when I'm at the end of a project and want to decide what I will work on next. This model is the most talked about part of the Kindle in 30 Challenge. Pay attention to this because it is going to blow your mind.
 - ✓ Repurpose: things that you can repurpose for your topic in order to add value and save time. There is no reason why we should be reinventing the wheel. We are going to use the spokes of your existing wheels to build your Kindle series.

Brain Dump Exercise

You've probably heard the phrase "get out of your own way." A lot of times we are in our own way because we are overthinking things. This is the way to empty your mind of all those swirling ideas are just taking up brain space so you can focus on what you need to focus on in order to get your book done.

1. Step one is to print out the Brain Dump Exercise worksheet in your members area. If you don't have a printer at home, put them on a flash drive and take that into Staples or another office store. They will print them for only a few cents per page.

There is nothing like the tactile experience of having a pencil in hand and putting it to paper. It engages the right brain, the problem-solving center of your brain, and this is necessary in working on the exercises.

2. Then, set a kitchen timer for 5–10 minutes, depending on which idea you are working on. I like the little egg timer you can get for a dollar or two at Target, Ikea or a similar store. If you feel like you already have a lot of ideas and they are just swirling around in your brain, set your timer for 10 minutes. If you don't have ideas and are not sure where to start yet, set your timer for 5 minutes. Then, if you find yourself in the flow, go ahead and continue for another 5 minutes.

Why an egg timer? It makes a continuous noise, almost like white noise. White noise is something that causes you to relax. If you've ever been in a psychiatrist's office or counselor's office, they often have white noise machines running. A lot of people sleep with machines running or sleep with a fan on or something like that for the continuous noise. That noise will cause your body to physically relax. When you are relaxed, your left brain is usually not engaged trying to figure stuff out and it opens up some space for your right brain to work. I like that about using a timer that makes noise. I also like the fact that is literally clicking down the minutes, every second it is giving me a little reminder that it is one second that is gone,

whether I'm looking forward to the end of something like in exercising or whether I am working on something like a brain dump exercise and I know I only have so much time left so I had better get focused and get it done.

3. Let your mind wander and write down any and every idea you can think of until that timer goes off. As soon as that timer makes the beeping noise or ding at the end of the time, stop. Pick up your pencil or marker or crayon or whatever utensil you are using and stop. You don't need any more ideas on paper. You will probably always have more ideas. Ideas keep coming to us as we make room in our brains for more ideas. It is just the nature of it. But the ideas that have been swirling around your head all this time are on paper now and you don't need to worry about any new ideas that might come. You have enough to work with at this point.

Topic grouping

1. Group like topics together. What naturally fits? Let's say you have several topics about dogs: dog ownership, training your puppy, dog obedience, grooming, etc., and then you have some topics all about weight loss, and a bunch about scrapbooking, etc. Whatever naturally fits together, group them.
2. I like to use color for this. It makes it very easy to look at something and have a quick visual reference of what works together. Take your list, whether it is written more in a form or all over the place, and whatever fits together, use a color and assign it to each topic. For example, all your topics about dogs will be red, all about weight loss will be green, all about scrapbooking in blue. Use a highlighter, color pen, marker or crayons, etc. and put a mark or highlight next to every item that fits together with that color group. Then, you can look at your sheet of paper and in a glance see that you have five red marks so you have five topics for a dog book. Maybe those all go into one book or each one is an individual book in a series.
3. Condense these down to FIVE groupings that resonate most with you. You can have more than 5 groupings from your brain dump, but five or even less are really going to speak to you. Those are going to be topics you are excited about, passionate about. Mark those five and mark them down in your topic worksheet.
4. Enter five topics on the PREK worksheet.

PREK Model

You are going to do more than one PREK Model in the process, so print two worksheets, one for a series and one for books in the series. The first PREK worksheet we are going to do is not what book but what series you should focus on. You really should focus on getting five or six books written in a series before you move on to a different topic—unless you start to get burned out. In this case, it is okay to flip between fiction and non-fiction, each of which engages a different part of your brain and gives you ideas/problem-solving to help you to better write the other type you are working on. Six books is really a magic number to get Amazon to start marketing it for you and that makes selling books a lot easier down the road. So, I must strongly encourage you to complete at least six books in a series before you do another.

The PREK model you see below is one I created for my specific books, not for my series. IF you have no idea for a series, you can start with just individual books, BUT that is not the best approach.

TOPIC	Passion	Research	Experience	Knowledge	TOTAL
Ninja Book 1	5	4	4	4	17
AQG Writing	4	5	5	5	19
S&S Book 1	1	1	2	3	7
Journal for Kids	2	2	1	1	6
365 Journal	3	3	3	2	11

Here is what the PREK model is all about:

1. You are going to enter five different book series topics in the TOPIC column, that is five *series* that you could write about. You will use the second worksheet to list the five books in a particular series once you narrow down the one you are going to start with.
2. You are going to rate each topic. The numbers 1-5 can only appear ONCE in each column. They can appear more than once in each row, but they need to appear

only once in each column. For example, these are the topics that I could write about: Ninja Book is part of a series; AQG for Writing is another series; S&S book, another series; and then, a Journal for Kids and 365 Journal both of which are part of another series. I have specific books written down here, but I could also say this is the series.

You can have less than five topics/series, but the important thing is to make sure that you don't have more than five AND however many you have, that is the maximum number you use in the columns. In other words, if you only have three topics, you will use the numbers 1–3 for your columns.

You are going to rate these topics for:

- ➔ **Passion:** what gets you excited? When you start talking to somebody about this topic and your arms are waving around in the air and you are really excited about it, *that* is passion. When you have something burning inside you and you want to sit and write about it because you're so excited about it, *that* is passion. So which one of these topics are you MOST passionate about. You cannot rate more than one the same, so you have to choose which one you are most passionate about. For me, the Ninja Book is the one that excites me most when I'm telling people about it. The AQG is the next one so I rated it a 4. The S&S is kind of meh. It is a fiction book and I'm not feeling it yet.
- ➔ **Research:** what have you done the most research on? I am talking about reading stuff on Wikipedia or Google or going to your local library and checking out a book about it. That's research. Think about when you were in college or at school and you had to write a research paper. If it was assigned by the teacher, it probably wasn't even a topic you were interested in. You had to go research and write about it. For me, the AQG Writing book would be the one I've researched the most. The Ninja Book rates the next one down, and the one I've hardly researched at all is the S&S book. You are probably going to see a correlation between passion and research because those things you are most passionate about are the things you are more likely to spend time researching.
- ➔ **Experience:** personal experience, life-changing experience. So for example, when my family fell apart and my parents went through a divorce that nobody ever saw coming...that would be personal experience. I didn't know much about it; I hadn't done much research about it; and I definitely wasn't passionate about it, but I experienced it. So, this is something in your life that was a turning point, something that caused you to want to write about it. AQG Writing is actually about Kindle books. I wrote 18 books in 18 weeks in the Fall of 2013. That was my big personal challenge to myself so it makes sense that I would have the

most experience with that and why I rated it five. The next one would be my Ninja Book which is a slightly different take on the writing topic. I do have a lot of experience writing this kind of book so I rate that a number four. The Journal for Kids is not something I have much experience in. I've actually published an address book for kids but that's different than what I want to do with that book so it rates at a number one.

➔ **Knowledge:** something you just know a lot about. A lot of times it can come from personal experience, but usually it comes from a combination of having personal experience and then doing research about it. For me, I know the most about writing Kindle books because I've written a lot of them. I also know a lot about the kind of writing I'm teaching for the Ninja Book but for the Ninja Book, I'm actually doing a lot of research. I have to do research because I'm explaining things that I haven't done yet. I don't have experience, and I therefore I don't have the knowledge about it. What do you know the most about? Rate those.

3. After you have your series topics and your ratings in each column, you are going to add from left to right in the rows to get the totals. So, for my Ninja Book, I have 5+4+4+4 right across the top to get the number 17 and so forth. The book with the highest score is the book that is most likely to actually get completed once you sit down and start writing it. The same thing applies to which series you should start as well as which book you should start.

So again, you are going to do this twice, one for your series ideas—but only if you have more than one series idea—and one for each book topic in the series or each book idea if you don't have a series idea.

You can use this model for any project you want to do, not just books. You can use it for training courses, for video courses, for coaching programs, events that you want to go to... you can really use this model to rate anything that you want to do. It makes decision-making very easy.

Once you decide which series and which book you want to start writing first in that series, you get that book done for this Challenge; and then your next challenge or your next book should you decide to write another one in a couple weeks or another one in the next month, you go to the next one down on the list. For me, if I was going to write all my AQQ books in one series, I would probably start with the writing one because you can't get a much better score than 19 when the highest score you can get on this matrix is a 20 (five topics x four variables).

This is going to take you the most time in your writing homework. Make sure you have two of these sheets printed to work from so you can rate first the series ideas and then

which book you should write first in your first series. Make sure to check in on the Facebook group with your progress.

One more thing about the PREK model, if you have a tie in your totals, whatever one rates the highest in the “Passion” column is the one you should do first. Passion trumps everything because passion drives emotion and emotion drives energy. If you are super excited about something, you are more likely to get it done even if something else ranked a little higher. So if there is something that is just not resonating with you and you don’t see how you can get it done, look at your passion column. If it ranks low, there is a reason why it's not something you should be working on. If it is ranking as low as a two, it probably isn’t going to show up in your top results anyway, but if you do have a tie whichever one is a five (or the highest number) in “passion” is the one you need to start first.

Repurposing

There are a lot of places you can look to repurpose content you already have. Once you have your PREK model done, establishing what you are going to write about, start looking in these areas for stuff you already have done. I can bet that, especially for something that ranked high in passion, you probably already have material completed that you didn't think to use before now

Here are places you can look for repurpose content:

- Your own blog.
- Guest blog posts: your posts that you wrote for other people's blogs. There is no reason you can't use that content for yourself. You are going to rewrite most of it anyway. It is just a starting point to pull points and ideas from so you don't have to start from scratch.
- Articles you've written: articles for magazines or newspapers like newspaper columns.
- Podcasts. Were you a guest on a podcast or do you have your own podcast?
- PowerPoint Presentations you’ve created along the way for speeches or things like that. You can use your outline for the PowerPoint to write your book.
- Tele-seminar. Were you teaching a tele-seminar for a tele-summit? Were you a guest instructor somewhere? You can use that. Did you do a tele-seminar for your own audience? You can use that.

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- Interviews. Were you interviewed by anyone for anything? That's more content you can repurpose.
 - Webinar. Did you teach a webinar as a guest or for your own list? That can be repurposed.
 - Book fragments. I have fragments of multiple books I've started, both fiction and non-fiction, sitting on my hard drive. Go back through and look at the stuff you've already got sitting there collecting virtual dust.
 - Email. Were you emailed a question from someone and you wrote back answering it in detail? That is content that you can also add into your book.
 - Blog comments. Did you start a conversation on your blog and then comment about it? Maybe it's a storyline or plot ideas, points and tips that were shared by other people that you commented on. Go see what kind the comments are on your blog and on the guest posts you wrote for other people's blogs.
 - Social media comments. Any time someone asks something on Facebook and I answer it, a lot of times I end up posting it to my blog as an article because I usually have a lot to say about the topic. If I am going to take time to answer in comments, many times it ends up becoming something pretty long. That is a blog post, and I will put it on my blog and link to it from Facebook. This not only drives traffic to my blog, but also gives me material I can use in my books later.

The Series Title

After you have decided on your topic and you've pulled information from these different places that you can repurpose, here are some things you need to keep in mind for coming up with the title of your series:

- ➔ Don't name your series title the same as your business because you don't want to scream "self-publishing." We are not talking book title but talking about your series title, the over-arching umbrella of your entire series, the title that is going to go on every book. For example, my Authors Quick Guide Series is called Authors Quick Guide. This is the series title. It is not the title of each individual book. In my case, I made it a part of the title of the book—e.g. Author's Quick Guide to Pricing Your Book—but Author's Quick Guide is the actual series title.

You are in this training so that you look professional, so you compete on a professional level with the big guys. That is what this training is all about, and I want

to see you as successful as possible in your niche no matter what genre you're writing under. I want you to be a success. Whether you already have a business or you are a sole proprietor, doing business under your name, don't name your book series the same thing

- ➔ Keep your series title niche specific. The more you can niche down, especially in non-fiction, the better. For example one of my authors, Janice Meredith, writes the Sports Parenting Survival Guide series. It's a great series title. It's sports parenting and it's busy sports people because it is a survival guide so it speaks specifically to that audience. For fiction, like a mystery series, mystery is a niche. Crime fiction is a niche.
- ➔ Has it been done before? Series titles, unlike book titles, are trademark-able. You can't copyright a series or book title, but a series title can be trademarked. For example, for my series title Author's Quick Guide, I could trademark that and anybody else who comes close to writing something under that title or under the series title of Author's Quick Guide... I can go after them.

Search Amazon and search Google for the series title ideas you are coming up with and see if it's already a series title. For example, you can't use "For Dummies" and you can't use "The Everything Guide" because those are series titles and they are trademarked. Look for the ® symbol next to the series name and make sure it hasn't been done before.

- ➔ Trademark your own series. I'm not a lawyer, but you can definitely talk to an intellectual property attorney and trademark your name. For example, we've been in the process of rebranding The Book Ninja for a while now, and The Book Ninja just got trademarked. So if anyone else tries to use The Book Ninja or any derivative of it, I can go after them for damages for trying to infringe on my trademark. If you want to become a big dog in publishing and you really want to have a real publishing business beyond just being a published author, look into the trademarking for your book series especially if you think this can be a big series.
- ➔ Make it uniquely YOU. You don't want a series that uses some generic kind of name. Make it something that is unique to you, that's different, that's unusual, that maybe even has an inside joke to it. Keep your series titled something that speaks to you something that you can get behind and excited about.

Examples of the best non-fiction series titles:

- *Guide to* [any kind of guide]. Put your niche in front of "guide to" and you've got a series title.

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- *Made Easy*. D'vorah Lansky is an author who teaches about stuff made easy in books, like *Book Marketing Made Easy*. I wouldn't use her specific title but you can do something else "made easy" like *Cooking Made Easy*. "Made Easy" is a popular series title that has been used before. Remember, book titles themselves are not copyrightable. The words "Made Easy" are not trademarked, but you do need to look up and see if there's a specific series like *Cooking Made Easy* that might be trademarked. That's where you want to do a search.
 - *Essential tips...*
 - *Survival Guides* are hugely popular.
 - *Secrets of...* People love secrets.
 - *The Everything...* You can't use *The Everything Creative Guide* because that is trademarked, but you can use something like *The Everything...* for whatever your niche is.
 - *Everybody's...*
 - *30 Ways to...* I have "21 Ways" as one of my series.
 - *# Tips for...* replace the # sign with a number like "The 5 Tips" or "Ten Tips."
 - *# Days to...* 30 Days to [whatever] like "30 Days to a Healthier You." That is a great series title. Or, 30 Days to an Energetic You or 30 Days to a Fit You. All those could be books that are part of the same series and they're all part of a fitness and health niche.
 - *Easy Steps...* to do [whatever], or *Easy Steps* for [whatever].
 - *The [Niche/Name] Series*. Insert the name of the niche, e.g. [The Authors Quick Guide] series or [The Successful Authors] series or [The Busy Mom] series, a popular one, or [The Busy Mom Survival Guide to] xyz. There are a lot of different series titles, but once again, do your homework and research to see if it is already taken.

The Best Fiction Series Titles

- *Chronicles*. For example, *The Chronicles of Narnia*. You could go backwards and do "The Narnia Chronicles." You can put whatever your particular world is plus "The Chronicles"

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- *The [Character/Setting] Series.* If you have a character like Doc Gray or a setting like the mountaintop, you can create a title like “The Doc Gray Series” or “The Mountaintop Series.” Or how about “The Mountain Climber Series.” There are all sorts of different settings and characters.
 - *The [Name/Noun/Place] [Mysteries]* so if you write mysteries insert the name of person like The Nancy Drew Mysteries or the place like The Atlanta Mysteries for a city or other places like The Aquarium Mysteries or a noun like The Yacht Mysteries. There are all sorts of things you could do with this for all types of niches.
 - *The [Adjective] Saga.* Saga is a great word for a series. Add an adjective like The Green Saga.
 - *The [Name & Name] Series.* Come up with two names (places and people) that work well together, two character names, two place names, etc. two descriptive names and insert “The” and “Series” on either side.
 - *The [Noun & Noun] Series.* You can have two different nouns (things) used the same way as name/name.
 - *Women’s/Men’s/Children’s [Noun] Club.* For example, The Babysitter’s Club, or The Children’s Color Club.
 - *[Name] Thriller.* If you want to write thrillers, you can have the person’s name — your protagonist or even your antagonist—plus the word “thriller.”
 - *[Name] Book #:* whatever the name is of your protagonist or antagonist or even the place+ “book one “or “book two.” That’s a great way to have people stay on track especially if your series builds upon one book after another after another. This works really well in fiction. Fiction authors’ readers have a love-hate relationship with fiction authors because they love that the stories can keep going & their world can keep growing, but they hate that they are left hanging at the end of a chapter at the end of a book having to wait for the next book to come out. But this is definitely a way you can bring back repeat readers for the rest of your series.
 - *[Noun] Romance (Genre) + “Book #.”* You could say “The Rose Romance Book One” or The Flower Mystery Book Two,” etc.

The Book Title

Things to keep in mind about book titles...

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- ➔ Don't name it the same as your business. If you are in business already, keep your business name out of it. If it's your personal name, keep your personal name out of it. Keep your pen name out of it. Do not put whatever is connected directly to you in your book title. It needs to shine as unique to you, yes, but you don't want your name in the title.
 - ➔ Keep it topic specific. Ask yourself "How can I niche this down even further" especially for non-fiction. Ask yourself "How can I make this even a deeper niche." For example, I have the Author's Quick Guide series but each book in the series is niched down even further: Pricing Your Book, Engaging Your Fan Base, Your Audience, How to Market Your Book Online and Off. Those are specific topics in the overall series that are niched down.
 - ➔ Keep it SHORT. You have a tiny little image of your book cover and you want your title to show up in the thumbnail image. **NOTE:** "Keep it short" also applies to your book content. You can have a print book that is a long 300 page novel and a companion Kindle book and people will read those (fiction tends to sell better longer than non-fiction). Writing non-fiction especially, keep your content short. People are busy and don't like to have hours and hours and hours of their lives taken up while you try to get to your point. Get to your point fast.
 - ➔ No long subtitles. You don't want a really long, serious title and a really long subtitle. You want short everything so that it shows up nice and it looks good. Most people who have a really long subtitle are actually writing a book description. Save it for the description.

Fiction Book Titles

Fiction titles depend greatly on the world that you are building. Your fiction is literally creating an entire universe. Think about the Star Wars universe or Lord of the Rings. You are creating a world, so a lot about what you're writing is going to depend on the stuff that you come up with out of your own imagination. Book titles in fiction often will be based off of that world.

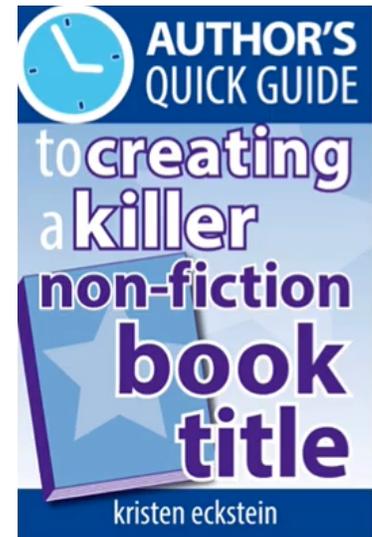
Non-Fiction Book Titles

Here are some ideas for the best non-fiction book titles:

- *# of Tips* [to do something], e.g. Five Tips to a Healthier You; Five Tips to Lose 10 Pounds; Ten Tips to Lose 20 Pounds. Whatever that number is, people love

numbers in non-fiction book titles. It gives them something solid. Readers know exactly what to expect.

- # of Steps to... Essentially the same thing. If you're writing a super short Kindle book, "tips" works better in the title. If you're writing a slightly longer Kindle book, "steps" works better. So if you're writing more like a brochure style book, say 4000–6000 words, "tips" is good; if you're writing more like 10,000–20,000 words, "steps" is good.
- Your niche. Anything that has to do with your niche is good for your book title. For example, this image of an *Author's Quick Guide to Creating a Killer Non-fiction Book* is for a specific niche: people who want to write non-fiction.
- Terminology. You might have specific industry terminology that's unique to your industry that your audience will know if they are searching for that specific thing, especially if you are in medical or legal or paralegal, finance... any of those industries. You have specific terms people are searching for and those are great to put in your book title both because of the SEO (search engine optimization)—being able to get keywords and Google ranking for that—as well as being able to give your audience an answer, just from the book title, as to what they can expect.
- Frequently Asked Questions. Anytime you are on your website and get a question in an email from someone, add it to your Frequently Asked Questions page on your website. Those questions can become part of your non-fiction book title.



Organizing Your Ideas

I use mind-mapping and this is actually a photo of my whiteboard. I have a big whiteboard in my office, and once I have my PREK model done for which series I am going to work on and have my PREK model done for which book I am going to work on, I take the topic for that book, put it in the middle my whiteboard, and start brainstorming out ideas as to what I can talk about on that topic, grouping them together. You can see in this picture I have bright orange for a book title; blue for three different sections of this book; green for each chapter with about three chapters per

section; and in the purple are sub-headings within each chapter, the topics I want to talk about in each chapter.



There is a worksheet in your members area for doing old school mind-mapping, not using software but using your pen and pencil and hands. This worksheet can get you started, and you can print as many as you want. Use the worksheet to brainstorm ideas for your book title, your chapter titles and what you want to talk about, your topics in each chapter.

- ✓ Start with your book title
- ✓ Ultimately, you want to brainstorm 5 to 10 chapters. Your worksheet will get you started and you can expand on it.
- ✓ Brainstorm topics underneath chapters. You don't need to have more than 10 chapters in your short Kindle books. Especially for non-fiction, I would do at least five. For non-fiction, most of my books have more than five chapters, at least maybe 10.

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- ✓ Serialized fiction—writing short Kindle books that are actually all part of one big novel—is the way to use this challenge to write fiction. You’re going to get your first serial done and then your next one and so on and so forth as you develop the story and the characters and plot line and as you get feedback from your readers on reviews. You can stick to around the five chapter range for that.

Writing Your Book

Now that your outline is done, what are you going to use to sit down and actually write?

Software

- MicrosoftWord works well on a PC and a Mac. You can also use open source software like Open Office or similar. There are several different types of these word processing programs for both PC and Mac.

There's a template in your members area for MS Word. You will want the Kindle book template for this challenge. I also included print book templates for two different kinds of non-fiction books but for the sake of this challenge use the template for the Kindle version. Those templates have copyright page verbiage already done for you so you can just tweak it with your personalized information like your own address and phone number if you choose to include that, your website and so on.

- Apple Pages is another program is available for Mac users only. I used Pages software to write my Author’s Quick Guide series partly out of convenience because I had it on my computer and partly because I like the templates better than the ones that come as stock with Word. I think the way Pages displays pictures is prettier, and I wanted pictures in my Kindle book.
- Scrivener is the mother of all writing tools. There are links in your members area under the bonuses where you can go grab the Scrivener software: kristenrecommends.com/scrivenerpc or if you're on a mac, kristenrecommends.com/scrivenermac

There is a training by Joseph Michael, the Scrivener Coach, in the bonus section of the members area. Go watch that training. He teaches you how to use the software, how to organize everything for your book. You can organize your entire series in one document if you want to keep it all in one place. I'm using Scrivener for a lot of things now including my bigger Ninja book that I've been working on. I

even write blog posts in this program. It is so powerful. If I had Scrivener back when I started writing Author's Quick Guide series, I would have used it instead of Pages. Scrivener also has the ability to export straight to Kindle format so that it will be a nice, cleanly read document. Joseph Michael shows you exactly how to do that from Scrivener in that training.

How Long should your book be?

First, you need to stop thinking “pages” when it comes to a Kindle book. Kindle doesn't even recognize pages. It has no idea what pages are because Kindle devices are designed for users to set their font size and be able to read in large print if they want. So think in words, not pages.

Kindle's minimum is 2500 words for your average Kindle book. This does not apply to children's books. Picture books are completely different: a different process, a different style of writing. They are picture-based, not word-based so don't worry about it if you're writing a children's book at some point in the future.

Kindle's minimum of 2500 words is basically about three decent sized articles, but I recommend no less than 4000 words in your Kindle book. Most of my Author's Quick Guide books fall between 6,000–10,000 words in range. This is kind of the sweet spot for Kindle books. That answers a question in-depth, giving readers exactly what they need; and that is the secret to my having gotten so many 5 star reviews for my books. I hit the points, hit them concisely. My audience is made up of busy people who want an answer fast. They don't want to waste a lot of time trying to find that answer. They want an answer from an expert, they get it and it only takes them about 45 minutes to an hour to get that answer by reading my book.

I actually have a few Kindle books that are closer to 20,000 words. I wouldn't go beyond that for an entire series because I think if you hit nearly the 20,000 word mark you probably have enough words to divide up into a couple of books. For example, *Author's Quick Guide to Marketing Your Book Online and Off* is one I could literally separate in half and have the Author's Quick Guide to Marketing Your Book Online and the Author's Quick Guide to Marketing Your Book Offline. I chose to put them together only because my market wants to know how to market their book(s) online but they *need* to know how to market their books off-line. So I knew by including both of those topics in the one book since they both fell under “marketing your book,” I was going get a lot more readers and a lot more people buying the book. So I stuck with

the longer work. But if I had gone above 20,000 words for that book, I probably would have split it in half.

Don't get too caught up in the page count, however. Say what you want to say and say it concisely. If you find yourself saying the same thing over and over and over and over again, stop it. Just say what you want to say, get it done, be concise and move on to your next point.

Power of Language

KNOW your market. Write in their language. The best way to know who you're talking to is to read the stuff they are writing. Get on social media, get in groups that are about the topic you are writing about and see what they're saying. There are a lot of times where I would never have thought of wording something a specific way had I not seen somebody in my target audience write it on Facebook. They aren't thinking in your language, so you need to think in theirs. This also means you need to talk on more of a first grader level. You are a PhD level in your topic, especially in non-fiction. Your audience is not. They are buying your books because they want to learn from you, and you need to teach them by writing in their language and on their level.

This also goes for fiction. If you are writing middle grade mystery books, don't use humongous words that mostly adults will know. Don't use PhD level words and verbiage in your books. Stick to that market and that language.

I have experience with an editor who is awesome, and her information, by the way, is in your members area. She specializes in middle grader books. She was doing some editing work for me and completely rewrote some sections of the book because they weren't how a middle grader would phrase it. Make sure that when you're writing fiction, you're writing to the age group and in the language of how they would speak

Also, write in the language of your main audience for wherever you are in the world. For example, Canadian English is different from US English which is different from UK English. Australian English might be different, too, so wherever people are going to be buying your book the most, write for that language no matter where you're based in the world. If you are going to be marketing your book mostly to German-speaking people, write in German! If eventually you want to get it translated, that's fine. You can find a translator on odesk.com or elance.com but decide where you want to sell your book the most, who would you want to buy the most copies of your book, and that is the language to speak to first.

When you do look at translations, make sure you choose someone who has experience. Find someone else who speaks that language you want to translate into if you don't, and have them read some examples to make sure it is accurate.

Other Ways to Write

- ➔ Talk your book. You can transcribe a podcast if you already have a podcast. This is an excellent way to be able to write your book series fast. Get your podcast transcribed and start putting those up on Kindle! You can literally have your first Kindle book for the challenge done next week if you do this one thing alone.
- ➔ Interview transcriptions are the same way. Anytime you've been interviewed, use the transcriptions as a foundation for your book. You can also do that interviewing other people.
- ➔ Webinar transcription. If you have a guest do a webinar to your list or you were a guest teaching a webinar to someone else's list, transcribe it and put it up on Kindle. You can do several different webinars in the same series, transcribe them, and you have a series of Kindle books.
- ➔ Speech transcription. If you give a speech from the stage or you are a speaker, definitely get those transcribed and you can use those as the foundation for Kindle books. Unless you are just doing a straight-up interview or Kindle edition of your podcast, with webinar and speech transcription the brain interprets how it reads the written word differently than the spoken word so you are going to need to do some heavy editing and rewriting to make it flow. That is where your time will be taken up.
- ➔ Dragon Naturally Speaking software. If it is easier for you to just speak your book rather than writing it from scratch, speaking it from your mind-map or PowerPoint slides, etc., check out the software Dragon Naturally Speaking. It will take some time and training for the software to get used to you depending on what kind of dialect or accent you might have, how clear your voices is and how clearly you enunciate words, but once it gets the hang of how you speak, it is pretty easy and literally transcribes on the screen as you speak. Check out the Facebook group if you want people's opinions on this as I know many of your fellow members use this software.
- ➔ Make them write it. You can do a compilation book that is a collection of short stories for fiction. Other people are going to write the book for you then.

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- ➔ You can do an anthology book where entire chapters or longer stories are submitted by your audience members or by other people and then you as editor compile them all together.
 - ➔ Run a contest. I've actually talked about this a little bit on free webinars I've done. If you want to do a contest you are going to want to start now as the Challenge just gets started. It is going to take you a little bit of time to put it together. I want to expose you to this idea even if you choose not to do a contest because it's a great way to write books in the future.

Running a Contest

There are basically two ways to run a contest, an easy way and a more advanced way.

In the easy method, you share the guidelines with potential participants. You specify fiction or non-fiction (it works for both), choose what the topics are going to be, how long you want each entry to be, and what your deadline is for people to get their stories. You also share an email address where people can email in their stories.

This is the easy way to run a contest. You don't need any special software or a website. All you need to do is post on Facebook and say, 'hey, I'm putting together this book and running a contest...here are the guidelines... submit your stories here... here's the deadline and anything sent after the deadline will not be entered in this book fyi.'

The Advanced Method is more complicated but more professional so you may get higher-quality entries. Here is what you will need:

- ✓ Online form. For those of you who already have an established website, you can put a form on your website for people to fill out and include all the necessary information: guidelines, topic, length, deadline, etc. It can also have a field for a description, a field for their bio, an upload button depending on the type of form plug-in you are using, etc. Instant Form Pro is one plug-in that offers this. Another is Gravity Forms. You can have people submit their headshot or images from their story, etc. into the online form.
- ✓ Judges. You may choose three other people besides yourself to read the entries and decide whether they make it as winners in your contest or not. This can help if

you have friends and family who submit stories. You can remain at arm's length and blame it on the judges if their story doesn't make it.

- ✓ Compensation. Winners of your contest do not get any form of monetary compensation. You don't pay them. They get published. Writers Digest magazine runs a really big contest every year and their contests usually have a first/second/third prize and each will have a monetary prize given or a publishing contract for a bigger book, etc. You don't have to do that. Some say "you get published" and that's it. That is your reward.
- ✓ Logistics. There are some logistics issues for running a contest:
 - Judges should all be volunteers. They should not be people you have to pay.
 - The email form is optional. You can have people email you directly or email your judges directly or you can set up a generic Email address like gmail so you don't have to give out your private email to anyone. Or, you can actually have a form on your website.
 - Email Management: You definitely want all of your contributors to make sure that they are in your email systems. You want to be able to announce the book to them so they can spread the word about being published. In order to have an email form set up where people can subscribe to your list—so that you can market this book to them later—you will need a service provider. Mailchimp is one email service provider that I recommend you start with because it has a free service level. Aweber is another email management system with a fee associated with it.
 - Time limit. You don't want this to drag on forever and you need to be strict with that time limit, especially if you're running a contest for the Challenge.

Writing 201

Writing 102 will cover the following:

- ✓ The coolest writing apps to make you take action.
- ✓ How to stay focused, motivated and keep your writing groove.
- ✓ Tips and tricks to eliminate those pesky distractions.
- ✓ How to best use your writing “space.”
- ✓ When to edit and when NOT to edit.

Writing Productivity Tools

Writing productivity tools are not meant to replace your word processing program but to enhance it. You use these not so much to write your book but to jump-start the process, to give you a change of pace and change your environment, to keep you focused on a particular writing task.

CalmlyWriter.com (Free) is an add-on for Google Chrome. Your browser stays open in case you need to do some research, but it opens a new tab in your browser with a plain white background, no buttons or distractions. You can select the text and format it and save automatically to the cloud via Google Drive if you want to do that.

iLys.com (free trial, then membership) lets you set a word count for how many words you want to complete writing, so if you are stuck in writing your book, this tool can help propel you forward through a required word count. You can set what is known as “ninja mode” where you cannot see the words as you type, forcing you to not edit while you are writing. This isn’t something you would use to write your entire book, but it is an interesting way to get you into a new habit.

writeboxapps.com (free) is another browser extension that is mobile compatible. You can open it on multiple devices and it syncs everything together. If you are working on your book and have to run out of the house to a doctor’s appointment, you can continue working on the book in the doctor’s waiting room right on your phone or iPad. It has “seamless sync” between your devices, and links to Dropbox and Google Drive in order to sync your devices via the cloud.

KeepWriting.boxjar.com (free) is another Chrome browser extension that looks like and acts like you are typing on an old school typewriter. It will not let you backspace or delete to correct mistakes. You can select the text and type over it, but it won't let you go back and delete. This is another powerful tool to break you of the habit of editing while you write. It has an autosave feature so you don't need to interrupt your work to save. The only caveat is that this works on Windows only.

FocusWriter.com (free/donation optional) allows you to set timers and alarms to go off. You can sit and write until the timer goes off which forces you to write during the allotted time. You can set daily goals—like 500 words per day—and set a timer to force you to write. Then, copy the text and paste into your book writing program (i.e. Pages, Scrivener, Word, etc.). This app includes spell-check and auto-save features with zero distractions.

WriteOrDie.com (free trial) is ruthless! This software is for people who tend to overthink, to pause a lot and think about what they want to say. This is a sign of perfectionism and you will never get your book done if this is you. The software encourages discipline. You can set all types of goal settings and if you sit idle for too long and don't deliver words to the page as per your various settings, it literally screams at you. If that doesn't get your attention, it creates pattern interrupts like dropping something (e.g. spiders) all over your screen to shock your brain into doing what you are supposed to be focusing on. It will increase your overall flow if you get into the habit of it. This is also available as an online app on their web site so you can try it out before paying and downloading to your computer.

Anti-Distraction Tools

Anti-Distraction Tools are helpful for the number one problem plaguing people who are trying to write a book on the computer: social media.

Anti-Social.cc (free trial) is an app that blocks any website you want. it blocks all the social media sites by default. If you tend to spend a lot of time on websites that are not related to your book—lego.com and thinkgeek.com are major distractions for me—you can customize this app to turn off those sites as well. It is fully customizable letting you block ANY time-wasting website; and it will not let you click through any sites you turn off. You set a timer for the amount of time you want to block these sites and the only way it will let you see any of those sites you've blocked during that time is to re-boot your computer. That can really help with your self-discipline! At the end of the time, it auto unlocks the sites and you can open them again.

FreedomApp.us (free trial) is the ultimate app from the same company as Anti-social. Have you ever noticed that you get more writing done when you are at a hotel that doesn't have good internet service? You turn it off and work because it is not fun to try to surf. But, it is still easy enough to turn it back on and try again whenever you want. Freedom applies similar logic in a very simple way: it blocks the internet connection. That is all it does. It forces you offline anytime by blocking your internet connection for the amount of time you specify. To turn it off and get back your internet connection before the allotted time is up, you have to reboot your computer. This is another tool to force self-discipline by keeping you away from the internet. So you might ask, "what if I hit a point and need to research something?" Here's the thing...you can get into the flow and do a lot of writing without stopping to research even if you do a lot of research for your books. Simply type an asterisk three times anywhere you need to research or verify some information and continue writing. When your writing is done and you can go into research mode, use the "Find" feature in your word processing program to search for the three asterisks. It will show you every place those appear and you can research > fill in the information > go to the next one and repeat. That makes your time more effective because you are not mixing writing and research.

Other Distraction Eliminating Tips

- ➔ Turn off Spell Check. The green and red lines on your screen are a distraction while you are writing. How you turn it off depends on the software you are using so look at the help menu and find out how to turn it off in your program
- ➔ Close the door. If you are like most people, you probably have family around when you are trying to write and this can be a huge distraction. The best thing you can do is train them to know you have a writing time and cannot be disturbed. Communicate the time to them, close the door and put a Do Not Disturb sign on the door.
- ➔ Schedule your special "writing" time. I encourage you to schedule at least 15 minutes each day or a couple hours on the weekend. If you type even moderately fast, you can get 500 words written in the little blocks of time you can squeeze in throughout the day.
- ➔ Change your environment. I sit in my office a lot and travel a lot. If I am in the same place all the time, in too many airports or hotel rooms or wherever too much of the time, I get in a rut. It is important to change up your work environment. This can be your laptop or pad and paper in a park or coffee shop or a towel on the beach with a boogie board as a lap desk (best to keep the electronics off the beach) to break a rut.

You need to be careful of your normal writing environment, especially if you are writing at home. If you write at the kitchen table, you are going to be distracted by dishes in the sink or food stuff that needs to be put away, or the mail stacked up on the counter, etc. Your brain will get used to seeing what it sees around you and you will be distracted. You need a place of your own, even a corner of a room, that is specific only to your writing.

Fun Writing Apps

There are some terrific writing apps that can help you to get rid of blocks. They are especially good for fiction writers. For non-fiction writers, these are good for activating your right brain to switch it up & get more inspired. You would be surprised how writing a poem or short fictional story using a writing prompt can shake you out of your rut when you get stuck writing non-fiction. Fiction writers can do the same thing by writing a blog article or a recipe, etc. from a journalist's perspective.

writing.com (fee) has a number of great apps:

- Writing Prompts are great for “warming you up.” Just like a singer doesn’t just start singing an opera role without warming up or an athlete doesn’t start a game without having done some stretches or running around, you should warm up before you dive in and start writing a novel or important piece of non-fiction. It will keep you more focused and help you to be faster at writing.
- Character Prompts is a great app. If you are stuck on any demographic, quirky trait, personality or anything else for your character, get this app. You can create all sorts of characters with it.
- Party Prompts are good if your characters are going into a party. This can help you create the scene and party specifics.
- Art Prompts are great if you are stuck and want something artsy. These are great if you are interested in Art Journaling to make you a better writer. This is where you take a journal or sketch book and draw with markers, glue things into it, paint, etc., basically layering and layering to create a hodge-podge of mixed media. A lot of creative expression can come out of this even if you don’t think you are an artist. When you activate your creativity—the problem-solving center of your brain—you will be a better, faster, more focused writer.
- Dramatic Music can help you to become more creative in describing a scene by playing music that fits the scene you are trying to create. For example, if you want to create a chase scene in a mystery novel, you can select music in the

app for the dramatic scene and then write the scene while the music plays. It can make your writing more creative, and is especially good for fiction writers. Even for non-fiction writers, it is good to write to music as long as it doesn't have words.

Writer Lists (Fee) is especially important for fiction writers. It is basically lists inside of lists inside of lists of character traits, personality traits, settings, plots, genres and much more that you can use in creating your book. For example, if you are creating a character and don't know what kind of hair to give him/her, you can use this to get a list of 20 different kinds of hair — colors, styles, etc.

Hanx Writer (free) from actor Tom Hanks is fun to play with. It has all the characteristics and traits of a typewriter for your phone. When you are finished with your document, you can save it and/or share it as a .pdf, upload it to Dropbox or Facebook, etc. It is a great way to kickstart your flow of writing if you have writer's block.



Designing Your Writing Space

You need to have space that is yours specifically for writing. It is a place to go where you can hone in and focus. That place calls to you when you see it and the more guilt you feel, the more you are going to sit down and write. To design your writing space:

1. Brainstorm your ideal space (possible or not). What does it look like? What is in it? Be specific because the more real it is to you, the more likely you are to make it happen.
 - Colors?
 - Materials?
 - Equipment?
 - Utensils (stapler, pencil sharpener, etc.)?
 - Chair?
 - Collectibles/Toys that are in the space (to help engage your right brain)?
 - Music - what would you listen to?
2. After you've written your ideal space, look around and decide how you can apply your dream space to your real space.

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- Move pillows/art/etc. from other rooms to help you make the space a place where you want to be.
 - Move toys from your kids' rooms. Get some thinking putty (like silly putty on steroids). Arrange a distraction-free zone with desk and chair. Don't make this hard and expensive if you can't afford it.
 - Make it comfortable. Make it a place where you want to be. This is going to become one of your favorite spaces for a long time to come.

3. As you are writing in your space, get up and MOVE.

- ✓ Set a timer so you don't stay in one place too long. The body isn't meant to do this and it can cause you pain.
- ✓ Write (30-45 minute stretch)
- ✓ Get up, dance, move, sing, re-arrange, play, stretch... (10-15 minute break)
- ✓ Go back for more writing.

Writing 301

Writing 301 will cover the following:

- ✓ How to organize your fiction book.
- ✓ How to organize your non-fiction book.
- ✓ How to go from “good” to “GREAT” with your fiction writing.
- ✓ The secret to really captures your character’s voice.
- ✓ How to keep your readers engaged in an otherwise “boring” non-fiction book.

Book Organization

There are publishing standards for the components of your book, but those standards can be broken for Kindle. For example, there are a lot of things that go into the Front matter in a traditionally printed book. All of that same information would be wasted space in Amazon’s Look Inside feature where you want a reader to be able to see some of your content, not just a bunch of front matter. Look at other books in your genre to get a feel for what is included in the Kindle versions of those books. For all books, Kindle or Print, Fiction or Non-Fiction, you will have the following:

1. Copyright Page
2. Front matter (i.e. everything before the main body)
3. Back matter (i.e. About the Author, Glossary, Upsell, image credits)

Book Organization: Fiction for Kindle

- ✓ Teaser (optional). Sometimes at the very beginning of the book, you will find a page with a paragraph or two meant to hook the reader and draw them in, making them wonder what is going to happen next. The back cover copy can be the same thing. Since Kindle has no back cover, this might be a good way to draw your reader into the book in Amazon’s Look Inside feature.
- ✓ Title Page. In print, the “half title” page is just plain text of the title of your book on a white background. There are no images or anything else. The full title page looks

very much like the cover. For Kindle, the cover image is already imbedded in the book file so you don't really need a title page that looks like the cover.

- ✓ Copyright page. You do need one in Kindle. In print, the copyright page is on the back side of the full title page. With Kindle, you can choose to put this at the back of the book, but I don't recommend it. Having a professional-looking copyright page is one thing that will help remove an appearance that you are self-published. You want to let your potential readers see that you are as professional as possible, so keep this in the front.
- ✓ Dedication. This is optional, but people love reading dedications, so... It usually appears after the copyright page
- ✓ Table of Contents. For fiction, depending on the type you are writing, this may be optional. I would include it with Kindle because it allows readers to skip through the book to a point where they want to be, especially if their reader doesn't retain the bookmark of where they left off in reading the book.
- ✓ Free opt-in. Comes after TOC
- ✓ Prologue. This is optional depending on the type of fiction you are writing. This is the fiction equivalent of an introduction, setting the stage and possibly giving some background.
- ✓ Main body. This is the collection of short stories, poetry, chapters in a novel, etc.
- ✓ Epilogue. It is like a wrap-up with a tease as to what could happen next. It is sort of a "where are they now" for characters introduced in the book. It is especially helpful if your book is part of a series and there is another to come.
- ✓ Thank-you page.
- ✓ Next book teaser.
- ✓ Acknowledgements. This is a "thank you" page for those who helped you to get your book written and edited, your beta readers and reviewers, etc. Again, open books in your genre and study them. In traditional publishing, this is usually placed right after the dedication at the beginning of the book. Because Kindle shows a lot of the front matter in the Look Inside, this is better placed at the back of the Kindle book.
- ✓ Glossary is optional depending on the type of fiction you are writing. If you created an entire world, a glossary can help your readers understand the world you are writing about.

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- ✓ About the Author
 - ✓ Other Books By... a nice thing about Kindle is the ability to go back after you have written other books and edit this page before uploading a new version. You can also add a tag like “Collect them all” so people know they can look for other books in your series.
 - ✓ Supporting product ad for whatever you want to sell to people. This is where money is made. Think beyond your book to determine what you can offer.

Book Organization: Non-Fiction for Kindle

- ✓ Title Page
- ✓ Copyright page
- ✓ Dedication
- ✓ Acknowledgements can be at the back of the book but many times for non-fiction, they can boost your credibility. For instance, say you have someone help you who is extremely well-known and popular in your niche. You want that person’s name at the front of your book in the Acknowledgements. It will increase your credibility for all those looking at this.
- ✓ Table of Contents
- ✓ Free opt-in
- ✓ Introduction
- ✓ Foreword: a long testimonial that is not recommended for these short Kindle books. More suitable for print.
- ✓ Main body
- ✓ Thank-you page (optional)
- ✓ Resources List (optional)
- ✓ Glossary of terms for niche/industry
- ✓ Legalities/Permissions: for images, quotes, etc.
- ✓ About the Author

✓ Other Books By...

✓ Ads

Copyright Page

In your member's area, there is a MS Word template for non-fiction self-help, non-fiction business and Kindle. It doesn't matter which you use or whether you are writing fiction or non-fiction, copyright pages are basically the same. Those templates have all the information written for you. You just need to insert your details.

✓ © Year Your Name, e.g. © 2018 Kristen Joy

✓ Publishing company name/address/website/email: a minimum of email so media can find you if they want to quote your book or interview you.

✓ Any disclaimers (for finance, medical and similar fields)

✓ Cover design and illustration credits. This is a legal requirement. Cover design and illustration are copyright owned by them, not by you. It is standard practice in the design industry per Ethical Guidelines, so this is copyright law and you must state the credits.

✓ Photo credits (optional): if you use the same photographer or the same person's illustrations throughout the entire book, there is no need putting that on a whole page in the back of the book. Put it on the copyright page.

✓ All Rights Reserved clause (in your template)

How to Write Better: Go from "good" to "GREAT" fiction

➔ Start your story off with a BANG! Movies are a great thing to study for writing. How many times have you gone to a movie, an action adventure film, and you are thrown into this life or death scenario right out of the gate (e.g. Indiana Jones)? That is something that is going to reel readers in and get them hooked so they have to stay with it until you answer the question you pose at the beginning of the book. Don't start your story with backstory. People don't care about it and you can add it inside the story. The beginning of the book needs to pull them into a scenario that is going to keep them on the edge of their seat. You can create this scenario with emotions, with scenery, with drama, etc.

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- ➔ Keep the worry factor you start off with intact. Keep the reader's concern about your character(s) going through the book. Don't be predictable. Find a way to do something in your story that isn't what a reader expects.
 - ➔ Write long dialogue, explaining everything (this is easy for authors) but then re-write it 75% shorter (difficult for authors). It is doable and you will like it much more. People don't want descriptions of everything given to them in great detail. They want to leave something to their imagination.
 - ➔ MAKE emotion, don't describe it. If describing an anxiety attack, for example, don't say "his heart started beating faster." We know this happens with an anxiety attack. Word it in a different way, keep it mysterious. Put yourself in your character's shoes and describe how you feel at that moment.
 - ➔ Capture your Characters' voices.
 - ◉ Listen to them. Your characters are people, too.
 - ◉ Journal. Keep a journal for your main protagonist and antagonist in the story and for any other main characters you think are important enough that you need to know their thought patterns, habits, etc. These are *their* journals. In that journal, you are going to ask them questions and they will answer. It is how they will communicate with you. Your character's responses are going to come from your subconscious, creative mind.
 - ◉ Present scenarios to your characters, e.g. "What would you do if...?" Let the character answer. It will make them real to your readers.
 - ◉ Take a personality test *as your character*, i.e. your character is taking the test.
 - ◉ Ask yourself "What motivates them?" What motivates your characters to make the decisions they are making, to do what they are doing? Ask these questions in the journal and let the character answer.
 - ➔ Don't be afraid to lose someone important. It grips emotion and readers will keep reading because they want to know what happens to everyone else.
 - ➔ Make it worse, make it worse, *then* make it **worse** right before the climax and resolution. It keeps readers on the edge of their seat.
 - ➔ Play with Point of View. Learn the rules and then forget them.
 - ➔ Does your story *move* you? Do you feel emotion, whatever that is, when you read it. If so, you have a good story.

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- ➔ TRUST YOURSELF. If anyone, even one person, has told you that you are a good writer, you need to trust that and trust yourself.

Writing Better Non-Fiction: Keeping readers engaged

- ➔ Read the reviews. What are one and two star reviews complaining about? Give them what they want. Fill the gap.
- ➔ Include examples, case studies, stories, etc. Don't just give dry, straight-up facts. You don't even have to write all the stories. Your clients can write them for you by telling their story in their words.
- ➔ Make it personal. Instead of using "they," avoid it. "You" is personal so switch it up to say "You" so that you are talking to that one person reading your book. Change up some of the "you" to "we" when it is a thought where you want to be all inclusive and include yourself in the statement, e.g. We've all probably heard this phrase before..."
- ➔ Use all 5 senses in your book: taste, sight, smell, hearing, touch. Depending on what you are writing, the genre, one or two of these will be more prominent and important, but try to touch on all five in your book.
- ➔ Include resources with links throughout your book. Readers love resources. Refer to Week 2:Publishing.
- ➔ Remove these two words as much as possible:
 - That
 - Very
- ➔ Make it evergreen, i.e. not time sensitive. If you are writing about social media or web site design, things that change constantly in their respective industries, it is difficult to do this. Concentrate on broad concepts, methods, tools for how to use it. You will have to include some descriptive, narrow details, but keep in mind that when you do, you will have to update these every 6 months to reflect changes in the industry.
- ➔ Keep it short and to the point. Describe it *once* and leave it alone to keep readers from putting down your book.
- ➔ Make chapter titles consistent in wording. Don't title Chapter 1 "How to capture a fish, step 1" and Chapter 2 "Feeding your fish." If you are doing steps, do steps. If

you are doing tips, do tips. If you are doing strategies, do strategies. Don't have one chapter with a short title and the next with a long one.

- ➔ If you need to, write boring and dry... then ask "How *else* can I describe this concept?"
- ➔ Stay within your theme of a chapter. Limit how many rabbit trails you go down. If you start talking about something that is different from the theme of a chapter, that is something you need to move to another chapter or save for another book.
- ➔ Read sections aloud to a friend. This is one of the easiest ways to find where you have hang-ups or find parts that are too dry or boring. It helps to see if they are engaged and listening or if they pick up the phone and check the time or try to run to the bathroom every few minutes to get away from you.

Writing 401

Writing 401 will cover the following:

- ✓ The number one thing that will ultimately make or break your long-term success as an author.
- ✓ How to self-edit your book... professionally.
- ✓ Where to find free editors and how to utilize them.
- ✓ How to find a professional editor and what to expect during the editing process.

Editing Your Book

Why Do You Need Your Book to be Edited?

- ➔ You're too close to your own writing. We can't see our own mistakes, and the truth is, the more we read it, the less we see. A second set of eyes is essential to catching the mistakes we miss because we overlook them.
- ➔ You're attached to your own ideas. Sometimes we get so attached to our ideas that we get offended when an editor tells us they are wrong. Most of the time, the second set of eyes is correct.
- ➔ You live with your brain, your readers don't. We know what we intended to say and our brains play tricks on us making us think we said something clearly or in one particular way. Yet, our readers don't understand. This is why so many non-fiction books go overboard saying the same thing over and over again, boring their readers and making them toss the book aside after only a couple of chapters.
- ➔ Bad writing will kill your book faster than anything else. Yes, your cover is the first thing readers will judge you on, but good writing is what allows someone to share your book with others and give you good reviews and word-of-mouth promotion. Some people will buy a book regardless of the cover design but it is a rare rare reader who will give a book a good review if it is poorly written.

What's So Scary About a Little Editing?

Editing seems to freak out authors. The very idea will cause so many authors to procrastinate in getting a book done. They think editing means “telling me I am wrong.” Why is this so scary?

- ➔ You're attached, so attached to yourself and your own ideas that you can't see past them.
- ➔ You think it is expensive. Yes, high end editors cost money, sometimes a lot of money. They can be expensive. But you can get that same level of quality without having to pay tens of thousands of dollars.
- ➔ An editor holds a position of authority. A lot of authors and entrepreneurs like to be in control. They don't like to give up authority. Editors have the authority *to help you*.
- ➔ You don't think you can change it back. You might think if an editor changes something you cannot change it back. That isn't true. You can change your editing whenever you want! A lot of editors like to use MS Word's Track Changes feature and you may find you like it, too, because it lets you see quickly where your manuscript was changed. If an editor totally misses your point or just doesn't “get you,” your readers probably won't either, but that just means you can re-write the information to be more clear and say it in a different way.
- ➔ Re-writing is harder than initial flow writing. Yes it is. Once the flow starts, it is easy. Re-writing is so much more difficult. It takes a long time, makes you procrastinate and can be miserable. But it isn't an excuse for not getting it right. The patience you develop working with an editor will pay off in the long run—and make you a better writer.
- ➔ Editing takes *time*. Good editing takes a lot of time. You cannot expect an editor to turn around a manuscript in a couple days or even a week. Most are reading your manuscript three times and that is going to take time.

Editing is IMPORTANT!

- ➔ “Self”-publishing doesn't mean you do *everything* yourself. It means you are capable enough to manage the publishing process yourself, to control it and make the decisions; and that you, just like a traditional publisher, are smart enough to know when you shouldn't perform a particular function yourself but outsource it to someone with a higher level of skill to improve your business.

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- ➔ Your book won't sell unless you can compete! Most self-published authors only sell an average of 75 copies because that is how many friends/family members they can rustle up to buy the book. Most of the time, those authors cannot compete because they skipped the editing process altogether and they cannot get any word-of-mouth marketing.
 - ➔ Every time you upload a new version, it takes time. So, if you upload a book to Kindle and find a glaring error, you have to fix it and upload a new copy. Kindle will take up to 12 hours to let the USA know the book is available. Then, it takes days to let other countries in the world know. Let's say you have a big launch coming and the date is set. You find a huge error—something an editor wouldn't have missed. You can either go through with your book launch with this error or upload a new version and hope the new book is online before your launch. In that case, I probably would go ahead with the first copy of the book and edit/upload a new one later. Either way, it can hurt your reviews. A good editor could have prevented this.
 - ➔ Your reputation is at stake—*FOREVER!* If you put crap on Kindle, if your cover design is not professional, your writing is not easy to read, your editing is horribly done...your reputation will be permanently damaged on Amazon. The only way to get rid of bad reviews for your book is to take it down, publish all over again under a totally different title, ISBN, etc. The problem is your old book is still going to stay up on Amazon for a while. That could even be several months after you take it down. And, readers who didn't excoriate you in the reviews may now think that is a new book in your series, buy it and then scream in the reviews because it is essentially the same book they purchased before. You lose all the way around! All this for something that could have been prevented with professional editing!

Types of Editing

1. Developmental Editing: the highest cost editing. It is like having a coach. He/she will work with you throughout the entire writing of your book, essentially writing your book for you, helping you chapter by chapter to structure your writing, story, plot, characters, etc. This is the type of editor often employed with traditional publishers. Cost can be tens of thousands of dollars.
2. Substantive Editing: next highest cost. This editing starts with your rough draft. Once you send your rough draft to the editor, he/she will help you refine your voice, tighten up your writing, double-check facts, readability, plausibility, flow, etc. and overall make you a better writer. This can be as high as \$7,000–10,000 but I've seen it as low as \$2,000–3,000 depending on the size of the book. If you want to be very serious about this, and be the best writer you can be, substantive editing is the kind of editing you want.

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3. Copy Editing: lower cost. This editing starts on your rough or polished draft and is what most authors use. This type of editing generally starts after you've read through your draft a couple of times, and you may have sent it to a couple of beta readers or a free editor. Then the copy editor gets it. Based on how messy your draft still is, they will charge by the page or word to clean it up. You can save money on editing by running your book through a couple of different processes first and then hiring this type of editor who will check grammar, spelling and punctuation for the most part. They are not going to change your voice or re-write your sentences. They will check for overall consistency and point out problems to you. They will also check for accuracy. There is some research and fact-checking that goes on here to make sure your specifics of the period in which you are writing are accurate, etc. A *real* professional copy editor is worth his weight in gold!
 4. Proofreading: lowest cost. A proof-reader starts on your book after you have it laid out and images in place, after you have all your chapter headings, titles, etc. and your word styles, fonts, etc. completed. For Kindle, this would be the final "pretty" pdf you have ready to upload from Scrivener or MS Word. This comes after an editor has had hands in it and it is ready to go. Proofreaders check the techie stuff: headings, styles, bullets, organizational structure, etc. They are going to make sure everything is the same throughout the book so the reader has a good experience all the way through the book.

They also double-check that editors did their job and that authors did, too. In the editing process, there is going to be some back and forth between author and editor regarding changes made and to be made. The proof-reader will check that you and the editor caught everything—and that if you change something back that the editor changed, you have a good reason for it.

Self Editing

- ✓ Spelling: After you've finished writing, let your book rest for a couple of days. Work on your marketing and let the writing rest. At that point, if you did turn off spell-check while writing—a trick for writing fast and clean and without the interruption of correcting spelling—turn it back on to find all your spelling errors.
- ✓ Once you've corrected spelling, read your book from top to bottom **aloud!** If you stumble over your own words, chances are your readers are going to do so as well. Make changes as you stumble.

Most common spelling/grammatical errors I've seen in manuscripts:

- **Compliment** (telling someone how nice her shoes are, e.g. “those shoes look lovely on you”) vs. **complement** (something goes well with something else, e.g. “those shoes complement your bag very well)
- **Its** (possessive, e.g. Its green color shone brightly.) vs. **it's** (the contraction for “it is.” If you can read a sentence and use the words “it is” as in “It is green” then it's or “It's green” is correct.
- **Loose** (an adjective meaning not tight, e.g. “my pants are loose”) vs. **lose** (a verb, meaning to cease to have something, e.g. “I intend to lose weight.”) I made this mistake on the back cover of the very first book I ever wrote. It was professionally edited but I didn't have the back cover edited. An editor picked up my book and caught this.
- **Then** (an adverb expressing time as in “Then, I went to the store) vs. **than** (a conjunction & preposition used to express contrast or comparison, e.g. “this cost more than that.”)
- **There** (a place, e.g. “I am going there”) vs. **they're** (a contraction of “they” and “are”—refer back to “it's”—e.g. They're going with me”) vs. **their** (possessive, denoting possession, belonging or ownership and most properly used to denote plural possession or that of more than one person, e.g. “Their mother said they couldn't go with me.”)
- **Your** (possessive meaning it belongs to you, e.g. “Your pills are on the table”) vs. **you're** (a contraction of “you” and “are”—refer to it's and they're—as in “You're not going to sell books if your grammar is bad.”)

NOTE: There are people in this Challenge who have said they are “editors” but misuse these words (and others) in the Facebook group. If you are an editor, check your posts because you are going to lose business. Sending from your phone isn't an excuse. Relying on your word processing program's grammar check is no excuse. Being short on time is no excuse. No one who knows the English language is going to hire you in a million years as an editor if you can't pass judgement of your basic English language skills!

Most Common Punctuation Mistakes

- “Serial” commas. In a book, commas are placed after each word in a list, e.g. “red, white, and blue.” The reason the comma is placed before the word “and” in the list (a

“serial” comma) is because books have a lot of words in them and you need to give your readers more permission to take breaks or breathe. Magazine articles, blog posts and other journalistic writing does not use serial commas (i.e. “red, white and blue”) because the publishers are pressed for space in fitting the story on a page. These articles are not as long and readers don’t need as much permission to breathe. **NOTE:** IF an “editor” doesn’t know what a serial comma is, do not hire him/her.

- Apostrophes. The ‘ symbol is used in contraction words (e.g. you’re) and possessive words ending in the letter “s” such as “men’s shoes.”
- Quotation Marks. The “ symbol is used around a quote or, on occasion, to bring emphasis to a word. Quotation marks are usually reserved for quoting someone. Quotes used to emphasize a word are often overused. Options are bold and italics. Stay away from underline. It makes people think it is a clickable link and it screams “self-publishing.” If quoting someone in a sentence or where there is punctuation at the end of the quote, all ending punctuation goes inside the quote marks. For example: Kristen Joy said, “You need to make sure you include the punctuation marks inside the quotation.”
- — (**em dash**) vs. – (**en dash**) vs. - (**hyphen**).
 - An em dash is the long dash and it takes the place of a comma as a longer pause to give emphasis to what comes next.
 - An en dash is a shorter dash than the em dash but longer than a hyphen and it replaces the word “to” as in 1992–1993 or 5–7.
 - A hyphen is used in a hyphenated word such as “best-selling book.”

For each of these, there is no space before or after the hyphen or dash because it can then float around the page on Kindle depending on the reader’s font size. **NOTE:** Be aware that in MS Word, if you type a hyphen followed by a space and then another word, the software will automatically change that hyphen to an en dash. If you intend to have an en dash, you can do it that way. If you intend to have an em dash, the only way to get a proper em dash is to insert a special character: In Word: Insert > symbol > advanced. In Pages, if you choose Edit > Substitutions and turn on Smart Dashes the software will make all double hyphens an em dash. If you want an en dash or to control your em dash, go to Edit > Emoji & Symbols > choose the Punctuation group.

THIS is the number one way to be able to tell if an editor is a real editor or not. Just because someone says he edits doesn’t mean he knows what he is doing or that you

should spend money on his services. Your first question should be: “Do you know what an em dash is vs. an en dash vs. a hyphen?”

Nightmare in Grammarland

The screen shot below is an actual Facebook post. This is how a lot of people write on Facebook. I have been known to unfollow those who write like this.

i was wondering if you were going to come down to my place today and we could go to the store i have some things i need to do first Are you interested should we grab coffee what's your day been like??? My dog died today, thinking of you saw how lose you're pants are getting congratulations!

This is how the post should look:

I was wondering if you were going to come down to my place today and we could go to the store. I have some things I need to do first... Are you interested and should we grab coffee? How was your day? I've been thinking of you! I saw how loose your pants are getting—congratulations!

The edits...

I was wondering if you were going to come down to my place today and we could go to the store. I have some things I need to do first... Are you interested **and** should we grab coffee? **How was your day? I've been** thinking of you! I saw how **loose your** pants are getting—congratulations!

Where to find free editors

- College students are awesome. They will do this because they are looking for resume experience. However, they have rigorous schedules so you have to stay on top of them to get it completed.

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- Internship. This means someone wants to get coaching, learn something from you and gain real-life experience to add to a resume or to help them start a business rather than being a paid employee. It isn't necessary to formalize it through a university to find someone who is interested in an internship.
 - Family/Friends. You may be able to find someone qualified like an English teacher to help you edit your manuscript at a low cost. Keep in mind this could go one of two ways: 1) they may not be objective because they don't want to anger you or hurt your feelings and you need to stress upon them the necessity of being objective and even harsh when necessary; or 2) they may be very objective and give you some suggestions for improving your writing that you don't want to hear. Don't take it personally. Your goal is to make yourself a better writer.
 - High School teachers. Many teachers have two to three months vacation in the summer and some would love to help you for a low fee. They want to help and are huge supporters of local talent. Make sure you tell them you want them to follow *Chicago Manual of Style* (CMS or CMOS) rules for editing.
 - Beta readers or book reviewers. One of the best ways to find beta readers is to post on social media (Facebook or if corporate, LinkedIn) that you are writing a book and looking for beta readers/reviewers. The most important thing in working with them is to make sure they understand you are looking for them to find typos and to give honest feedback, positive and negative, and that you aren't going to take it personally. You do not need to give a reviewer the full manuscript, but can send chapters or sections to different reviewers. **NOTE:** Once your book has been out for a year, re-read it yourself. Your writing will have improved if you've been writing during that time and you want to edit your early work to better reflect the skills you have honed.
 - Local writers' groups. Go to meeetup.com and look for a Meetup of writers in your area. You can also talk to a local librarian to find if there is a club of readers/writers who meet in the library as many do. There are several writer's groups that have annual dues where you can take a printed copy of your manuscript and get feedback from other members. There may be professional editors in the group, but usually it is writers who write a lot. Those are invaluable resources for providing an extra set of eyes.
 - Customers. Ask for feedback on your thank-you page, but use these as a last resort. The nature of customers and how they comment is suited to reviews on Amazon. You should pay attention to these to see if there is something there to help you in the future books. Don't take negative comments personally because some people are negative by nature and are always going to find fault.

Professional Editing

What will a professional editor *really* do for you?

- ✓ Correct spelling, grammar and punctuation at the very least.
- ✓ Give you suggestions on how to tighten up your writing and make it better.
- ✓ Help you grow as a writer
- ✓ Polish your words to better reach your audience and keep them engaged and coming back for more.

Why would you not want to hire someone who is going to do all that for you?

Where do you find professional editors?

- There is a resources page in your members area that includes names of several editors I have worked with and know to be good. Because I send thousands of people to those resources, their schedules may fill up.
- bibliocrunch.com is a website that has freelance editors on it
- BookDocks.com is an Independent Editors Group
- BookEditorsAlliance.com
- edit911.com only employs editors with a PhD or higher. If you are writing for academia or technical fields, you definitely want to use someone like this to polish your book for the academic/technical worlds. Prices are in line with what you would expect to pay an editor.
- elance.com has a lot of different freelancers. You can find editors here. Keep in mind that should hire an editor who speaks and writes the language you are writing in. If you are writing in the UK, hire an editor who is going to spell words like “color” the way it would be spelled in the UK, i.e. “colour” if that is where your audience is located. You want to write in the language of your audience and choose an editor who speaks the same language.
- odesk.com is similar to Elance. It is a little pricier but the freelancers seem to be more skilled.
- The-EFA.org (Editorial Freelancer’s Association)

Other Places...

- Facebook Groups. Ask around. Many groups have editors who are members
- LinkedIn Groups. If you are writing corporate or managerial content, look for editors here.
- Twitter. If you are writing fiction, you can connect with people on Twitter who are often on some of these other professional sites but can negotiate a deal with you directly since they won't lose money to sites that take a fee.

How to Tell a Pro from a Fake

- ➔ Look at their posts on social media. Are they grammatically correct? Are they writing in a way you would want them to edit your book?
- ➔ Ask if they know the *Chicago Manual of Style*. This is the standard for book publishing for a reason. It is used by all the major traditional publishers/editors and if you want to compete in the marketplace with traditionally published books, you have to use the same standard.
- ➔ Ask to see their resume. What other books have they edited? Buy those books and read them. Remember, authors have the power to change the edits back to the way it was written before so ask the editor if the author changed their edits back. And make sure the book you are reading has the editor listed on the copyright page or somewhere in the acknowledgements so the author is claiming the editor worked on that book.
- ➔ Ask for a sample before/after. Send a couple of paragraphs of your work, paragraphs you know need work but you aren't sure what to do with them. This can give you a good idea of what they can do for you.
- ➔ Ask how many books they've been *paid* to edit...then *READ* those books. Some editors starting out will do it for the experience for free. Free is good for editing after you are finished self-editing, but paid is the next step. If this is their full-time job and the way they feed their families, you know they are going to be professionals and do a good job.
- ➔ Get clear on what you will pay. Know up-front what the fees will be.
- ➔ Ask about timelines. What is his/her current work load and will he/she be able to get to your book in a timely manner? How long do they normally take to edit a book of

your genre that is XX length (number of words in your book). Remember, Substantive editing will always take longer than Copy editing!

Working with an Editor

- Most editors prefer Microsoft Word because of the Track Changes. If you are using Scrivener to write your book, use the “compile” feature to export your work to MS Word.
- Expect a lot of **red**. When editors track changes, it shows up in a color, usually red. This can be a little scary to see. Don't be afraid. The only way to grow and get better is to be stretched. That is an editor's job and the higher the level of editing you purchase, the more red you should expect.
- Expect more than one round of editing. Yes, it will cost extra. Don't expect them to do more than one round if you don't pay them for it.
- You are going to have typos. Traditionally published books have typos at a rate of one in every four pages. Accept that everything is not going to be caught but the benefit of Kindle is that you can go back and fix that later when you find the typos.
- Your editor should challenge you. If they only have good things to say, it isn't the right editor for you.
- This takes time. A 30-day challenge is thirty days to get a book written. It is going to take a lot more to get a book published, including time. Investing this time to get your book done properly and professionally is the only way you are going to be able to sell books.
- Expect to be a better writer at the end of the editing process. At the end of the process with your first book, your writing for the second book will be much better and more polished. You will continue to get better with each book.

Publishing 101

Publishing 101 will cover the following:

- ✓ The nitty gritty on how to form your publishing company.
- ✓ Where to use a “company” name (and why you may want one).
- ✓ A real business vs. being “just an author.”
- ✓ ISBN vs. ASIN
- ✓ Your first date... and why you *really* should brush your teeth.
- ✓ How to work with a book cover designer.
- ✓ How to design your own cover... and when you shouldn't.
- ✓ How to brand your book series.

Your Publishing Company

The best way to look like you are a real published author and compete in this industry with other published authors, is to create a publishing company from the start.

Unfortunately, there is still stigma associated with self-publishing so you need to take steps to not look like a self-published author.

Choosing a Name

In choosing a company name, Google is your friend because you want to search to see if your idea is already taken. Just start to brainstorm what you want your name to be and search to see if it is available. Don't use your name, your business name, or your pen name. Think different! For example, my company name is Gréine Investments, LLC. Gréine is the Gaelic word for “sunshine” so it is basically “Sunshine Investments, LLC” but I used a different language. Gréine Publications, my publishing company under Gréine Investments, is so different from my personal name and because it is an actual business, a LLC, it doesn't even sound like it might be owned by me. What I would never want to do is use something like “Kristen Joy Publications” or “The Book Ninja Publishing.” Choosing carefully without any obvious link to your

own brand is just one more step in making you look like a legitimate published author rather than a self-published one.

Company Name vs Imprint Name

An imprint is a name you publish under. Gréine Investments, LLC is my company name; Gréine Publications is my imprint name. They do not have to be different names. Don't get hung up on that because your brain will use that to try to slow you down out of fear. Creating this business name and imprint name is nothing to fear or panic over. Don't let it get in the way. Just plan for it and create a name you can use to publish under that is not your own personal name even if you don't have a formally-registered corporate entity.

Branding

This is a good time to think about branding. As you grow and expand your book series, you might want to open yourself up to publishing other authors, publishing more than Kindle books (audio, print, etc.), creating non-book content, etc. There is a world of possibilities available to you and you shouldn't assume your publishing experience is going to stop with your Kindle book(s).

Thinking ahead, what kind of color scheme might you want to have associated with your company? How about a logo? You don't have to have a company logo in the beginning. You don't have to have it to publish a book on Kindle, but down the road you may want it and it can be easier to at least be planning for it from the start and making it something you can grow into.

Company Set-up

I am not an attorney, CPA, or tax specialist. I am going to tell you what I know. If you want specific information beyond this, contact an expert.

For Amazon purposes in selling on Kindle in the USA...

- ✓ DBA (doing business as) requires no legal registration. There is a field in the Kindle set-up for "publishing company name (optional)". You can put anything you want in this field. Amazon does not care what it is or if it is registered somewhere.
- ✓ ASIN is an internal number specific to Amazon and assigned to your book by Amazon. It requires no legal registration and you don't have to do anything to get it. If you only sell through Kindle, you only need to upload your book and they will auto assign an ASIN to your book for tracking on Amazon. If, however, you want to

publish outside Kindle/KDP (Kindle Direct Publishing), you are going to need an ISBN.

- ✓ ISBN (International Standard Book Number) is the number above the barcode on a book back cover. This is how book sellers track your sales and attribute sales to you so that you get properly paid and proper credit for numbers of copies sold. This is a requirement for print books which we are not going to be talking about in the Kindle 30 Challenge. For Kindle books, an ISBN is not necessary.
- ✓ Legal company registration is not required to publish on Kindle. I recommend that you have a publishing company name, whether it is legally registered or a dba for your own name, but it is not required for publishing on Kindle.
- ✓ Tax ID is required. You are not required to have a FEIN or Federal Employer Identification Number unless you are a legally registered company, but if you don't have a FEIN, you must have a Social Security Number (SSN) in order to put your book on Kindle. The IRS wants to know how much you were paid because if it is more than \$600 in a year, you are going to be taxed on it. Amazon is required by law to report this to the IRS and they do so using either your FEIN if you have one or your SSN.

For selling on Kindle Internationally, it can get a little tricky. Amazon is a US-based company. The US has treaty agreements with other countries meant to protect non-US persons from double taxation but those agreements depend on the country where you are located. You are going to have to research this and ask experts in your area whether there are treaty agreements with your country and what the requirements entail.

For Amazon purposes, publishing on Kindle for someone in another country...

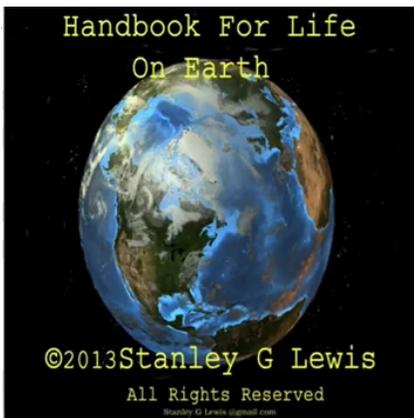
- ✓ DBA requires no legal registration.
- ✓ ASIN requires no legal registration.
- ✓ ISBN is NOT necessary. There may be some countries in the world that require this, but Amazon does not require it.
- ✓ Legal company registration is not required for Amazon but it may be for your own country's regulations.
- ✓ A US Tax ID even if you are in a Treaty country **IS REQUIRED**. This can take the form of a TIN, EIN, ITIN, or SSN. If you are a US person living in another country, you will have a SSN. If you are a business registered in the US, you will have a

FEIN/EIN. If you are a non-US person living outside the US, you will probably have a TIN or ITIN registered with your country. You must have one of these numbers to publish on Kindle.

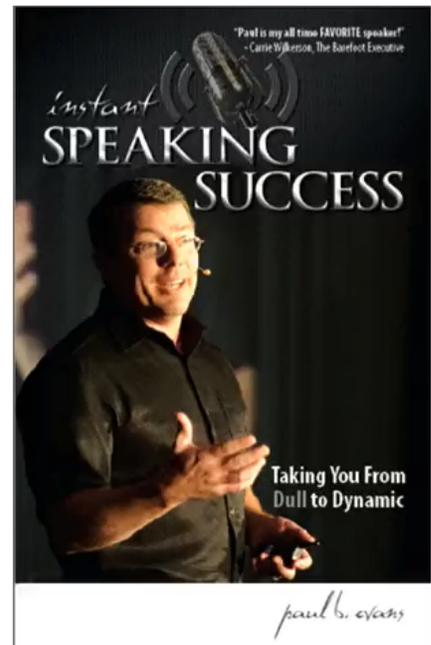
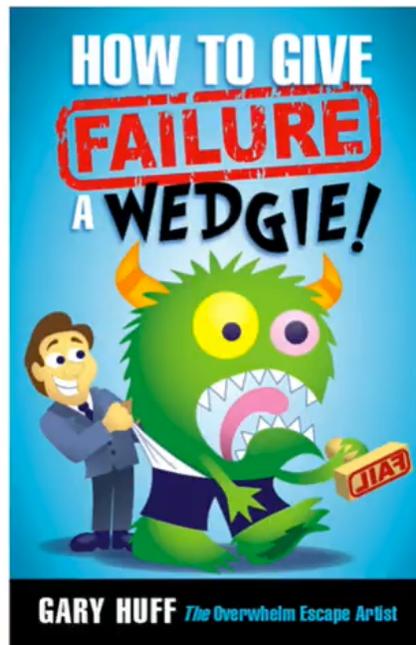
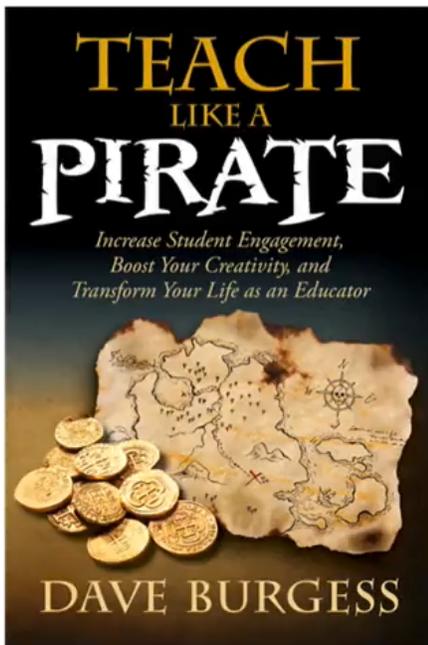
- ✓ IF you do not have “treaty benefits,” you want to obtain an EIN for your company. **If you do not have one of those numbers, a TIN/EIN/ITIN/SSN, you are going to be charged an additional 30% withholdings from Amazon.** If you are in a treaty country, Amazon cannot withhold this 30% but if you are not, they are going to take 30% from your royalties you would otherwise receive and withhold from you. You are going to pay taxes in your own country and you are going to pay this 30% withholding for tax in the US. You are not going to make much from a book sale. Getting a EIN in the US will automatically increase your royalties in this case by 30%.
 - If you live in Australia and have an ABN, the Australian equivalent to the US SSN, you are immediately eligible for a US EIN.
 - To get an EIN, call the Internal Revenue Service at +1.267.7941.1099 and ask for help setting up an EIN. When asked why you are applying for an EIN, use the following verbiage: “I am a foreign business complying with withholding regulations.” Then they will walk you through the process. It will only take a few minutes and you will be given your EIN right over the phone. Write that number down. This is the number you will use when you register on Amazon KDP.
 - You can update your tax ID info inside KDP at any time. You don’t have to have your EIN to set up your Kindle account and you can update the information when you do have it, but you cannot avoid the 30% withholding if you don’t have one and you cannot get the money back once it is withheld, even when you change your tax ID info.

Your Book Cover

Looking at images like these are like going on a first date with someone who didn’t brush his/her teeth and starts breathing into your personal space! These are REAL book covers found on Amazon from people who are really trying to sell books! There are so many things wrong: bad fonts, thumbnails where you cannot read the text, the word “by” before the author’s name (a classic newbie mistake that screams self-publishing), copyright information on the cover (I have no words...), unspeakably bad layout and graphics... **DON’T DO ANY OF THIS.**



Compare these to the covers below:



The image left has great fonts with a couple of stock images put together with a public domain background. The subtitle is a little long, but this is a NYT bestseller in paperback so it is difficult to complain. The middle cover is thanks to a professional illustrator hired to create an eye-catching graphic; the right cover makes use of a photograph. All look professional and impressive.

Other things these have in common:

- Color scheme. The first is very much the color scheme of the treasure hunt map and coins. The middle is bright colors which makes sense with the illustration. The right image is gray scale, playing off what he is wearing.

-
- Fonts. The fonts are not crazy. They each use three different fonts, the maximum to use on the cover, but every font is ideally suited to the graphic and the message, the image the cover is meant to portray.

Keys to a Good First Impression

- ➔ Limit fonts to three or less.
- ➔ Use high quality images, whether hiring an illustrator, using stock or public domain, etc. That means you want images of 300 ppi minimum. It is important to have high resolution images even for Kindle which is screen resolution because the images are going to be compressed multiple times before the reader sees the book.
- ➔ Make sure you have rights to use the images! You can use public domain, purchase stock photos (read the license), etc. but do NOT download something from a Google Image search or take a screen shot from a web site or rip off an image you find in print. You can get into serious trouble for that.
- ➔ Limit colors. Match color schemes to photos, illustrations, images, etc. but stick to a color scheme that makes sense.
- ➔ Dark text on a light background is best. It shows up better and is better on the eyes.
- ➔ If you flip the text/background and use a light text on a dark background, make sure the font is very crisp and clean and easy to read.

Keys to a Good First Impression with a Series

With a series, you are writing to get your audience to come back and buy more, to collect your books, not just to buy a single book. There are some important things to keep in mind when you create a series:

- ➔ Branding! It needs to be consistent all the way across everything you do in the series
- ➔ Color needs to be the same where you have your series title on every book across the series. My *Author's Quick Guide* has a dark blue background with white text and a lighter blue/white clock with gray "numbers." Make sure this color scheme makes sense across all the books in the series.



-
- ➔ Logo: you can have a logo that is used the same way in the same place across all books in the series. You don't have to have a logo, but an illustration can become quickly recognizable and beneficial to you.
 - ➔ Font used in the series name needs to be the same, clean and easy to read, and recognizable across all books in the series. The same goes for the book title. The font used for the title needs to be the same for every book across the entire series. A different font will not make sense to your readers.
 - ➔ Design elements like color bars, illustrations, etc. need to be used to set apart the series title, book title and your name on every book.
 - ➔ NEVER put your company or personal name on your book cover or book title unless it is a memoir about you.

Series Samples

When you are doing an entire series, your first date needs to look something like this:

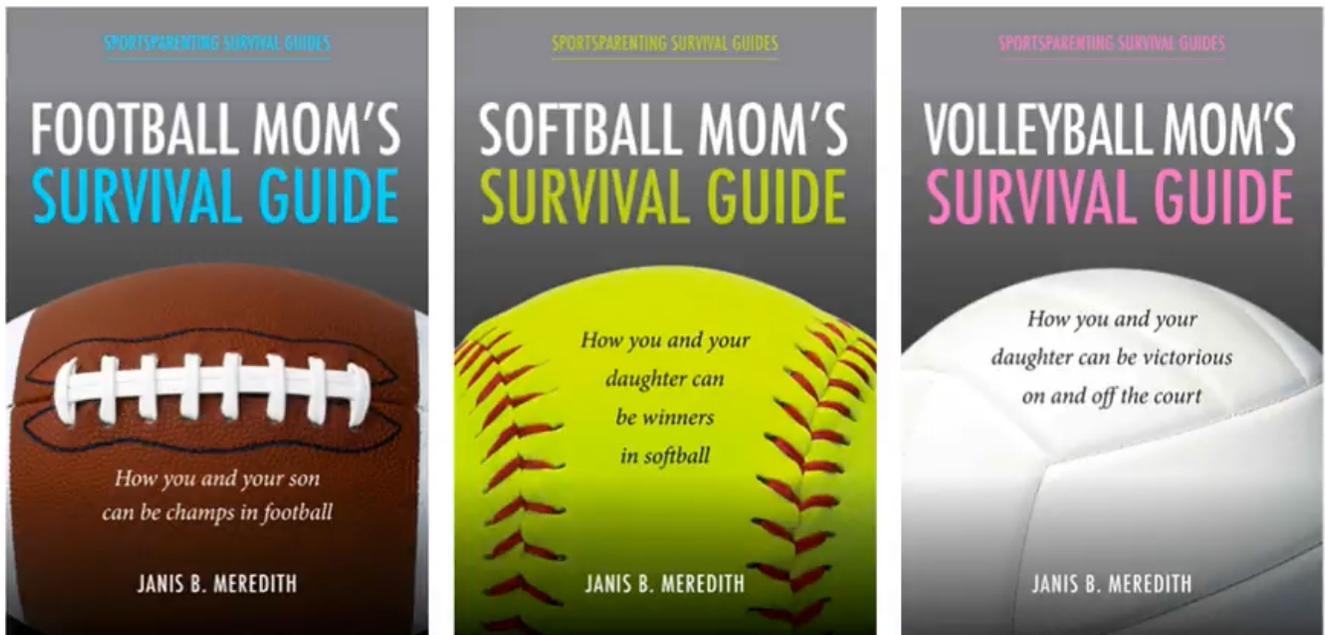


You can see there is continuity between them but they are all clearly different books. The colors are switched up but the fonts are the same. The title is in the same place and the same font. The series title is the same font, placement and color and it is in the same color box. That is what you want.

Below is another, one of mine under one of my pen names. The layout is the same. The series title is exactly the same location, font, design, color, etc. and the three-photo design is the same though the photos change depending on the subject of the book.



Here is another good example of the same look and feel but different colors to match the image or sport:



Below is my Author's Quick Guide series. You can see there is no question from the design that all 16 books are part of the same series. The titles are all big and bold. Even in the small thumbnails, you can read the titles! That is very important. You need to make it easy to read in a small thumbnail.



Make your series look professional. You will have people collecting them all, AND, Amazon will market them all together!

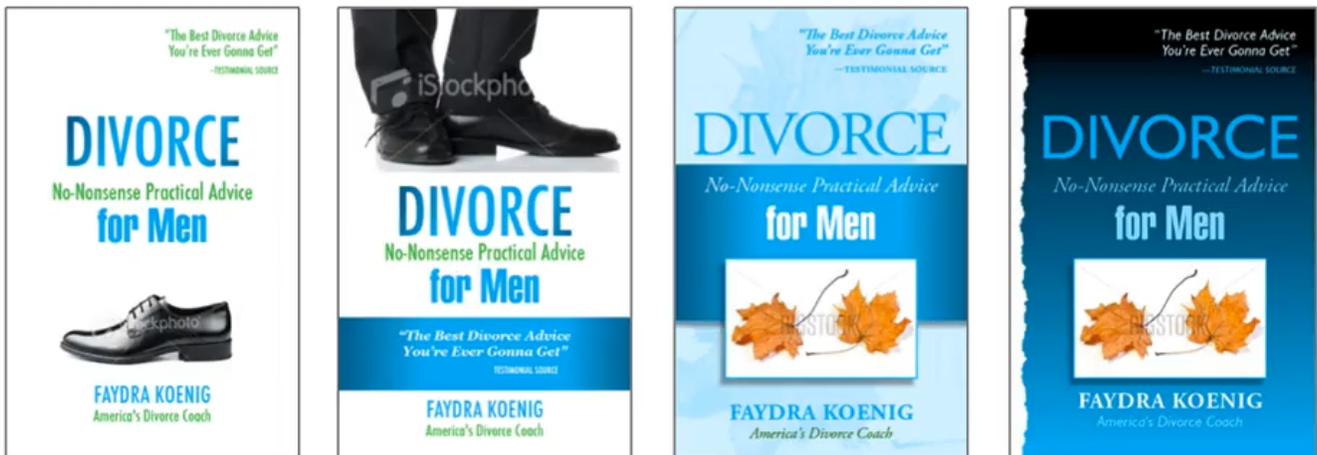
Working with a Book Cover Designer

If you don't have an artistic eye, don't waste your time and energy doing your own book cover. You will sabotage your success because people do judge a book by its cover. Whether you do a book cover yourself or work with a designer, the process is the same:

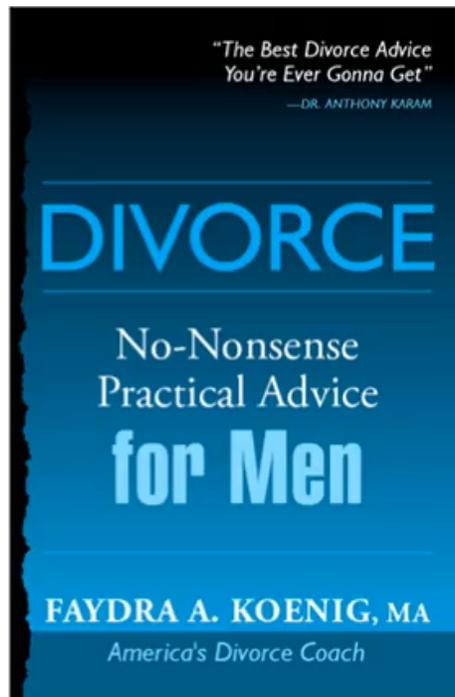
1. Concepting: coming up with ideas.
2. Proofing: look at the ideas and determine what changes should be made.
3. Revisions: make revisions until you nail down the final design you are happy with. Most designers include three revisions in their quote. The final version may be similar to concepts or something totally different.
4. Get your final files once you are happy with it. Get your files in high resolution .jpg, the format you will need to upload to Kindle AND, if possible, purchase (most designers will not give these away) all *original* design files for your book. These files are usually Adobe Photoshop and/or Illustrator. Having those files allows you to make changes to the covers for future books while still maintaining the same series look and feel; creates a fail-safe in case something happens to that designer

so you will always have the files for your covers; and allows you to save some money by doing these future books yourself rather than paying a designer to do each one. You must, however, have the Adobe software or access to it in order to open and edit these files.

Below is an example of the process from my days of doing “Done for You” publishing. These were the concepts sent along to the author who liked them but didn’t really want the images. She took pieces she liked from each one and combined them to make the final one that she wanted.



Ultimately, we ended up with this cover:



In your members area under the “resources” button is a list from my personal rolodex (designers, editors, etc.), people I personally use for my own books and people I’ve used for clients. These are people I recommend, and I am taking a risk by giving you access to them. My reputation is on the line, and if I find that you have abused them in any way, I will boot you from this group!

Publishing 201

Publishing 201 will cover the following:

- ✓ When to use pictures inside your Kindle book.
- ✓ Sizes, specs and specifics of using images.
- ✓ Which pictures to download...
- ✓ Where to get the *best* FREE pictures.
- ✓ How to keep from being sued by artists and photographers.

Using Images in Your Book

Why should you include pictures in your Kindle book?

- ➔ Enhance your reader's experience.
- ➔ Explain a point.
- ➔ Increase Memory Retention because visual triggers are another memory point in the brain.
- ➔ Break up monotony of black words on white page, especially for non-fiction which can get boring.
- ➔ Showcase step-by-steps.

Image Type for Kindle

GIF (.gif, up to 5mb, not animated)

PNG (.png)

BMP (.bmp)

JPG (.jpeg, up to 5mb): most popular and best quality inside Kindle book.

What looks better to you in the image quality? Every image looks different on every screen. You can tweak color on your computer monitor to be more accurate (i.e. calibrate).

What about Color?

Kindle Fire shows full color images; Kindle E Ink shows 16 shades of gray. When in doubt, make them in color.

What about Size?

- ✓ 300 dpi resolution for Kindle. Every time your book is uploaded, it is compressed. Every time it is compressed, information is taken out of it and the image quality goes down. Think about it... when you upload your image to your working file, whether word processing or Scrivener, it is compressed. Then, when you save it to .pdf or .mobi, it is compressed. That is a minimum of two times the images are compressed. When you upload the file to Kindle Direct Publishing, it is compressed a third time and it could be compressed a fourth time depending on the hardware used by the reader when they download/open the file on their device. That is why Amazon requires 300 dpi images and may reject your file if you have something less.
- ✓ Full height is 1800 px high. So, if you want your image to show up full height of the screen when held in vertical orientation, make the image 1800 px high. Half-height is 900 px. If your original picture isn't at least 1800 px high, it will look very fuzzy if you try to resize it to that. Make sure if you download an image from a stock site, it is at least 1800 px high.
- ✓ "Original" or "large" size. Every time you download a photo from a stock site, make sure you get the original or large size. If you ever decide you want to take that book to print, you are going to need the largest size they offer.
- ✓ If you have an image 300 px wide x 400 px high, it is going to be too small (showing up at about one inch on the screen) and be rejected by Amazon.

What about Placement?

Centering an image on screen is best for a nice reader experience. If you want the image left or right with text wrapping around it, you cannot do it on Kindle at this time. If you place images in between surrounding text, the text will be above or below, not beside the images.

CAUTION: images may cause spacing weirdness. Depending on the spacing of the paragraph and the size of the font (every device that reads Kindle books has the option for readers to change the size of the text), the way your image shows up will

change and it could cause the spacing to be weird. For example, you could have an image at the top of the page and a big blank space at the bottom. Any time you put images in a Kindle book, you have to expect this to happen.

IMPORTANT!!



Kindle Preview on your computer will rarely show images correctly. ALWAYS check your .mobi file on a real Kindle for accuracy.

Legal Use of Images

What is legal to use in your Kindle books?

- ➔ Your own images are legal to use depending on where you take the photos. If you are at a landmark site like a national park in the US or UK, you have to pay a fee to use photos you take there for commercial purposes—and that includes in books. If you take a photo of a tree, flowers, stone wall, etc. at a national park, chances are no one is going to be able to tell where it was taken unless it is a very rare tree/flower/stone, etc. and you are not going to get sued. IF you are photographing a recognizable landmark like the Eiffel Tower—which is copyrighted—you cannot use those images for commercial purposes. You have to get permission of the copyright holder (and usually pay) to use that photo even if you take the picture.
- ➔ You can use stock photography/illustrations from stock sites. All have extended licenses, but you don't need that for covers or interiors of a book. The regular license on the largest file size should be sufficient. Check licensing agreements. There could be an odd site out there where you are required to buy an extended license to sell more than say 250 copies of your book or something like that.
- ➔ Purchased photo packs can be used inside your Kindle books. If you are a member of a site where you can download photo packs, you can use those.
- ➔ “Commercial” licenses from free sites. There are several sites where people make their photography available for free with a commercial license. That means you can use the image in your book and sell the book.

Attribution

When you download an image that is not your own and use it in your book, you have to give attribution according to the rules on the website from where you download the image. Normally, it is the name/handle, website. You can embed the website link in the text so you don't have a big messy link.

Where to place attribution... (Choose one)

- On copyright page (not recommended for Kindle books unless all images are from the same person).
- After each image (interrupts reader flow in Kindle)
- At the end of each chapter you can make a list of for each image in that chapter; or
- Put a list at the end of the book listing all images in order of appearance in the book along with attribution information. You only have to choose one way and this is the best way to do it.

Where to find the best stock images...

dreamstime.com has millions of high-quality, relatively inexpensive images. They require you to purchase credit packs in advance and then use credits to purchase images. Each image will have a different number of credits for the purchase.

BigStockPhoto.com has high quality, budget-friendly images. You can buy credit packs or pay for individual images

fotolia.com has millions of high-quality images and like Dreamstime, they require you to purchase credit packs.

Where to find the best FREE commercial images...

PhotoPin.com searches flickr.com for people who have agreed to allow their images to be used for free and it is one of my favorites. Make sure you check the box for "commercial" in your search options. If you don't have commercial rights results in your search, you cannot use the images on Kindle because you are selling the Kindle book. You have to make sure whatever images you are using are available for commercial use. Be aware that this site has paid images or sponsor images that show up in the search.

Public Domain images

Public domain images are hot. There are billions of Public Domain pictures you can download and use. There are numerous sites where you can get these, but here are my favorites:

[OpenClipart.org](https://www.openclipart.org/) has vector images and ,png files. They have an edit button with built-in edit-ability on the site though its capabilities are limited.

The Public Domain Image Sites Resource Guide (pdf) is available for download in your members area. It has over 40 different public domain websites where you can get high-resolution, high-quality images.

Publishing 301

Publishing 301 will cover the following:

- ✓ How to not look self-published.
- ✓ How to clean up your document for an editor.
- ✓ How to make each chapter appear as a new “page” on Kindle.
- ✓ How to create a working Table of Contents.

Don't look self-published...

People judge books by their quality. It starts with the cover and then by the quality of the writing and whether the author delivered on what was promised. Many times, self-published authors don't know what they are doing. They throw crap up on Amazon and wonder why they are getting bad reviews and aren't making any sales. The work is not of high quality with poor writing and poor appearance.

Self-publishing still has a stigma associated with it. It is getting less and less the more self-published authors become best-sellers, but it still exists. To compete with the big dogs, you need to act like one and look like one. Even if you are not one, you had better act like one or you are going to be eaten alive in the publishing world.

There is a difference between a “Best Seller” and a BEST SELLER. Anyone can get “Best Seller” status by having enough people promote their book in the same hour. You can sell 17 copies in an hour and suddenly you are a best seller in a category. A BEST SELLER means you stay at the top of your category for at least a week. This makes it possible for your book to get word-of-mouth marketing; and word-of-mouth trumps ALL. Someone you don't know reads a book, recommends it to a friend and that person reads the book... that is how word-of-mouth works and it doesn't happen if the book is poor quality.

If you are going to accomplish this, you need to write quality and your book needs to look like quality that was published by a big dog! How do you “be” a big dog?

1. Choose a company name (refer to Publishing 101).

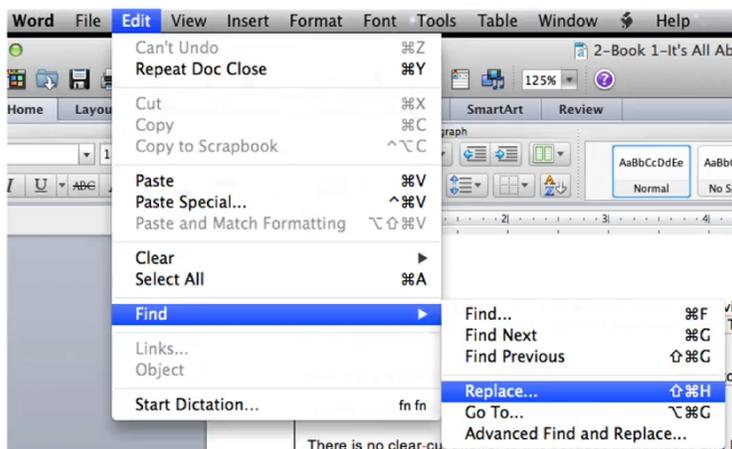
-
2. Create a *professional* cover design (refer to Week 2: Publishing)
 3. Hire a *professional* editor (Stay tuned for Week 4: Writing)
 4. Format your manuscript so it reads like a real book (Next)

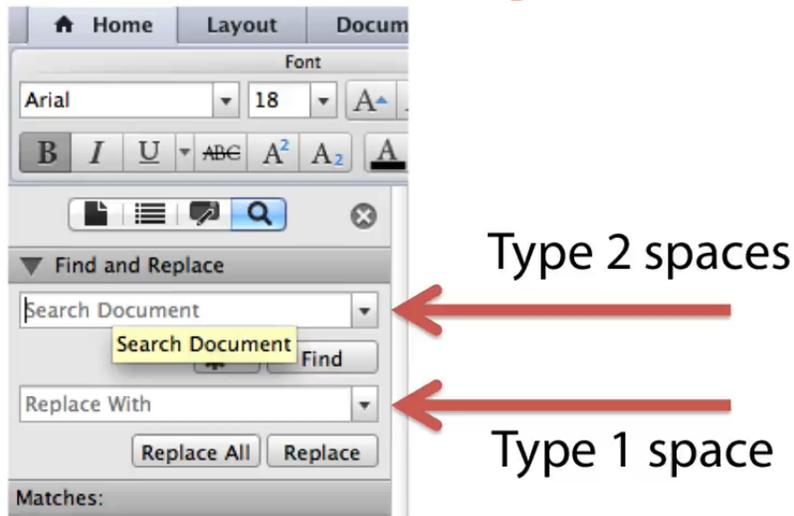
Your Manuscript: Create a Clean Document

- ➔ Don't date yourself. Word processing has changed!
- ➔ It is easier for an editor to work with a clean document (Hint: Easier = cheaper!)
- ➔ It makes for a more professional product. [If you haven't gotten the message yet that this is critical, start at the beginning and take this course over again.]
- ➔ It creates a better reader experience. Better experience = better marketing = more sales.

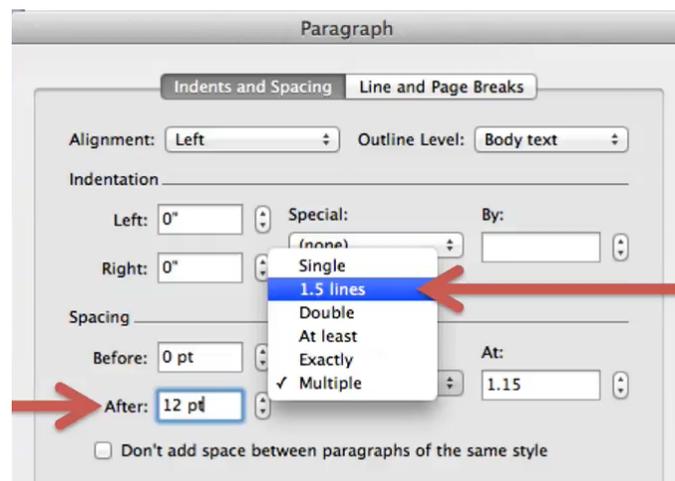
Steps to Create a Clean Document

1. Get rid of double spaces. Anyone of an older generation than teens was trained to put two spaces after a period/question mark/exclamation point and colon. That works on a typewriter because of the way letters are spaced. It helped readers to pause before going on to the next sentence. Word processing programs have changed that by putting a tiny bit of space after any punctuation ending a sentence so you don't need double spaces any more. If you still use double spaces, it will date you and not compete in the professional market because it will look self-published. In your word processing program: Edit > Find (every word processor has it) > Replace > type space bar twice in "find" and once in "replace" > Replace All. It doesn't hurt to repeat this process using three spaces just in case you got carried away in typing and typed three spaces.



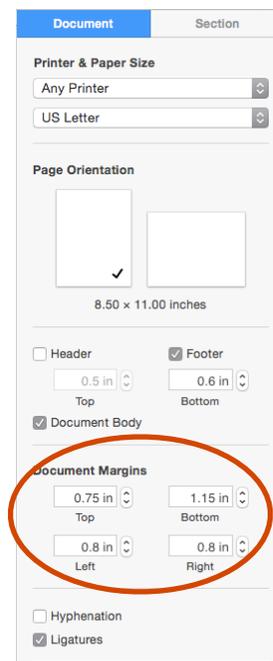
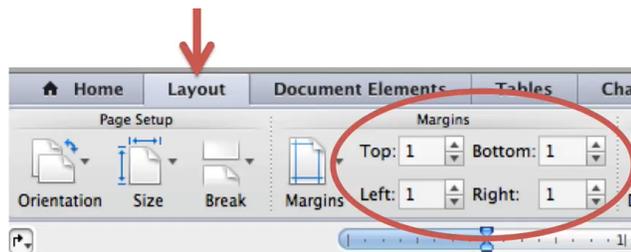


2. Paragraph/Line spacing. For an editor, you want 1.5 line spacing to make it easier for the editor to read (and make comments). Format menu > paragraph options > special, 1.5 lines [or in Apple Pages, View > Inspector > Format > Spacing] DO NOT double space between paragraphs! In your formatting, when you are setting a line space of 1.5, you will find options for formatting the space before and after paragraphs (in any word processing program). Use this to set the space before a paragraph to 12 pt and your will get the look you want. BEFORE PUBLISHING TO KINDLE, you must go back and change this spacing to 1.0 - single space. If for some reason this doesn't work on your document for all lines in the document, use Command/Control A to select ALL and then change this paragraph indent and spacing.

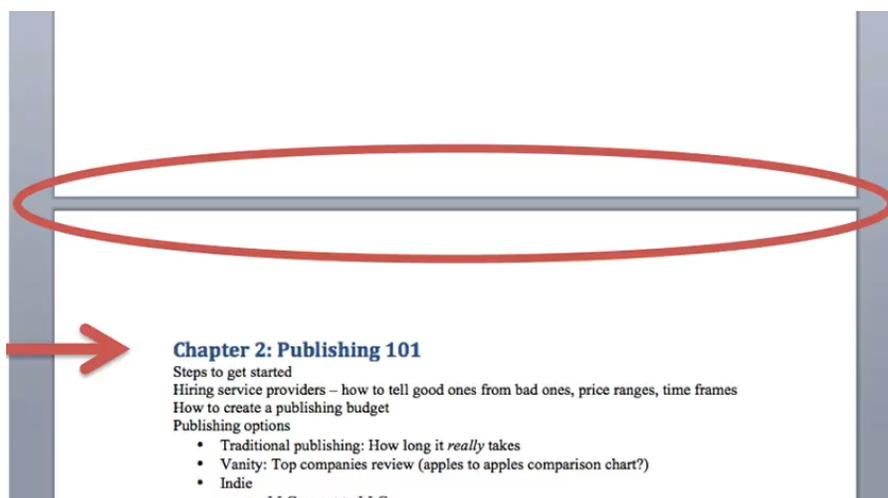


3. Margins. Most editors don't mind a 1 inch margin all the way around. For Kindle, it doesn't matter because it is going to force the margins regardless. But for an editor, you want to be careful with this. A two inch margin all around will increase your page count and many editors charge by the number of pages. Setting the 1

inch margin will give you a clean document without a lot of extra pages that will increase your cost. Layout > Margins > type 1 in each of four boxes (image below). [In Pages, View > Inspector > Document Setup (image right)] It doesn't matter if you do this before, during, or after typing your book. It will change the margins on all pages anytime you do it.



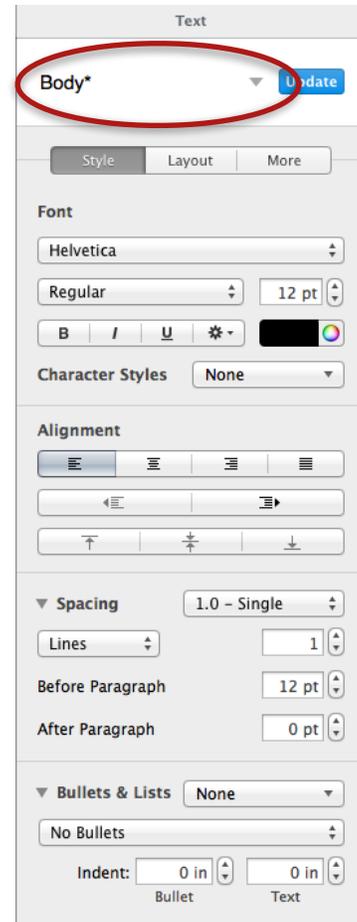
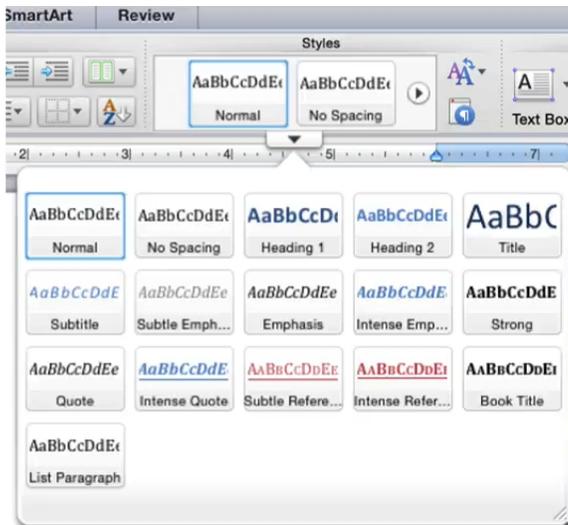
4. Page Breaks. You want each chapter to start on its own page. This requires you to insert a forced “page break.” This inserts code that tells the software (and Kindle) that the text that follows needs to be on a new page. Insert > Break > Page Break [or in Pages, Insert > Page Break]. In example right, the cursor was placed before the “C” in Chapter 2 and a Page Break was inserted.



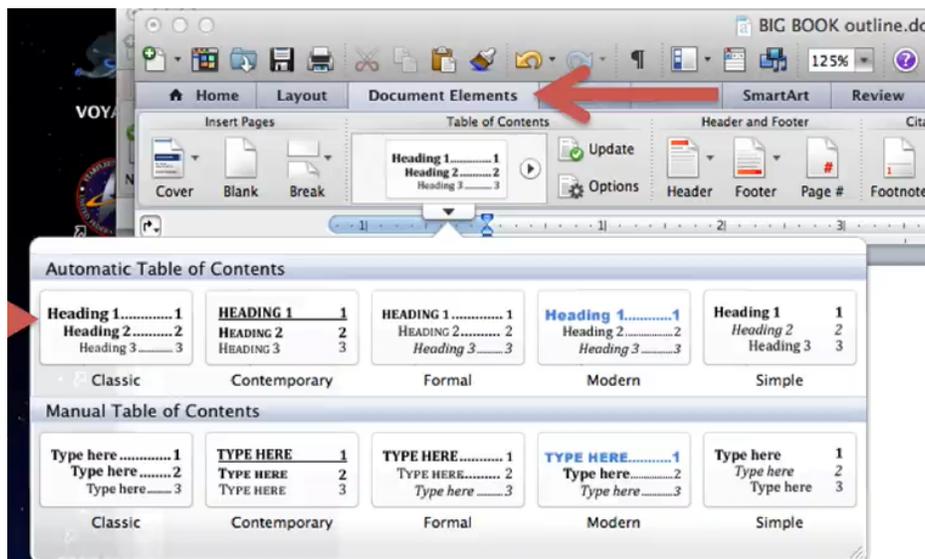
5. Table of Contents. In Kindle, a TOC is created based on your styles. There are styles in every word processing program. Find where this is in the one you are using.
 - Chapter Titles in your book must be Heading Style 1 because that is the style name that Kindle looks for to make the Chapter Titles in the TOC.

- Subtitles must be Heading Style 2.

In MS Word, find Home Tab > Styles (below); in Pages > View > Inspector (right).



The TOC creator in Word at Document Elements Tab > Automatic TOC [or Pages > Insert > Table of Contents] automatically pulls from these styles to make sure your TOC is updated and will work when converted to Kindle.



Publishing 401

Publishing 401 will cover the following:

- ✓ The nitty gritty of pen names: When to use them, when not to, and what to be aware of should you decide to use them.
- ✓ How to enhance your book with free content readers will love.
- ✓ What's the big deal with MOBI?
- ✓ MOBI creation software: What to use and what to avoid.
- ✓ Beyond Kindle: iBooks, Nook—what makes sense?

Pen Names

Why would you want a pen name?

- If you need to hide your identity because of past legal issues or because you are talking about sensitive topics or because you are writing in a niche you don't want to be known for. We all have varying interests and not all of them complement the brand we are building. For example, I wrote a series of three raw food recipe books. It is a niche that interests me, I wanted to have fun and people were asking me for my recipes; but it is not a niche I want to be known for. I am not interested in becoming a raw food coach. So, I chose to write under a pen name to hide my identity.
- If you want a fresh start. Maybe your sales record isn't good from books you wrote in the past and you don't want that to haunt you as you branch into new topic areas, or show off improved writing skills or want to put into practice new ways of publishing you've learned. There are a lot of traditional publishers who will publish an author under a pen name when their regular name isn't doing so well due to track record or negative reviews, etc.
- For ongoing privacy. Perhaps you have celebrity status issues. Once you start writing a lot of books, you are the expert in non-fiction or the celebrity entertainer in fiction. You may want to maintain ongoing privacy and make it more difficult for people to find you. Or, you may need to protect your family from any possible

repercussions. Authors with young children may want to protect them from anything that could happen as a result of content published in their books.

- To reach a niche audience. For example, if you are a woman writing for an audience that is primarily male, you may find it easier to reach your audience by using a pen name that sounds more masculine. Or, you may be writing in multiple fiction genres and find it easier to appeal to a particular niche audience and build a brand with that audience by using a name that isn't associated with another niche. For instance, you may be writing romance novels and crime thrillers. Because these are two totally different niche audiences, the best way to build a brand for either is to write under a pen name in one or both.
- If you have a weird name. That doesn't mean your name is unique, but that it is hard to spell, pronounce, etc. You might find it helpful to create a pen name that is easier to recognize and remember.
- If your name is very common. The more common your name, the more likely you may not be the only author writing under that name. This could cause you to be confused with others and you might want to use a pen name.
- If you are co-authoring a book and don't want to confuse your readers. Not all co-authored books have more than one author's name on them, especially if fiction. The authors will choose a pen name together and write under that one name. For example, The Nancy Drew series was written by approximately a half dozen different authors and the early ones were co-authored with editors on staff at the publisher. In order to not confuse readers when switching up authors, they wrote them all under the name of Carolyn Keene.
- To brand yourself under a different name. For example, with Kristen Joy, "Joy" is actually my middle name. I am branding myself under this name so my last name doesn't matter. I've had a couple different last names and to make it more cohesive and easier, I've chosen something with a nice ring to it. As I publish future books and re-publish previous books, they will all be branded under the name Kristen Joy.

Why would you not want a pen name?

- If you are branding yourself, particularly as a non-fiction author, you want to stick with the real you and let your "self" shine. Writing under a pen name is like becoming a character on stage and when you are speaking in public, you have to be that character. If you are branding yourself as an expert, you don't want to use a pen name.

-
- If you're already well-known. If you have 500 to 1,000 followers already, keep riding that wave you've already started building under your own name.
 - Marketing. It is usually easier, especially for non-fiction, to market under your real name. Some fiction genres would be the exception. People know an author by name and buy everything that author writes. If you are going to write under different fiction genres, write under a pen name in each.
 - Less work. In the long run, it is a lot less work to maintain your real identity than it is to maintain pseudonyms. The more pen names you write under, the more identities you have to create. It is difficult to keep yourself updated, but when you have to start keeping multiple identities up-to-date with web sites, social media, etc. it can get very time consuming.

How to Choose a Pen Name

Once you've decided to use a pen name, you have to choose one. Here are some tricks to help you:

- Use your middle name. This is a little easier to manage because it is your name so it is easier to remember, you will answer to it, and because it is still you, there is no need to maintain multiple personalities.
- Look at family. This is a nice way to salute your heritage. You might use maiden names or creative combinations of names from your family history.
- Keep it easy to spell, say and remember. If difficult to spell, you will be difficult to find in searches. If difficult to pronounce, people are not going to recommend you to their friends. If not easy to remember, that is the kiss of death for your writing career.
- FakeNameGenerator.com is a great resource for coming up with character names and identities for fiction writers, but it is also a good resource for creating pen names.
- Research your genre. You want to see the author names that are hitting the best-seller list and see if there is anything unique about those that might help them in being memorable. Are they male, female, or generic? What genres are they writing in?
- Search Amazon. Does the name you want to use already exist? You want to take particular care that you aren't choosing a name that is being used in your genre

because you don't want to create confusion between you and another author who is writing similar content.

Pen Name Cautions:

- ➔ You pen name WILL NOT protect you from any lawsuits or legal issues past, present or future.
- ➔ Don't use it to avoid a signed contract. You should always sign contracts using your real, legal name.
- ➔ Be careful creating a fake identity. Don't go overboard. The farther you take it, the more difficult it is to remember everything about your character.
- ➔ Marketing *can* be a *lot* harder, especially for non-fiction. One of the only ways I was able to get my raw food books going was to tell people who knew me that I was the one who wrote it and that I did so under a pen name. There are instances where it can work the other way. Having a pen name gives you an occasional opportunity as yourself to toot the horn of that "other" author without it looking like you are talking about yourself.
- ➔ In order to have an author photo (s) associated with a pen name, some authors will hire models who allow them to use their likeness as their character image. That can be a little tricky if you are ever asked to appear live. A better option might be to use your own photo but have it taken in a wig, more artistic pose, harsh lighting, etc. so that it is not instantly recognizable as you.

The Reader Experience

Why would you include other people's quotes and comments in your books? I get this question a lot from authors, especially authors who are writing non-fiction and want to reference other people's material or reports that have been made; or who have found that it has already been said and they don't want to re-write it all. But for what other reasons would you want to include the quotes and comments from other people?

- People *love* inspiration so inspirational quotes are HUGE.
- They said it better than you can.
- Use the credibility of someone else to prove your point, especially if just getting started in a new niche. This works best for non-fiction. By presetting an expert's

quote you are aligning yourself with them and can then talk about your analysis of their comment(s) to prove or disprove your point.

- ◉ [BrainyQuote.com](https://www.brainyquote.com) makes it so EASY and every quote on that site is Fair Use so you can use it without permission.

Getting Permission

You need to get permission...

- ➔ To quote someone if the quote is not in the public domain.
 - ◉ Anything that is copyrighted after 1964 is not in the public domain, and you need to get permission.
 - ◉ If copyright of original work is pre-1964 and the copyright has not been renewed on the original work, you do not need to get permission
- ➔ If it is a song lyric. Songs are 100% copyrighted and you must get permission from the copyright owner of the lyrics to use even one line from the song
- ➔ If it is poetry. Like song lyrics, poetry is copyrighted and you must get permission to use even one line.
- ➔ If it is not “fair use.”
- ➔ Any time you may be in doubt! If you are not positive whether you need permission, get it! Better safe than sorry because if you wait to get permission when it comes to quotes, you may find yourself in court to the tune of tens of thousands of dollars.

You do not need to get permission...

- ➔ If it is in the public domain (before 1964 and the copyright was not renewed)
- ➔ If you are paraphrasing someone’s material in your own words. You can say something like, “[so and so] is basically saying...” and then paraphrase their information in your words
- ➔ When you simply mention a book or song title or an author’s name. Titles and names are not copyrightable.
- ➔ If it is just a link.
- ➔ If it is Fair Use.

What is “fair use”?

“Any copying of copyrighted material done for a limited and “transformative” purpose, such as to comment upon, criticize, or parody a copyrighted work. Such uses can be done without permission from the copyright owner. In other words, fair use is a defense against a claim of copyright infringement. If your use qualifies as a fair use, then it would not be considered an illegal infringement. ~Stanford.edu

“A doctrine that permits limited use of copyrighted material without acquiring permission from the rights holders. Examples of fair use include commentary, search engines, criticism, parody, news reporting, research, teaching, library archiving and scholarship.” ~Wikipedia.org

OR

But, according to the US government copyright office, it is all gray... From copyright.gov (emphasis added):

“The distinction between what is fair use and what is infringement in a particular case will not always be clear or easily defined. There is no specific number of words, lines, or notes that may safely be taken without permission. [Acknowledging the source of the copyrighted material does not substitute for obtaining permission.](#) The safest course is to get permission from the copyright owner before using copyrighted material.”

This instruction from the government is the one I would use, and be very careful when using something as Fair Use.

Preparing Your Book for Kindle

Can you upload a Word document to Kindle? In a word, NO! If your book contains bullet points, images, or illustrations and you upload a Word document, you are going to have trouble. You need to convert your manuscript (to Kindle format, .mobi) from Word because:

- It looks cleaner
- It reads better
- It's more professional
- It helps you compete
- It helps you avoid negative reviews

Coding your book by hand in xhtml is not easy to do. Images always show up in-between lines of text. Bullet points rarely show up right with “meatgrinders” software that automates creation of a .mobi file for Kindle from the upload of a Word file. Every Kindle device, app and reader is different. You can NEVER 100% guarantee that your book will look good on every Kindle device. Make your book look good on the Kindle Fire. It is the best-selling Kindle device and that is the one you need to worry about.

If you choose to do it yourself, there will be a lot of back-and-forth as you figure it out. If you don't have patience to tweak your document to get a bullet point to move to the right place, converting, uploading again, checking and then having to tweak again, outsourcing may be essential!

For MOBI conversion, you have several options:

- Kinstant, kristenrecommends.com/kindle, is a conversion software that is sold by inexpensive credits. You do your conversion and use credits to pay for it > make adjustments > convert again using more credits... This is the only meatgrinder-type software I would use. It actually “tries” to find bullet points and clean up the bad code that makes bullet points look bad.
- Calibre-Ebook.com is software for you to import xhtml document and export as e-pub. E-pub can be uploaded to Kindle and then KDP will convert it to .mobi
- Scrivener (see bonus training in your Resources). More and more authors are using Scrivener to convert their book over to .mobi. If you hire an editor and follow my instruction in Week 3 to create a clean MS Word document for the editor, you

will have to compile the document out of Scrivener to Word. Once it is edited and finished the way you want it, copy all and paste into one Scrivener document to export as a .mobi file.

- Kindle Kid’s Book Creator. The only thing this software really does well is to take your imported PDF of your completed children’s book and convert it to .mobi format for Kindle Fire (the only one that reads “fixed format” ebooks like kid’s books).
- E-book programmer. There is a programmer listed in your Resources who has a team of programmers to take your PDF looking exactly the way you want them to appear and make the Kindle .mobi file look exactly like it. He hand-codes every line and is fast.

Avoid ANY .mobi software that”

- Says it’s a “Meatgrinder.” (Smashwords uses this term for their software)
- Looks like a one-button converter. Unless your book is fiction without any special formatting, images, text styles, etc. an easy button is not going to work.
- Promises it converts “perfect” bullet points. NO software does. Bullet points add in a lot of code into your document and thus far, nothing can adequately strip out this code except hand-coding.

Beyond Kindle...

After you’ve created your Kindle book, uploaded it to Kindle and taken advantage of 90 days promotion in Kindle Select, what other e-book formats are available to you?

- iBooks (EPUB). My programmer gives me both epub and mobi formats so that is just one more reason to send files to him. Use it if you are writing specifically for college students or if your want 5% more market share than you get from the Kindle Store
- Barnes & Noble’s Nook (EPUB). Use this if you want 30% more market share than you can get from the Kindle Store alone
- PDF download. Offer this on your website if your Ebook has a higher perceived value or a higher ROI, especially if technical information.

Short Ebooks in a series do best on Kindle and every device, including iPad and Nook, has a free Kindle app available.

Marketing 101

Marketing 101 will cover the following:

- ✓ Market research and when it's necessary.
- ✓ List building basics: The Opt-In.
- ✓ What to offer your audience for free to entice them to buy.
- ✓ How to find reviewers and get book reviews.
- ✓ The most powerful way to interact with your audience and build a fanatical tribe.

Marketing Basics

Marketing needs to start before you publish your book. Yes, you can start after, but you will see more success if you start asap. Start by asking yourself, "Is My Idea Sellable?" Is it something people are going to want to buy?

- ✓ Would it fit in a category (preferably two) on Amazon? At kristenrecommends.com/amazonlist you will see the current list of Amazon bestsellers, updated hourly. To the left you will see all the categories. Sometimes, those categories are not going to match up with the category choices you get when you upload your book to Kindle because Amazon is constantly tweaking and changing them. Don't worry about it. The categories in general stay the same. What is important is whether your book will fit into two (two because you get to choose two when you upload it to Kindle) categories. If the answer is "yes," it is book that will probably sell because it can fit into categories where people are actively looking for content.
- ✓ What are the Top 100 Best Sellers in one of those categories about? What topics are currently being written about in those categories? Do a little research, both with fiction and non-fiction, to find out what kinds of books are being written in those categories.
- ✓ Has anyone ever told you "You really should write a book about that." If more than one person tells you that, it is probably sellable.

-
- ✓ Are there social media groups about that topic? Are there groups on Facebook, on LinkedIn? If so, that is a tribe, people who are hungry for more information and you are the one to give them more information.
 - ✓ How many other books are on Amazon in your topic area? What kind of books are they? Simply do a keyword search on Amazon to find out. Do a search on Google for those keywords. If there are many results, it is a topic people are interested in and if it is a topic people are interested in, there is a market for a book.

List-building Basics

Why a List?

With all the options available in social media for communicating with your fans, why do you need a list?

- ➔ It is your list, in your space and controlled by YOU. Facebook can delete groups whenever it wants. Google Plus can remove circles. LinkedIn can remove groups. You have zero control over what they can do with your list. You want a list that is controlled by you.
- ➔ With a list of your own, you can sell to buyers over and over and over... You can follow up with the people on your list at any time with other products and services you have to offer.
- ➔ Easily keep track of leads, customers, and reviewers. You can have multiple lists and separate or segment them to better target information sent to the people on those lists in the future.
- ➔ Having a list is the difference between writing books and selling books, the difference between an author (who writes) and an “authorpreneur” (who sells).

Software

To create and manage your list, you are going to need mailing list software. A few options are:

- MailChimp, mailchimp.com, has a free option and is a good option to at least get you familiar with the tools. They have paid options you can grow into and are inexpensive.

-
- Aweber, kristenrecommends.com/bestemaildelivery, is a bit more powerful than MailChimp. It has the ability to do multiple lists giving you much more flexibility to grow. If you see yourself as an authorpreneur right from the start and are not just testing the waters with authoring books, go ahead and get started with Aweber.
 - Constant Contact, constantcontact.com, has no way for you to make an email opt-in form on your own web site. They send your people to a form on the Constant Contact web site. They have great templates for sending out newsletters or coupons, but for managing your list with the most power, you need a different service.

The Ethical Bribe

An opt-in is a mailing list created when people who have or have not purchased your book go to your web site and see something free that they are interested in and to receive it are willing to “opt-in” to an email mailing list. When you have a book and an opt-in, you want to give what is known as the “ethical bribe.” This is a form of payment you have to give up in exchange for the visitor’s email address and their permission to contact them over and over again.

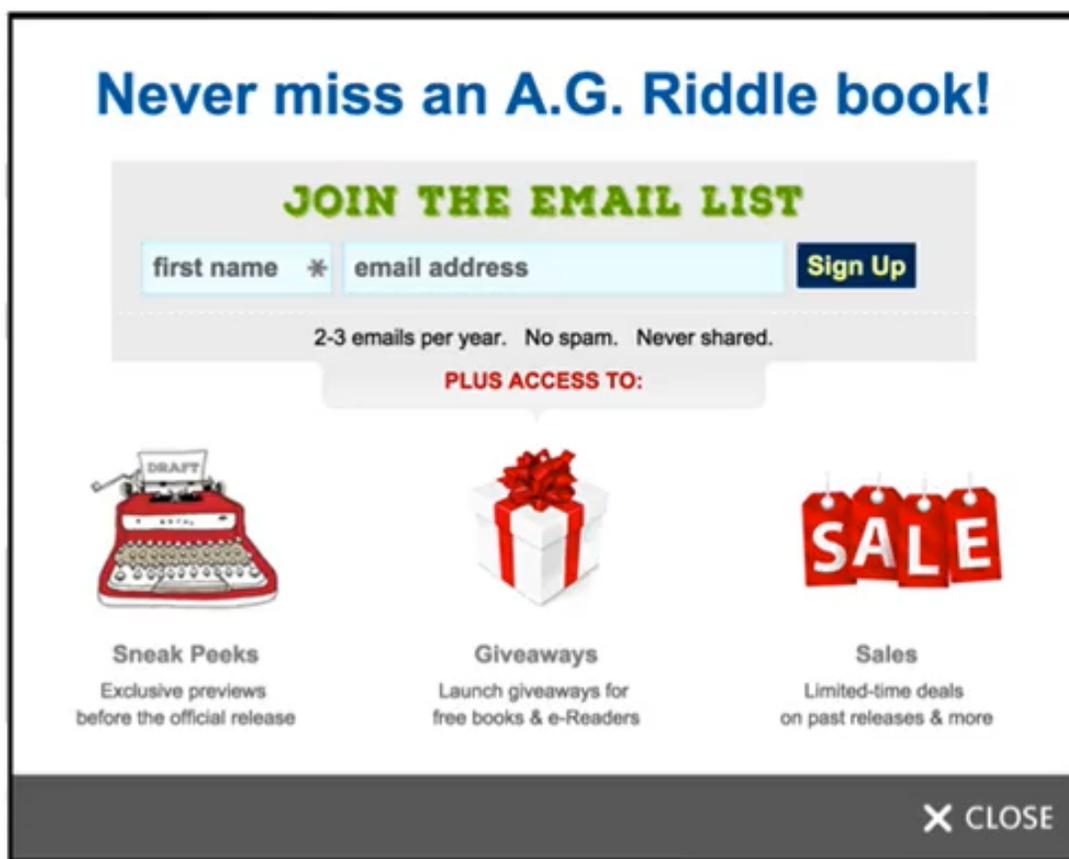
You don’t need to ask for anything more than a name and email, and you shouldn’t. Some have success asking for no more than email, but I like getting a name so I can communicate with that person using a name. It is more of a personal touch and I like that.

What types of bribes can you give away for non-fiction?

- Checklists (pdf). People love these. Something like a publishing checklist is very popular. So much of the feedback I am getting revolves around people wanting more checklists.
- Flow charts (pdf). If you teach any kind of a process at all, flow charts are awesome. You can take people through the process at a glance and it is something they can pin to their wall.
- Resource Guide (pdf). I just gave you four resources for email services. I could put those along with others on a page as a resource guide and say, “Here is what I recommend for you to get started.”

- Quick Start Guide (pdf). Whatever you are teaching in your book or overall series, create a 5-7 page quick-start guide (used to be called “report” but no one wants a report anymore) as a companion.
- Planner/Calendar (pdf). This is something themed that enables people to set due dates and deadlines that are specific to you and your book series.
- Audio interview/training (mp3). If you’ve been interviewed by anyone or have conducted a training of an hour or so, make that your free gift.

What about fiction? Hardly any fiction authors do this and they should! A.G. Riddle is a best-seller on Amazon and has this pop-up on his/her web site.



I wouldn't use “join the email list” but would offer something free. This is effective for getting people to sign up for sneak peeks, giveaways, etc. Notice how this tells the reader exactly what to expect: “2-3 times per year, no spam, never shared.” Now this is excellent for giving people peace of mind, but the rate of contact with the reader is not enough. This should be more like 2-3 times per month. What types of bribes can you give away for fiction?

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- Sneak Peeks. Give these right away as soon as they sign up.
 - Maps. If you are building a world and creating a world for your novel, a map of your world or a section of your world makes sense. You could give a different section of your map with each book in the series. You can make the reader sign up for a different list in order to receive each new section of the map so you can track from where people are coming to your opt-in. Humans hate missing pieces. We like for things to be complete. So this is a good way to keep them coming back.
 - Character profiles. You can do the same thing as with maps and give away a different profile for a different character with each book.
 - Recipes. How about a character's favorite dish or dishes printed with a description of the character on a .PDF and why the character likes this dish? Make your characters real! The most successful fiction is filled with characters we think exist somewhere. It is believable.
 - Coloring pages. These pages based off characters and scenes and objects inside your book are perfect for younger audiences and in some cases, adult audiences, too.
 - Graphics/Desktop wallpaper. Designed right, it will always remind the reader of your book.

Book Reviews

In this example (right) you see I have 21 customer reviews with an average of 5 stars. Most of those people I don't even know. But I had to start somewhere. So...

Author's Quick Guide to Making Money
[Kristen Eckstein](#)  (Author)
  (21 customer reviews)

Where do you find reviewers?

- Topic-based Facebook groups. Look for groups that already exist around your topic that you can join and begin to participate with. Social media is just that: social. You cannot just show up and ask for reviews. You need to be there and over several weeks let them know who you are and that you are an expert, answer questions, make comments, participate in conversations, be helpful, etc. These groups exist for fiction topics as well as non-fiction and you can go into those groups asking for suggestions, opinions, etc. People in these groups love to share their opinions.

-
- Other social media groups. If you are writing non-fiction for corporate types, LinkedIn is great.
 - Email opt-in that is a separate list of only book reviewers. I posted in a couple of Facebook groups that “I am writing this book series and building a list of people who want to be book reviewers and nothing else...I am not going to try to sell to you... you get a free copy of book in pdf format...if you want to review books, register...” I had over 60 people register. I separated them out and sent book one to list one, book two to list two, book three to list three and book 4 back to list 1 again. It made all the reviewers want to buy all the books because no reviewer got all the books. You only need two to three reviews posted right away when your book hits Amazon to get the ball rolling, and I was able to get plenty of reviews with this approach
 - Friends/Family. If you have no one else, at least you have friends and family.

Steps to Get Book Reviews

1. ASK!
2. Send a PDF of your manuscript. Just let them know it is a very rough, unedited version going to the editor now (it will make them feel special to know they got a copy before it was ready for public consumption). **NOTE:** the more you make them feel special, the more likely you are to get that review.
3. Ask for confirmation that reviewer received the manuscript and ask them when you can expect the review. In the same email where you send the manuscript, say “I don’t trust email, so when you get this, write back to let me know that this got to you...also, when you write, please let me know when it fits into your schedule that I can expect your review.” Let them know it is okay if they don’t read the whole thing but to skim the areas that are of interest to them so they can give you feedback and a review.
4. When they give you the date, mark that date on your calendar. Ninety-nine percent of the time they won’t have it for you.
5. Mark your calendar with dates to follow up one week, three days and one day before the date when the review was to have been submitted. This email should be along the lines of “hey, you promised me a review on xx date. That is a week from now and I am just checking in to see how it is going.” Let them know you will be sending them a final copy of the edited book as a “thank you” and that you would like to feature their review in the front of the book (known as “Praise For” page) as

well as put the review on Amazon when the book goes live. Hopefully, Amazon will show the Praise For page in the “Look Inside” so readers can see what others have said about your book inside your book — though it is up to Amazon what they show. **NOTE:** the reason I say send a PDF of your manuscript and a PDF of the final copy is because if reviewers want the .mobi file, the format necessary to read on their Kindle, it encourages reviewers to buy the book. This looks like a verified purchase to Amazon and they are more likely to approve the review. Amazon does not always approve a review. They can look and see that you are friends on Facebook and refuse a review because you are friends with the author. You are going to encounter some reviewers unable to post reviews because Amazon is really cracking down.

6. Once someone submits a review, stop sending the follow-up messages. Mark that date on your calendar so you don't keep bugging them.
7. When your book is available on Amazon, copy/paste their review in an email WITH a link to your book's listing, send email thanking them again, tell them you used their review inside if you did and ask them to post it on your Amazon listing.

Building a Powerful Community

The most powerful method I have found to build a community is a Facebook group. If you create a Facebook group, and I highly recommend you do...

- ➔ Create the group around your niche/topic, or world if writing fiction. This is the key to making a Facebook group work really well. Do not create a group about you or your book. If you are writing a fiction book about zombies, for example, create a zombie apocalypse Facebook group; if you are writing adult mysteries, create a mystery books fan group. People in your audience will congregate there and share other books—which is fine. This makes it a stronger community, lets you get ideas for other books or about your competition, and makes it possible for you to say “Hey, I wrote this book...check it out.”
- ➔ Set rules. Don't let spammers take over. You are going to have to monitor it, make sure people know what the rules are (how people are expected to use the group, spamming will not be tolerated, expect them to share resources and ideas, etc.) and then boot out the rule breakers. Keep it a community!
- ➔ Monitor the group regularly. Check in daily. Once you see buzz starting, certain people will rise as “leaders” in the group. Ask them if they want to become Admins and oversee activities in the group. Start the group, build it, and hand it off.

Marketing 201

Marketing 201 will cover the following:

- ✓ How to write your Author Bio and where to put it.
- ✓ The best list-building trick for e-books.
- ✓ The why, what, when and how of using links inside your Kindle book.
- ✓ How to make it easy for a reader to use your links.
- ✓ Put your thank-you page on steroids.
- ✓ When to upsell. Why to upsell. How to upsell. (Even with fiction!)

Constructing the Perfect Bio

Fiction

- ✓ Refer to yourself in third person. Do not speak in terms of “I.”
- ✓ Brag about any writing awards you’ve won—blog, poetry, short-story, anything.
- ✓ Make it fit your personality. Be creative! Don’t make it boring.
- ✓ Make it fit your genre: dark/brooding, quirky, humorous, lighthearted, geeky, human, etc. Always keep it personal and share some of your personal information. People like this.

Non-Fiction

- ✓ Refer to yourself in third person.
- ✓ Showcase your credentials (Ph.D., M.D., etc.). You can showcase awards, too, but in non-fiction you are proving yourself an expert first and if you have letters after your name, use them. If you don’t, it doesn’t mean you don’t have life experience that qualifies you to write your book. Showcase what you have that proves you are an expert.
- ✓ Show off media coverage. If you’ve ever been on television or a famous blog or news source, or radio interview, etc. tell about it.

-
- ✓ Highlight other books you've written.
 - ✓ Make it fit your personality. Be creative!
 - ✓ Add a few personal details (where you live, pets, family, etc.)

Where do you put your bio?

There are two different versions of an About the Author page and each is positioned differently in your book: the short version goes right after the Table of Contents; the long version goes after your "Thank you" page.

List Building Tricks...

The Sexy Opt-In

This is a free opt-in that you are going to put at the beginning of your book, right after the Introduction so that people who are reading your book or people who are just browsing through the Amazon Look Inside are going to have an invitation for them to go to your website (or your mail service) and get something free from you. This is how you can get a lot of people on your list so you can communicate with them in the future whenever you are releasing a new book, doing a public appearance or book signing or radio/tv interview, etc. You can use the same opt-in in each book in the same series or you can change it up and have multiple opt-ins you choose from to use for each book.

NOTE: There is a right and wrong way to do this. Amazon does not allow straight opt-ins in Kindle books anymore, so the best method is to offer something free on your website on a page that actually contains that information. For example, "Get 5 Free Procrastination-Busting Strategies to Finally Finish Writing Your Book" opt-in link would lead to a webpage outlining those specific 5 strategies. Then at the bottom of that page you can include the email/name opt-in for your email list with something related, such as "Like this? Get 10 MORE Strategies in Your Inbox as Well as Other Awesome Resources Below!" Follow up the call to action header like this with your email opt-in form.

- ➔ Embed AND spell out the link to the resource/freebie webpage. Make it pretty simple to type in for someone who doesn't have a reader that allows direct linking

from the page. Embed the link in the text so that if they have a reader on which they can just click a link, it is even easier for them to get onto your list.

- ➔ Make your link a domain name or settle for a pretty link. I prefer a URL/domain name that is easy and doesn't have a lot of characters for this link. If you don't have a good URL to use, you can use a pretty link, but it is best to use a domain name.
- ➔ ALWAYS include a Call to Action (CTA). This is simply telling your viewer to do something, in this case to "go get it." For example, "go here to get my free [xxx]" or "go download my [xxx] here."

The Ninja Opt-In

Below you see a screen shot from an Amazon Look Inside of author Drew Canole's book *Juicing Recipes from Fitlife.TV Star, Drew Canole*. This is what I call a Ninja Opt-in. This author offers a free video tutorial. Instead of just having text linking to the opt-in, he took a photo of his video and put that in his Kindle book. Using xhtml or with the help of a programmer, you can, as he did, embed the link for the opt-in page in the picture. Viewers can click the picture from the Look Inside to go to the opt-in page. The video doesn't play inside the Look Inside, but opens up the viewer's browser where they can opt-in and get an email with a link to watch the video. This is a brilliant ninja trick! You don't even have to buy his book to get on his list.

Note: He could have used just FitLife.tv URL for his link but he made a "pretty link" or shortened link to a page on that site, fitlife.tv/kindlevideo, to take the viewer to a page where they can sign up for his list.

UPDATE NOTE: You cannot hide the freebie behind a sign-up form anymore, so include a short video right on the webpage you send your readers (and browsers) to, then under and at the end of the video invite them to enter their name and email to get something longer for free from you as well as additional information and resources.

Drew Canole, Star of Fitlife.TV



Click Play on Video

Or visit <http://www.FitLife.TV/kindlevideo>
in your web browser for a personal (and funny) message from Drew
right now.

Drew Canole (Yes, sounds like “cannoli”) is a national spokesperson on the topic of juicing for health, fitness, mind, and spirit. He’s been featured on NBC, CTN, and ABC. His passion is helping people heal, and he is inspiring hundreds of thousands of fans to strengthen their ties to health and nutrition.

Also join Drew’s Juicing Movement at

[Facebook.com/vegetablejuicing](https://www.facebook.com/vegetablejuicing)

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Including Links in Your Kindle Book

Including links in your Kindle books can be more than an opt-in page link at the front of the book. You can link any number of things throughout the text of the book such as:

- Resources you recommend (affiliate or not). Get a pretty link for your affiliate link to a relevant product or service website and embed that into your book on a resource page for your readers to get more information. Of course, you don’t have to include only affiliate links in your resources but can also link any kind of resource you think would be beneficial to your readers and would make your book more valuable to them.
- Other People’s Books. You can link directly to other books on Amazon or you can link to a download page for a .pdf book, etc.

-
- Your own books.
 - Products you recommend. This can work for fiction as well as non-fiction if you are talking about a specific product available out there somewhere in the world and have a link where the reader can go purchase that product.
 - Programs and courses you recommend. This is perfect for non-fiction.
 - Non-Amazon affiliate resources. Anything that is NOT on [amazon.com](https://www.amazon.com) as an affiliate link is allowed.
 - Links do not just need to go to items people can buy! They can be links to things you recommend or things you talk about in your stories, things people may need to do more research on or just to enhance the reader experience by helping them to find more information in articles, websites, etc.

Why include links in your Kindle books?

- ➔ Readers LOVE resources!
- ➔ Links make it easy for readers to learn more
- ➔ Recommending products, services and your other books can make you money.
- ➔ The book becomes interactive, an entertaining experience rather than just something someone is reading.

Where To Link?

- Within the text (non-fiction). AFTER your reason for recommending it and your description of the product or service, you can put a link or embed the link in the title. For example, I recommend DropBox all the time as a perfect resource for working with designers, artists, etc. I will have the word “Dropbox” as a bullet point in my text and then explain it. The word Dropbox has a link embedded in the word.
- Chapter summaries. At the end of each chapter, you can have a summary of the chapter content with a list of resources related to that content.
- End of the book. At the end of the book, you can include a full Resource Guide or Recommended Reading or Other Books by [your name] or a Glossary, etc. and on these pages, include links to relevant information.

How to Link

Amazon:

Amazon Associate is Amazon's affiliate or referral program (you get a commission for referring someone to a product that they buy). Here are some important rules regarding Amazon's Terms of Service for the Associate Program:

DO NOT LINK to Amazon with an Amazon affiliate link!!!! Let me say it another way: do not put links in your books to anything on Amazon—including your own books—if that link is an Amazon Associate link. You will lose your account.

Do link to Amazon with straight, normal, regular, non-affiliate links. Do link to your books on Amazon. Do link to your Author Central page on Amazon, but do not link to these using your Amazon Associate account.

Affiliate Links:

Affiliate links can be ugly. My affiliate link to promote Dropbox looks like this:

<http://www.dropbox.com/referrals/NTEwMxg3NDYxOQ>

Who wants to type that in from a device that doesn't directly link? It is awful. But this can be "fixed" or improved easily. A number of apps are available to help you change this kind of link to something more appealing:

- Pretty Link Plugin (WordPress) is a great way to manage long ugly affiliate links. It makes it very easy to make your link whatever word you want. You just copy the link, paste it into the plug-in and identify what word you want to use/how you want the link to read. The link will then be [www.\[yourwebsite.com\]/\[your word\]](http://www.yourwebsite.com/yourword). For example, my dropbox link above goes from that long, ugly link to: KristenRecommends.com/dropbox. I went to my KristenRecommends.com Wordpress website, installed the Pretty Link plugin, added the link above with the word "dropbox" and produced this link on one of my own websites.
- TinyURL.com (free) lets you customize the word but it will be [tinyurl.com/\[your word\]](http://tinyurl.com/yourword)
- BudURL.com (free trial) is a good option if you want to start tracking data like how many clicks, where they click from, etc. They have a landing page for you and you can use a custom domain.
- bit.ly (free account, fee-based; contact for pricing), capture tracking data and optimize marketing tactics.



IMPORTANT!!

Amazon reserves the right to remove any links inside e-books for ANY reason.

It is important to describe the product/service associated with a link in your book, what it does and why it is important for your reader and not just have a bunch of links trying to sell things. That makes it less likely that Amazon will remove your links.

Thank You Page

Including a Thank-you page is an acknowledgement to your readers, an acknowledgement that they read it, and made it to the back of the book. Give them some love on this page. Tell them how much you appreciate them. Share your website and let them know how they can get in touch with you. Make it crazy simple and easy to share your book with their friends because the best advertising is word-of-mouth.

How do you structure the page?

1. Start with an acknowledgement. For example, “I hope you enjoyed [title of book]”
2. Next, reinforce the book’s benefits, whether it was meant strictly to entertain, as an escape from reality, humor, something to help them overcome a block in their lives, etc.
3. Then, make it easy to share! For example, “With the quick links below you can...”
4. Appeal to their charitable side, e.g. “It will help others...” Tell them how it is going to help other people, help their friends or how their friends are going to enjoy it. If it is non-fiction, tell them specifically how it will help. For example, for me I might say, “It will help others get past their writing blocks and finally get their book done.”
5. Ask for a review! If you don’t ask for reviews, you will never get them. Give reasons why you want the review, i.e. “I would really appreciate your feedback so I can discover ways I can improve it; I want to know how it helped you...” etc.
6. Finally, you want a salutation and signature. This salutation should be something like “I’ve really enjoyed sharing my heart/passion with you...Have a great day” etc.

7. Under your signature place your links to:

- Your Amazon Author Central page, a free resource you can get at AuthorCentral.Amazon.com. Make sure you get this right before you hit “Publish” on your first book. You have to have a book published on Amazon before you can get approved for one and once you have it, go back to the book and add the link.
- Your website page listing *ALL* your books. These listings on a web page can be Amazon affiliate links! As long as they aren’t inside the Kindle book, you are good.
- Your Social media share links for Twitter and Facebook.
- Your website/blog. If you don’t have one, get one. They are inexpensive, easy to create with Wordpress and online resources and they are an important thing to have to grow with you and your audience of fans.

The Upsell

Is it wrong to try to upsell your customers who buy your book(s)? No. Even fiction writers should do it. Royalties rarely make an author rich. That is just a fact. They can be a nice supplement to your income and cover your smaller bills, but in very few cases will they pay all your bills and fewer still will they make you rich.

Readers want MORE from you, including more books. If you can help them with more entertainment, inspiration, or education, you are obligated to let them know how. That is your responsibility as an author. And, you want to engage readers beyond your book. Make them enter your world, learn more, get more, experience more of you and what you have to offer. You don’t have to offer a lot of things but choose one thing you can use to get readers on your mailing list and one thing you can use to upsell them at the end.

Non-fiction Authors can sell...

- Companion PDF workbook
- Coaching
- Video training course. You can even turn your book into a course.

-
- Info product (another e-book or report)

Fiction authors can sell, too. You can sell...

- Your character's favorite recipes in a .pdf e-book: a cookbook of your protagonist's and antagonist's favorites.
- Printable character trading cards: simple trading cards you can get designed on [fiverr.com](https://www.fiverr.com) (which can also help you nail down the look of your characters).
- Coloring pages/coloring book in .pdf format.
- Printable bookmarks: design them to fit your book and the reader can download, print and cut out.
- Look at free opt-in ideas from Marketing 101 and make them *bigger*.

How to Sell the Upsell

- ➔ Include a photo (of you, the product you are selling, etc.). There needs to be some kind of image.
- ➔ Headline like, "You don't have to do it alone."
- ➔ Description of what they are getting: benefits (i.e. what is in it for them, what are they going to gain); and for non-fiction, bullet points.
- ➔ Call to Action. People have to be told what to do. Most don't want to think for themselves. Assume every reader is stupid. It will force you to tell them what to do step-by-step and that will make you more successful because you will cover your bases for the readers who do need to be told every move to make. AND don't forget to include a URL, your website where they can go to get whatever it is you are selling! I include in the back of my books a link to the website [KristenonDemand.com](https://www.KristenonDemand.com) where people can go to get one-on-one coaching.

Marketing 301

Marketing 301 will cover the following:

- ✓ How to find the best category for your book's listing.
- ✓ What price to set for your fiction book.
- ✓ What price to choose for your non-fiction book.
- ✓ What to expect with the Kindle Select program.
- ✓ When you should use Kindle Select and when you should steer clear.

Book Categories

Readers can search Amazon books by category. It is like browsing a bookstore or library shelves. Amazon is one of the top search engines in the world and when people go to Amazon, most use the search function to find what they are looking for. Book readers will search Amazon and Google—which gives high rank to Amazon—but for books, many readers will browse through categories in genres that appeal to them or meet a current need. Even when readers search for a Best Seller by title or by looking at Amazon's Best Seller listings, they will often browse other books in the same category as the best seller they are looking at just to see what else is available there.

There are so many categories on Amazon and each one has its own best-seller list, so categories can give you a better chance at best-seller status. I personally would not consider my book to be a best-seller unless it is in the Top 10 AND has remained in that category Top 10 for at least a week. That is my personal goal for "best-seller" status. There are people who call their books "best sellers" when they have been on that list for an hour—something that isn't difficult to "manufacture." I don't consider that to be a Best Seller.

Categories, if chosen properly, can help you to get and maintain a real Best Seller status. How do you research categories for your book?

1. Browse to where you envision your book on the bookstore shelf. To quickly get to Amazon's Best Seller list, use the short link KristenRecommends.com/amazonlist.

-
2. Click on any category where you envision your book to be (listed in the left-hand column). Categories may be niched down so get as specific as you can. Then click on *each* of the top 10 titles in the Best Sellers list. There are 100 in each list, but you don't need to research past 10.
 3. Scroll down on each book's listing and note which additional categories that book is listed in. If you are looking at categories specific to your niche, you can find out what other niche categories these books are selling in and how these best-selling books are being ranked in those other categories. **NOTE:** Categories do not show up on your listing until you hit the top 100 in that category. When your book is out of the top 100, your book will only show an overall sales rank on Amazon. There are millions and millions of books on Amazon and yours will most likely start out with a very low rank. Once you get into that top 100 in a category, **ALWAYS** take screen shots of your book's ranking.

Product Details

Hardcover: 224 pages

Publisher: Ten Speed Press (October 14, 2014)

Language: English

ISBN-10: 1607747308

ISBN-13: 978-1607747307

Product Dimensions: 5.2 x 0.9 x 7.3 inches

Shipping Weight: 9.1 ounces ([View shipping rates and policies](#))

Average Customer Review: ★★★★★ (4,615 customer reviews)

Amazon Best Sellers Rank: #2 in Books ([See Top 100 in Books](#))

#1 in [Books](#) > [Politics & Social Sciences](#) > [Philosophy](#) > [Eastern](#) > [Buddhism](#) > [Zen](#) > **Philosophy**

#1 in [Books](#) > [Self-Help](#) > **Motivational**

#1 in [Books](#) > [Politics & Social Sciences](#) > [Philosophy](#) > [Eastern](#) > [Buddhism](#) > [Zen](#) > **Spirituality**

4. Note the placement for each book in each category. In the book in the example above, it has the number 1 rank in each of its categories and #2 in all Books. These rankings can give you an idea of how desirable a book category might be, how much books in that category are selling.

In the example below, this book is ranking #1 in each of its niche categories and #1,628 in Paid Kindle books overall. That is very good. If you can rank in the top 20,000 overall, you have a good selling book. This book has been in the top 10 of its categories for a while. It would definitely be considered a best seller.

Amazon Best Sellers Rank: #1,628 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Literature & Fiction](#) > [Action & Adventure](#) > **Travel**

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Literature & Fiction](#) > [Action & Adventure](#) > **Sea Adventures**

#1 in [Books](#) > [Literature & Fiction](#) > [Genre Fiction](#) > **Sea Stories**

One of the reasons this book is doing so well is because it is part of a series. That is important. As people buy and enjoy one book in the series, they are inclined to buy other books in the series. This is going to show up as Amazon begins to promote the book under “Customers Who Bought Also Bought,” through email, and by re-targeting on sites like Facebook.

How do you use this information to choose categories? Notice the categories in this example.

Kindle Store > Kindle eBooks > Literature & Fiction > Action & Adventure > Travel: “Travel” is a little more broad even niched down like this.

Kindle Store > Kindle eBooks > Literature & Fiction > Action & Adventure > Sea Adventures: “Sea Adventures” is more narrow.

This is what you want. You want to find two different categories in the Kindle store that are one, more broad; and two, more specific.

It is fairly simple to be ranked high in the Kindle store. This book is also #1 in all of books under the category Literature & Fiction > Genre Fiction > Sea Stories. You can see that the more niched down you get, the better able you are to rank high in the overall Books category on Amazon. **NOTE:** Be aware that this listing under “Books” is not something you are going to find when you list your book on Kindle. This category/sub-category is something that happens naturally within Amazon. As your book sells and starts to rank in categories, you will start to see where Amazon has identified a books sub-category for your book and you will be listed there.

5. Look at the “Customers Who Bought This Also Bought” list on each listing. It is probably going to be the books in the same series! This is what I have been repeating over and over again: for more success, create a series! Find the first book in the “Customers Who Bought” list that is from a different author.
6. Note whether this book is ranking. The listing below is in the same exact categories. It is not a book in the same series as the one above. I found this by scrolling down on the above listing to Amazon’s “Customers Who Bought Also Bought” list to find out what Amazon is promoting in that category.

Amazon Best Sellers Rank: #2,897 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

2 in [Kindle Store](#) > [Kindle eBooks](#) > [Literature & Fiction](#) > [Action & Adventure](#) > [Travel](#)

3 in [Kindle Store](#) > [Kindle eBooks](#) > [Literature & Fiction](#) > [Action & Adventure](#) > [Sea Adventures](#)

4 in [Books](#) > [Literature & Fiction](#) > [Genre Fiction](#) > [Sea Stories](#)

In this example below, we have something a little different. It is another sea story and is another I found from the first listing’s “Customers Who Bought Also Bought”

list. This book, however, has a very, very specific niche: *Historical Fiction > Norse & Icelandic*. This could rank in a third category fairly easily if listed in a more broad category than this one, something like the *Action & Adventure > Sea Adventures* category.

Amazon Best Sellers Rank: #4,524 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))
#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Literature & Fiction](#) > [Historical Fiction](#) > [Norse & Icelandic](#)
#8 in [Books](#) > [Literature & Fiction](#) > [Genre Fiction](#) > [Sea Stories](#)

7. Make note of *ALL* the categories in the Top 10 in the niche where your book would appear and the first 2-3 books in “Also Bought” (use the checklists and worksheets in your member’s area) by a different author; and if they are ranking, write those categories as well.
8. Click the category (at random) in a couple of the “Also Bought” books and repeat the entire process, top to bottom.
9. Look at your own book. What categories make sense to you? Walk into the virtual bookstore &/or a physical bookstore. Look around and decide where your book would be “shelved.” Make a short list of these (if your book fits into a long list of categories, it is too broad).
10. When you upload, choose the two categories—**one broad and one very specific**—that fit your book best. **NOTE:** the categories shown when you upload to Kindle may not be the same as the categories you found looking around the book listings on Amazon. Amazon is always tweaking, updating, and changing categories in their book listings but not necessarily doing so on Kindle. Amazon will recognize your choices and say, “okay, those categories fit best according to the publisher, but we are going to put the book in these other categories because they match better.”

You want to start by choosing two *different* BROAD topics. For example, *Literature & Fiction > Historical* and *Literature & Fiction > Genre Fiction*. Then, get really specific in one while keeping the other one broad.

Niched down categories mean your book can show in the Top 100 of *every* category above that niche. For example, if the book above can do really well in *Sea Stories*, it may be able to rank in the Top 100 of *Genre Fiction*. That would mean it was then ranking in two categories (Sea Stories and Genre Fiction), one of which you didn’t choose. If it does well in *Genre Fiction*, it may rank in *Literature & Fiction*. That is a lot more difficult because the farther up the food chain you go, the harder it is to rank; but it is possible. The more niched down you make the

category you choose, the better chance you have of ranking in every category above that.

However, small categories may receive less reader traffic. This is why you want to choose a category that is a little more broad along with the one that is more niche-specific. The broad category is harder to rank but is going to help you to be found easier while the niched-down category is going to help you rank in more categories.

This process is going to take some research. You need to devote time—at least a couple of hours—to this. If you are still writing, finish writing before you do this. If you use a professional editor or have a cover designed by a professional, this is something you can do while you are waiting for those support people to complete their work on your book.

Pricing Your Book

Fiction

There are things to keep in mind that affect the price of the book:

- **Word count.** Keep in mind the length of book. The longer the book, the more expensive
- **Genre.** A genre that is selling really well can command a higher price; a book in a genre that isn't selling well might have to have a lower price to make sales.
- **Publisher.** When you are doing research, you will see that mainstream publishers are pricing their eBooks at \$9.99 and higher. If it is a big publisher, chances are the price is going to be higher.
- **Following of the Author.** If you are an author with a following, you can price higher; if you are not well-known with a following, you can't. People won't spend \$10 for a book by someone unknown but they will spend 99¢. If you are just publishing your first book and don't have a following, you are going to have to price your book low and then increase your prices (including the price of the first book) as you get a larger and larger following.

If you are just starting out, I recommend you start with a price of \$2.99–\$4.99 for a full-length fiction book. If yours is a serialized fiction book where you are releasing it 3–5

chapters at a time, start with \$0.99 or \$2.99. No matter how you publish it, you are not going to make much money at \$0.99; with \$2.99 you are going to make 70%.

Non-fiction

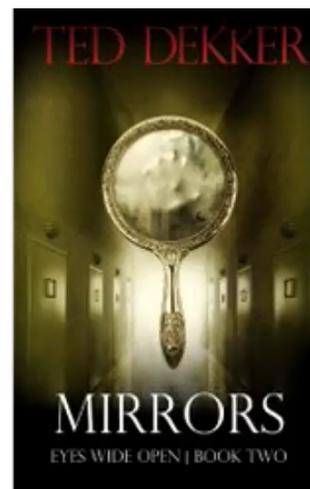
Again, there are variables that affect the price of your non-fiction book:

- Word count. The longer the book, the higher the price the book can command.
- Specialized niches. The more specialized your book, the higher the price.
- Online Marketing vs. Marketing with Social Media.
- Starting a Business vs. Starting a Publishing Company.
- Return on Investment (ROI). What are people going to get? Is it less pain? More time, more money. Any time they are going to get a return on their investment, you can price it a little higher.
- Perceived Value. There is something to be said for what people perceive the value of your book to be. When Martha Stewart started in business selling pies years ago, she gave out free samples which everyone loved, but she couldn't sell them because people thought that for \$5 they must not be very good. So, she raised the price to \$25 and couldn't keep them in stock.

Perceived value goes hand-in-hand with how specific your niche is. The more specific, the higher the price. Compare the cost of a high-end car with the price of a Honda or Toyota. Both still get you where you want to go and in many cases, with the same level of comfort, but there is a mindset about luxury and people who buy high end cars perceive them to be more valuable, for any number of reasons, than a lower priced car.

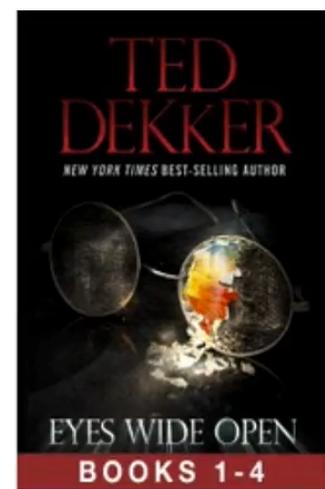
Strategic Pricing: Fiction

Image right is the cover from a serialized book. On the left image, it says at the bottom Eyes Wide Open I Book Two. The price is \$2.99. After the author had released all the books in the series, he released the book on the right, a collection of books 1–4 priced at \$7.99.



\$2.99

Kindle Edition



\$7.99

Kindle Edition

Most people are going to buy the book on the right with “Books 1–4.”

This is a pricing strategy, a sales tactic, showing a lower price on one book but offering a savings on all four books when buying them together. Once you’ve reached the point in serialized fiction where you have published books 1–4, you can re-price the first book and bundle them all into one file, upload to Kindle as a separate book at a higher price. Just make sure the cover shows it includes multiple books and what those books are.

Inside, you can have each book starting with its own title page, copyright page, dedication, etc. so it looks like a compilation of the four individual books published into a single volume. Alternatively, you can do what this author did and compile all chapters into a single book under one name rather than separating the books out.

If you compile all books as a single title without breaking out the books inside, I recommend you do what this author did and remove from Kindle all the other individual books that make up the series. This cuts down on confusion that readers might have thinking they are buying a new book when what they got was a bundle of books they already bought. The one issue with doing this is that when you get rid of all the other serialized books, you also get rid of all your reviews and all your rankings.

Strategic Pricing for Non-Fiction

➔ \$0.99 (99¢) books are good books for:

- Lead generation. If you are only trying to generate leads and get enough basic interest in your topic to get them on your list, this is a good price.
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- Books that have less benefits for the reader. They have a single pain point, address it and collect leads.

➔ \$2.99 is a good price for:

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- Go in-depth outlining strategy.
- Deliver higher results.

-
- Include a step-by-step plan.
 - Are creative with out-of-the-box solutions.
 - Offer higher ROI for the reader.

For both fiction *and* non-fiction...

➔ \$4.99 and up is for

- “Showcase” books, bigger books like full-blown novels you find in the bookstore or non-fiction books that you might sell at the back of the room during a speaking engagement.
- Kindle series collections like the *Eyes Wide Open* collection we saw previously.
- Larger books (higher word count)
- Mainstream Publishers
- Well-known author. People are willing to pay more for things they are collecting and people are willing to pay more for books from a well-known author.

Test your pricing. Raise the price and see if your sales go down. If so, lower the price and see if sales go back up. By doing this, you can find that price where your book sales stabilize and still make you the most in royalties possible.

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Kindle Select Program

Kindle Direct Publishing, the portal where you upload your book to Kindle for listing in the Kindle store, has an optional program called Kindle Select, a 90-days-at-a-time program for Kindle exclusivity. In return for allowing your book to be listed ONLY on Kindle for 90 days—not on your own website, not someone else's website, not in Barnes and Noble or Apple or anywhere else—you are going to:

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There is a pool of millions of dollars set aside in these programs to split among authors. For \$0.99 books, it can mean more in royalties during this 90 day period than if you had sold the same book the same number of times it was borrowed in these programs. Yes, for higher-priced books, I am going to make less royalties from the pool each time the book is borrowed than I would if it had been sold, but I don’t care. I’m using my books to make money beyond the book royalties. I cannot say it enough to you: when it comes to marketing, it NEVER stops at the book sale. The more people who know me, who borrow my books and learn more about me, the more people who are going to buy my books and other products. I am a big fan of both lending library programs.

- ➔ Gain benefits of the built-in promotional tools.
 - Kindle Countdown Deals allows you to put your book on sale. It crosses out the regular price and shows the book is on sale. It encourages more people to buy it because it is on sale. Countdown Deal lets you set the sale price and exactly the amount of time for the book to be on sale.
 - Free Book Promotion: if done right, this can be a gold mine for you. It should NOT be used when you first release your book. That is a newbie mistake. To bring attention to your book series, wait until you release the second book in a series. As a celebration for the second book being sold, you can run the first book on a free promotion for a couple of days. When you release a third book, do the same thing again by giving the first one free as a celebration PLUS run a Kindle Countdown deal on the second book in the series. People who are interested and got the first book for free will want to buy the second one while it is on sale. Now you have three books out there and you have people hooked. This works very well for serialized fiction.

The KEY is “series.” When you release the third book, you promote it and say, “As a celebration for the release of book 3, I am going to give you book 1 for free.” You don’t have to say anything about book 2. People are going to recognize there is a second book and look for it or just see it is on sale because Amazon is going to start to tag those books together as people buy them all and people are going to see the other book in the series and that it is on sale.

In the Kindle Select Program, you have 5 days in each 90 day period to run each of these promotions. Don’t run more than two days at a time. When should you do them? Saturday and Sunday has worked best for me. On the weekend, people are running errands, doing their grocery shopping, etc. so they are already in a money-spending mindset. Not a lot of people promote on these two days, but I do and in fact, I make more money on the weekends than I do during the week. A two-day, back to back offer has had the most success for me. Mondays and Fridays are the worst days to run ANY kind of promotion.

Why You Should Use Kindle Select

- ➔ It is a great way to test the market. Kindle Direct Publishing is free. Why not enroll in the Kindle Select Program and use that 90 days to experiment and test a few things? You can change the cover of your book or the title, update your price, etc. Play with it and see how it affects your organic sales or sales you don’t have to “work” for. If you want to distribute your book anywhere else to run a test, you are going to have to pay because of set-up fees; so, this gives you an absolutely free opportunity to test.
- ➔ The promotional tools are worth it. The countdown tool alone is worth it for the additional sales.
- ➔ Amazon Kindle owns 65% of the eBook market share. You have to be there no matter what. Having the exclusivity of the Kindle Select Program only means you are going to be seen by more people.
- ➔ Kindle apps are on **every** device so there is no reason why nearly everyone with any device can’t download and read a Kindle book. It is your job to educate your readers that they can get your book and read it everywhere. Some people still prefer paperback, but the fact is Kindle is increasing and it is especially true for fiction.

Why Should You **Not** Use Kindle Select?

- ➔ It is a limited market. It is missing 35% of the market share, i.e. 35% of all eBooks sold are not Kindle.
- ➔ You are “stuck” for 90 days at a time and it auto renews so unless you go in on the day before the 90 days is up and uncheck the box, it will auto-renew for another 90 days.
- ➔ If your audience is only college-age kids. College age kids buy books from iBooks. Most textbooks are sold on the iPad platform and sold on iBooks because Apple doesn't have the \$2.99-\$9.99 limit. No one is selling textbooks for \$9.99. So, this buying group is trained to go to iBooks. If that is your audience, you need to be able to list your book on this platform in addition to Kindle, so you don't want to join the Kindle Select program where you have to offer it exclusively on Kindle for 90 days.

Marketing 401

Authors, who love to sit in the closet and write all day are different from Authorpreneurs, who want to build successful businesses writing books. For an author to be successful today, he or she needs to be an authorpreneur. This is a painful reality for many fiction authors in particular, but it is a fact, and these days it doesn't matter how you publish. Even if you have a traditional publishing contract, if you haven't made the NYT Best Seller List and want to be successful, you are going to have to put on a business hat.

Marketing 401 will cover the following:

- ✓ The 7 steps to success as an authorpreneur.
- ✓ My *exact* 3-step book launch formula, from your central hub to partners to best seller.
- ✓ Where to find book launch partners to catapult your reach.
- ✓ The 6 essential elements for an easy-to-use book launch kit.
- ✓ Exactly what to do on launch day.
- ✓ How to be a best-selling author.

Seven Steps to Being a Successful Authorpreneur

1. Build your posse. This includes:
 - ✓ Building your topic-based Facebook group.
 - ✓ Building your followers on Twitter.
 - ✓ Building your email list.
 - ✓ Everything else I've been teaching you.
2. Build your relationships.
 - ✓ Engage people by answering their questions.
 - ✓ Be a resource.
 - ✓ Share your heart. Let them know the real you.

-
- ✓ Be vulnerable and tell your story. This will build a trust factor and allow you to connect with your customers on a deeper level.
 - ✓ Showcase your knowledge in non-fiction. Don't be afraid to show what you know and how you know it.
 3. Create your central hub, your website on a domain name you purchased where you have control. To set up your hub, you can use:
 - ✓ Wordpress
 - ✓ Templates
 - ✓ a Blog
 4. Create and link your free opt-in gift to start building your list. **NINJA ALERT:** when it comes to launch day, create a special, separate, exclusive launch day gift, something different, something you don't give away in your opt-in.
 5. Choose a launch date.
 - ✓ It *can* be in the future!
 - ✓ Give yourself time for the next steps in your launch, your party announcing your book. You can have your book finished and up on Amazon selling when your launch date is a month or two out. That is fine. You actually want to have a few reviews up before your launch happens.
 6. Research launch partners.
 7. Build your launch kit.

My 3-Step Book Launch Formula

1. Your Central Hub (website)
 - ✓ Even if you create a new site today, you can show yourself as “established” by pre-dating posts, one per month for the past two years. You will need to write 24 blog posts to do this, but it is important to show yourself to be an established author. If you are writing non-fiction, show your expertise through these posts.
 - ✓ Make it professional. Choose a theme that is clean and easy to navigate, a nice design, and with a layout that makes sense. You want the people who visit your website to go where you want them to go in ONE click. Keep this in mind when choosing your theme.

-
- ✓ Get a professional headshot. If you do not have a professional photograph of yourself, that is a big mistake. You are branding yourself as an author. People want to know you, to see you.
 - ✓ Set up your opt-in gift. Don't make it a free chapter!! Amazon does this for you with the Look Inside. Make it different. Make it helpful. Make it desirable.
 - ✓ Include an About the Author page; an About the book (or series) page; a Contact page or some way for people to get in touch with you. [**NOTE:** You can put your phone number and a PO Box address out there but it is safer to use a contact form and there is one built into virtually every Wordpress theme.] Also include your Opt-in gift as a central part of your website and social media buttons. People don't spend a lot of time "connecting" on websites. You have to use social media of some kind to connect with your audience and build relationships.

2. Your Launch Partners. You can find launch partners in many places:

- ✓ Kindle in 30 Challenge Facebook group! This is a huge and awesome resource. Ask people in the group if they would like to promote your book on launch day
- ✓ Podcasts. Go to iTunes and look for podcasts related to your book. Ask to be a guest on a specific date. Many pre-record and you need to ask for a date on or near after your launch date
- ✓ Guest blog posts. Research on Google and find blogs related to your book. Ask to write guest posts and ask them to post those on your launch date.
- ✓ Topic-based Facebook pages and groups. Make a list and go through them before your launch date and ask them to promote it. Ask the group owner if it is okay to promote your book. Some love it, some hate it. There is actually a Facebook group called Book Promotion.
- ✓ Twitter. Post on Twitter multiple times on launch day and ask people to re-tweet.
- ✓ YouTube. Create videos and post on YouTube. Ask others with YouTube channels to feature you on launch day.
- ✓ JV Partners, people who are going to email their list for you. Some people will do it because they like you and your book is perfect for their list; some will want you to be a part of another program they are doing; some will charge you for paid sponsorship.

NOTE: it is important that everything you schedule and arrange happens within the week of your launch!

3. Create Your Launch Kit in a single page on your website. Go to bookcoachmedia.com to see a good sample of what the media would want. This website is just for the media who want to interview me and they love it. I didn't build it overnight and it doesn't have everything for launch but it will give you an idea of the type of page you can create for your kit. It should include:
- ✓ Up to 3 sample emails. If you give to people who are going to email their lists for you the sample emails with relevant links already in the email, they are far more likely to send out those emails. You do the work for them and ask if they can send one before launch day, one on launch day and one after launch day. They may only send one email, but some will send all three. I don't promote other authors' books to my list because I promote my own books to them, there are so many authors who want me to promote their books, and I don't want my list to be constantly inundated with new books. They will get tired of it and I will lose subscribers. So, I may only mention someone's launch as a P.S. in an email, but each partner will be different so plan for the people who will send all three messages and do the work for them.
 - ✓ Up to 5 sample Facebook posts, status updates that people can post on Facebook on the day of your launch and the week after.
 - ✓ Up to 5 sample Tweets of 140 characters or less and follow what I taught you earlier for creating your short links to include in the Tweet. Make sure you allow room in those samples to add the words "please RT" to encourage them to share.
 - ✓ Book cover image (high resolution .jpg)
 - ✓ Professional headshot (high resolution .jpg). People who have you featured in a blog post, video, teleseminar, etc. will need this to help promote you.
 - ✓ Your Amazon Author Central Page. This is your page or hub on Amazon, your profile page as an author that people will see when they visit you on Amazon. You can include your photo, social media links, video and a lot of other things.
 - Set up your page at AuthorCentral.Amazon.com
 - You can choose a custom URL and set it, but I recommend that you buy a domain name of YourNameBooks.com (e.g. KristensBooks.com) and redirect this to your Amazon Central Page. It is a lot easier to say in an

interview “go to kristensbooks.com” than it is to spell out the long URL for the Amazon page. It is also easy for me to send people to that page to look for a specific book but expose them to all my books. That betters my chances that they are going to buy more while they are there.

- Link to your blog and your most recent page will show up on your Author Central Page. People who are browsing and find you can then see your blog post and find your blog.
- You can also link social media on your Page and Twitter feeds will show up right there on the page.
- Include your bio, photos from events and book signings, headshots, etc., a schedule of events, book trailer videos, etc.

What to Do on Launch Day

You need to set aside a chunk of your day to...

- ✓ Stay engaged. Plan the time to stay engaged with the people who are promoting your launch.
- ✓ Post ranking screen shots on Facebook along with a link to the book listing or your Author Central Page (if you have more than one book). If your book starts to rank in Amazon categories, post screen shot updates throughout the day. People get so excited about this and they will share it. That only brings more attention to you.
- ✓ Visit partner websites (i.e. where you have guest blog posts, social media pages, groups, etc.) and thank them.
- ✓ Say “Share this!” or “Click Share!” when you post on Facebook. You have to give people a directive. If you don’t tell them to share, they will congratulate you without sharing.
- ✓ Say “Thank You!” At the end of the day, go back to every one of your Launch Partners and tell them “Thank you so much for promoting my book.” In your thank you message, tell them what else they can do to help you. For example, “...by the way, I am going to be celebrating my launch all week so if you have room in your [email/social media] posts, please feel free to copy/paste one of the emails/social media posts you didn’t use.

The Making of a “Best Seller”

The “best-selling book formula” that most people teach is to:

1. Get a dozen people to all email about your book at the same time.
2. Sell about 17 copies within an hour or so.
3. BOOM. You’ve hit the Amazon Top 100 Best Sellers list, possibly in multiple categories.

BUT... does hitting the Amazon Best Sellers list of an hour really make you a best seller? Amazon updates their Best Sellers list hourly and you are going to be knocked right back down if you don’t keep up your promotion. So, what REALLY is a “best seller” book formula?

1. Use your Book Launch I just taught you.
2. Extend the timeline out for an entire week.
3. Push...HARD. This is like giving birth to a book
4. Remind your partners. Then remind them again and again. Constantly remind them about your launch and that they promised to promote it. People are busy and forget, so keep your launch top of mind.
5. Stay in the Top 10 Best Sellers for at least 3 days. I don’t put the seal on my book cover, tout my book as a Best Seller on Facebook, post on my website that it is a Best Seller, etc. until it has been on the Top 10 list for at least three days. If you can stay on that list for a week, Amazon is going to put a little “Best Seller” banner on your listing page. THAT is valuable. Take a screen shot of that!
6. After the launch...
 - Keep boosting sales. *Never* stop promoting! Even when you are writing your next book, split your time between writing and marketing, recycling everything you’ve learned in the marketing segments of this Challenge.
 - Track your sales. KDP has a reports button and you need to study it to find correlations between promotions and sales, price changes and sales, book launches of new books and sales of other books in the series, etc. Keep track of sales and what you did to make those sales.

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- Tweak keywords, categories, title/cover art (as long as you didn't use ISBN and only published on Kindle) to test. With Kindle, you can change things at any time. Just remember it will take up to 12 hours for any change to show up in Kindle US and up to a few days for it to show up in other countries.

I hope you enjoyed this Kindle Kickstart and put everything you've learned into practice! Be sure to post your results in the Book Ninja Students Facebook Group at <http://Facebook.com/bookninjastudents> and get the support of your fellow ninja classmates!