

Part 3_2

The first thing we are going to talk about is using magazine content for blogs, in a new way. In this chapter, we will be very deliberate in our blogs because we will end up with three product sources out of these blogs. There will be the blog itself, which is essentially the content source. Then, we will publish the blog on Amazon for Kindle because you can subscribe to people's blog on Kindle for \$.99 per month.

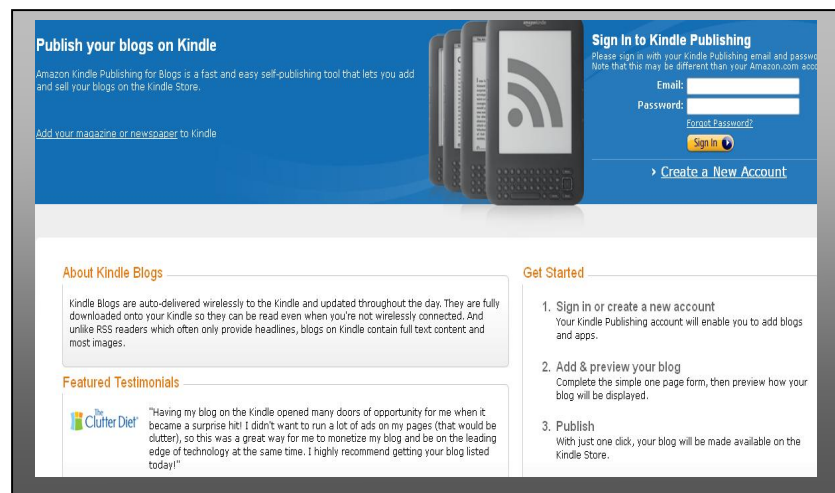
If we had a number of niche blogs available on the Kindle Store, we can have people subscribe to our blog for only \$.99 per month. No, we don't get that full \$.99 cents, only a percentage of it, but considering that you are accessing 90 million people, who are there to spend money...suddenly there is a huge audience that can be tapped into. If they are searching for the type of information we are providing and they want it on their Kindle, they can get it and access it directly from our blog.

Step By Step

*Watch over Tony's
shoulder on video 3_2,
beginning at 1:25*

Begin by going to <https://kindlepublishing.amazon.com>. You will need to sign up for a Kindle publishing account which is different from publishing Kindle books. This is for blogs specifically as well as for magazines and newspapers.

Once you set up a new account, which is free, you add and preview your blog and then publish it. A day or so later, they will approve it and that's it. It will be available in the Kindle Store. Customers do get a free trial, where they can view the content but after that they are charged each month for their subscription.



I currently have one of my blogs, A Day with the Sacred, on Kindle. For our sample, I'm going to show you the information I entered when I registered that blog.

Step by Step

1. Enter feed for the blog – in most cases you will type in the web address and then type in /feed/. In A Day with the Sacred example, it is:
<http://adaywiththesacred.com/feed/>.
2. Click 'validate the feed' – it will check the feed to ensure it is valid.
3. Enter blog title
4. Enter tag line
5. Enter blog description
6. Enter publisher
7. Upload a screenshot. Here you simply take a screenshot of your homepage, edit out the extras on the image and save it to be 800 x 600 pixels.
8. Upload the masthead/banner – this is simply a screenshot of the header of your blog. By clicking 'view guide', you will be provided the size information, formats, etc. I recommend going with PNG which keeps it clean and simple.
9. Add your web address
10. Choose up to three categories – for my blog I chose arts and entertainment, lifestyle and culture.
11. Keywords – this is important because these are the words people will be typing into the Kindle source search engine. You want your blog to show up.
12. Blog post frequency – for my blog I post each day but you may post less often. Select the one that fits your schedule.
13. Click 'save'
14. Click 'publish blog to Kindle'

That's it! Within 48-72 hours, your blog will be available. There is no limit to the number you can put up there, you just want to provide good content and update your blog on a regular basis. The good thing is that people with Kindle's can subscribe to your blog; you can make money each month (about 30% per person per month). But, if you get 1,000 people subscribing, that is \$300. Getting 1,000 people in a market of 80 million people visiting the site isn't difficult at all.

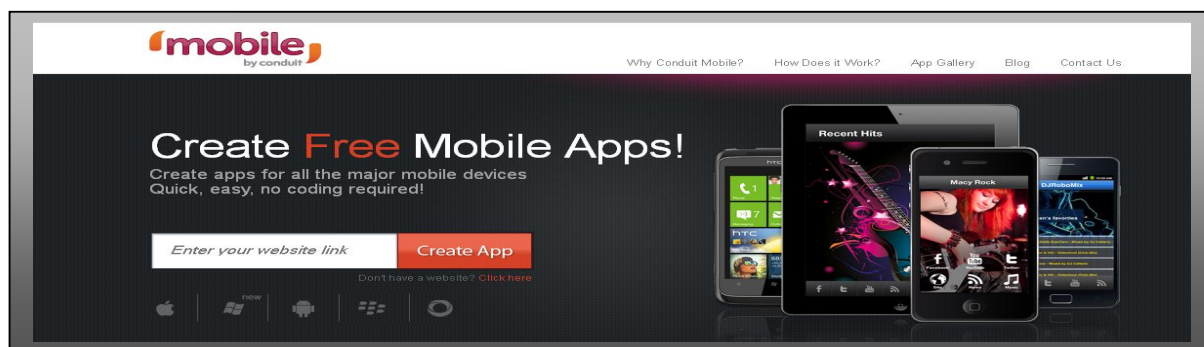
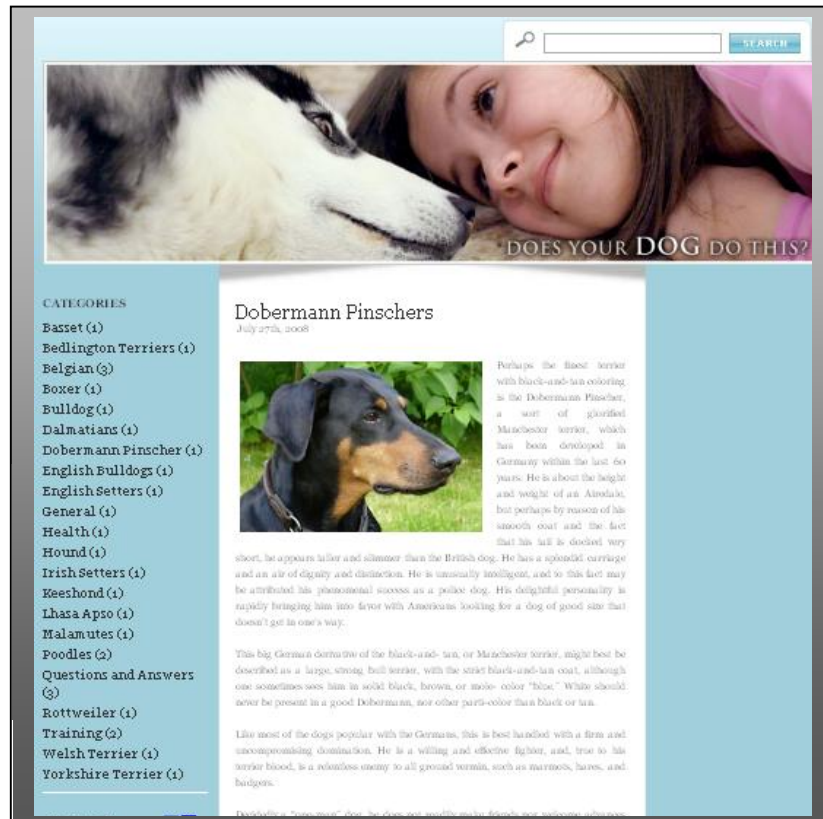
What happens if you have 100 blogs? As you can see, this is a very scalable model.

My pitch here is that you design your blog using content from the magazines. Keep your blog simple like this... <http://doesyourdogdothis.com>

This is a simple site, with information on dogs, etc. What's cool is that I can easily make this blog available on Kindle as well. I could have this set and ready for Kindle review in about five to ten minutes.

**AUDIO IS
FUNKY...9:38**

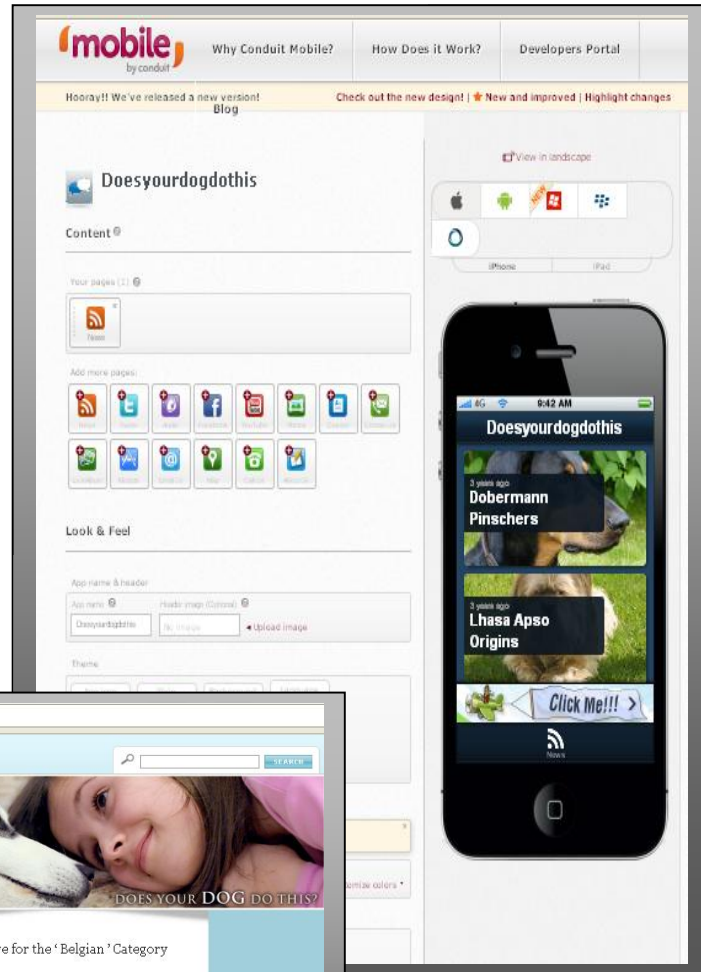
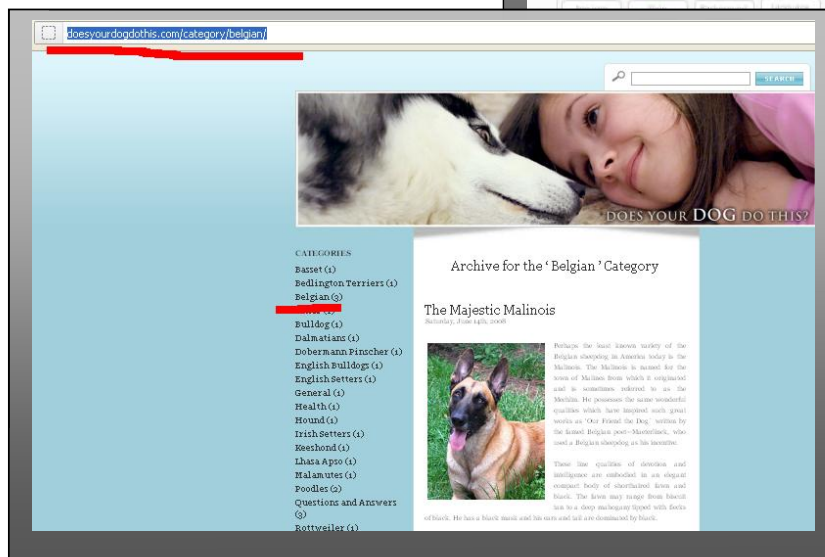
Remember I said there were three ways we were going to use our magazine content. The third way we are going to use this content, along with some additional content to create apps. This is a sweet little site...<http://mobile.conduit.com>



This page allows you to create apps of your blog or website, for free. To get started, simply enter the name of your website and click 'create.' We can in a tweak this to our heart's delight.

You will see that the app pulls directly from my site. One of the cool things you can do is get very specific by category. In this case I'm focusing on different types of dogs so let's say I wanted to have another section just for the Belgians. Going to my site, I click on the 'Belgians' category. By doing this the web address for the page appears at the top.

I copy that URL address



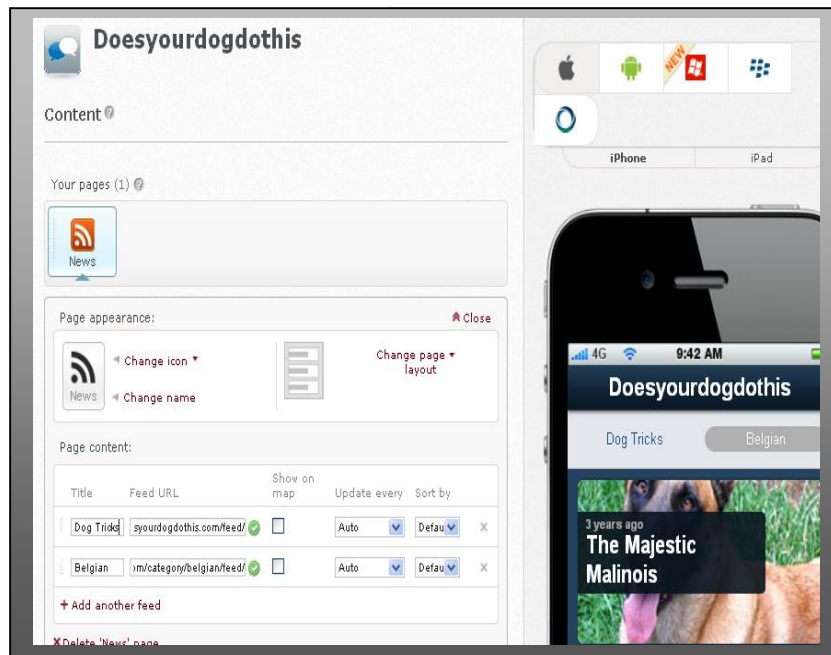
and go back to the mobile site. There, I click on 'news' and then 'add another feed'. I paste in that URL and add /feed/ to the end...

<http://doesyourdogdothis.com/category/belgian/feed/>. Also, I change the title to 'Belgians' for consistency sake.

Note: The title of the first feed automatically defaults to the name of the blog. You can change it to something shorter like 'Dog Tricks'

You'll notice that you sort your feed from oldest to newest entries and you can choose the page layout you like best. You can also change the icon you

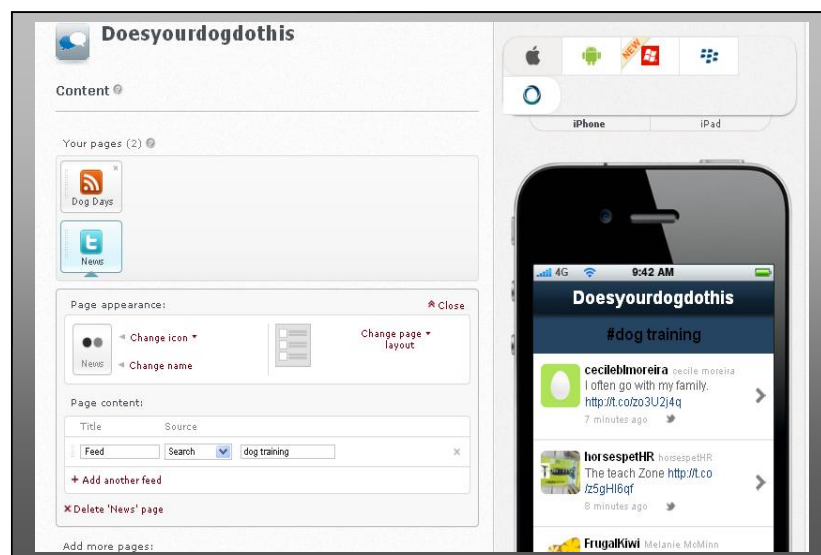
see at the bottom by clicking on 'change icon' and selecting the icon you prefer. Unfortunately there aren't a lot of choices and we can't create our own so you are limited to your choices. Also, you can change the name of the icon as well. Rather than calling it 'news', how about 'dog days' or something like that.



There's a lot more you can do. You can add more feeds and you can add more pages. You can add another news feed if you want, a Twitter feed, audio, Facebook, You Tube, photos, contact page, Live Album, Custom Modules, etc.

The Twitter feed is cool. You can add your Twitter feed by clicking 'Twitter'. Now, you can still change the icon and name as well as the page layout. Under 'page content' you can add your Twitter ID or we can do a search for keywords or a list.

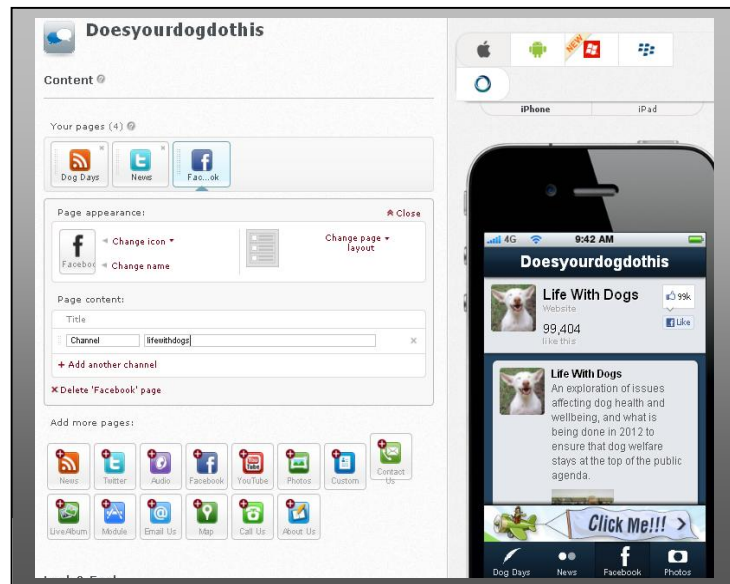
For this example, let's do a search and type in 'dog training' and it will bring up Twitter feeds that are focused on dog training. In this particular feed, you probably wouldn't want to do that because these are



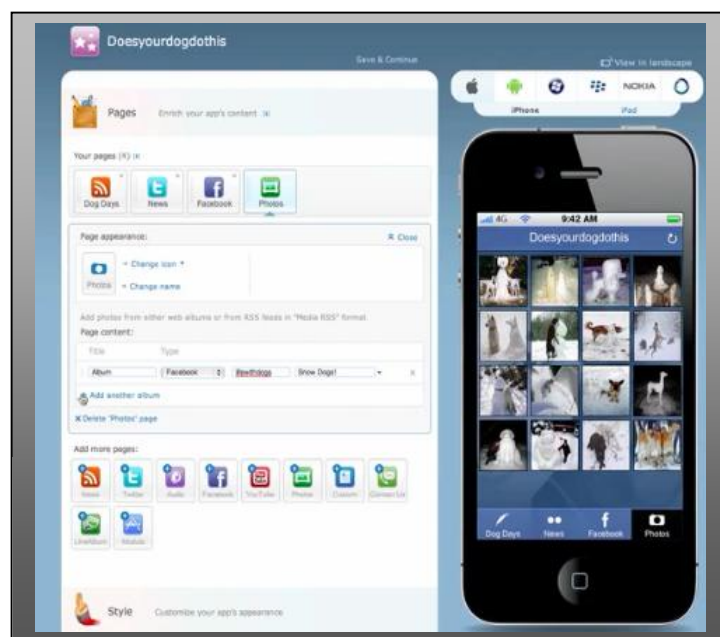
most likely affiliate links but you could do the same things yourself. You could also do a search on any term you want. You would then name this feed something like 'training.' The title doesn't really matter if you only have one Twitter feed but if you have more than one it will show at the top to delineate between the two. Now, you don't have to tell people that it is Twitter, ok? So you can change the icon to something else and name it 'News.'

Now, there are a couple of different feeds that we can add also that are pretty cool, like from

Facebook. Facebook only works with Fan Pages, which I don't have any dog fan pages. So going to Facebook, I can search for pages about dogs, copy the URL of one that I like and paste it in. Of course that could be your Facebook page or whatever. You can change the icon, the name, the layout to be consistent with your other pages.



Another option for your app is photos. After clicking on 'photos' you will see that you have a number of choices from sites like Flickr, Tumblr and TwitPic or we can do a Media RSS feed. If you choose Facebook, it doesn't handle personal wall photos, it will only access photos from Fan Pages. For this demonstration we'll use the photos from the Fan Page we have already selected, 'lifewithdogs' and those pictures appear.



You can also add a second photo stream like Flickr.

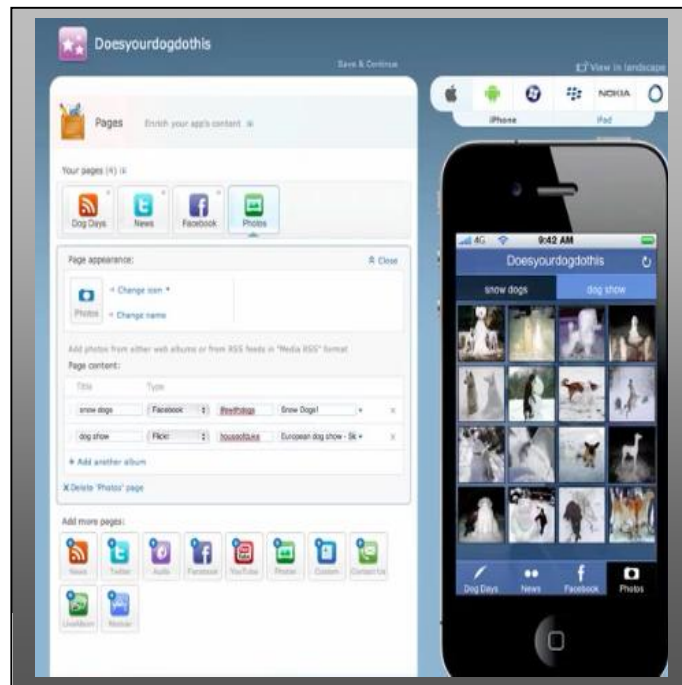
Note: Remember, there is nothing saying you can only use your content on your sites, although I recommend it. But, you can use other people's content as a part of what you are creating.

Back at Flickr, I found 'house of duke' so 'add another album', select Flickr and enter 'houseofduke.' You can also 'choose your set' and in this case, European dog shows.' You can title your albums 'dog show' and 'snow dogs.'

Let's create one more stream, You Tube, and you'll find again, that there are choices. For this demonstration, let's choose 'search' and enter 'dog tricks' as the search term. We can sort in a variety of ways, let's choose 'relevance.' We can change this from You Tube to 'videos', we can change the icon as well as change the page layout.

Now we have our five tabs across the bottom and when they are clicked people have access to that content.

The next we want to do is change the name of the app and we can do that by selecting an image for our header under the Style section. Notice that the



header must be 180 wide x 32 pixels high.

We can also change the name by simply changing the name. Let's try Ultimate Dog App.

We can also choose themes, an icon for the app itself which would show up in stores. We can either upload our own background image (they give you the specs) or you can choose one of their five.

You can also change language and then have fun with the color schemes. You can basically choose any color you want for your app.

Next, you can choose the navigation layout. Currently we have the default which is how a lot of apps are designed. But you can change it to one of these selections.

Last but not least, you can choose 'enable advertisements' so that you can earn revenue. In some cases you would want to make the app available for free, or you could sell it for \$.99 but this option allows you to make money off of it based on advertising. Because we are pulling all these different data streams in, like RSS feed, we can have links to our website, links to affiliate products, articles that people can click through and purchase from. But we want to deliver good quality content.

Note: You don't have to have an RSS, Twitter, or Facebook feed, I just wanted you to know what is available.

Another really cool aspect of this application is that you can get a preview of what your app will look on different devices, including an iPad.

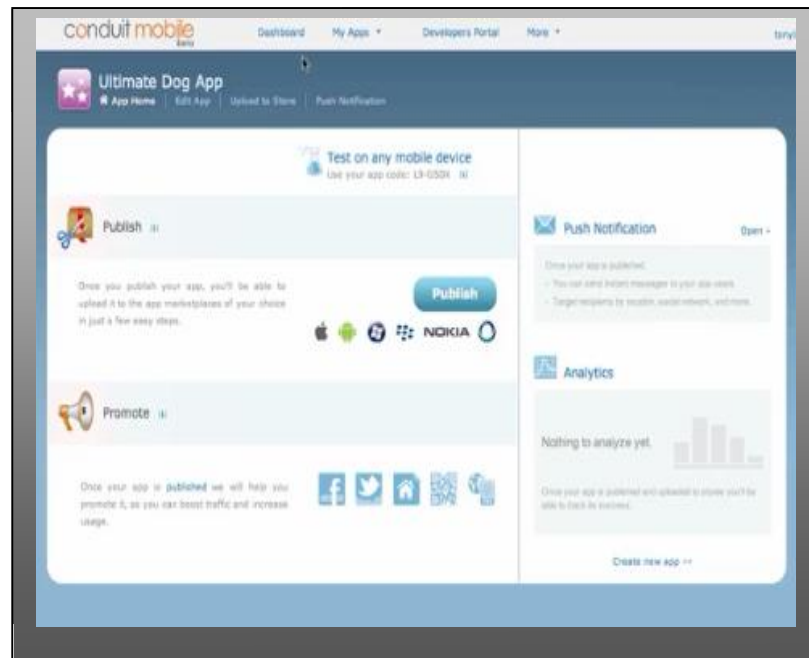


Once you have your app created and you feel good about it, click 'save and continue.'

There is a program that allows you to test it on your own mobile device. They provide a code and explain how to do it. There's analytics built in as well.

Once we publish it we can upload it to different app marketplaces, like Apple, Google/Android Marketplace.

There's a lot of helpful information provided by Conduit Mobile including a blog as well as guidelines for submitting your app to the mobile market. There is a one-time \$25 developer fee to submit to Android. Submitting to the Apple App Store is a little more involved, there is a \$99 one-time developer fee along with a few hoops to jump. Fortunately, they take you step by step through the entire process.



Note: Apple take a couple of weeks to approve an app, the Android store is much quicker.

We are talking about magazines and whether we are developing apps or creating books for Kindle, we need content. One of the reason I'm sharing this training associated with magazines is that magazine content is the perfect size for blog posts.

Example: Going back to gardening and the magazine on Gladiolas. I could create an entire app on Gladiolas. I could either take or find pictures and do a Flickr account or Facebook Fan Page. I could do regular blog posts from that magazine content and use that as the primary content for the app. We could create videos from that same content or simply use other people's videos. With videos, you can use the description of the video in multiple ways to link to your website and/or affiliate offers to monetize your content through your app, which is a good thing.

Also, use some creativity and imagination in setting this up. You can design your own background for sure, but you really want to provide value. Here, the value you are providing is coming from the public domain.

Going back to our Gladiolas example, there are a lot of wonderful illustrations available in the public domain. Gorgeous images of different types of flowers and plants. We could make a Flickr site of just those illustrations and then have the descriptions of the plants or how to raise flowers, or raise gardens, as a separate stream. That makes it easy to add content.

We could create some how to videos of our own, or use someone else's and build as many apps as we want. I'm not talking about doing one app here, I'm talking about making a bunch of them... 50, 100, 200, 1,000. However many you can get approved. Ultimately that gives you leverage as you make money here and there you can step up and create higher end apps that you may need to hire a programmer for.

Notes from questions: TONY...not sure how you want to handle these. I only typed up the ones I thought offered something new.

Outside of the US you can use the free hotspot shield to blog my IP. This gets around the issue of getting blocked by Google.

Command Shift 4 on the Mac allows you to pick a selection without Grab.

You can scan public domain magazine at the library, as long as you are certain they are in the public domain. The only issue is that most libraries don't have a large selection of older magazines to choose from.

Used book stores are another option for finding older magazines. They probably won't let you scan them because they are trying to make a sale but you normally can get them fairly cheap.

At some point you are going to need to create covers for your books and e-books. You can do your own or outsource it. If you decide to do it yourself, you

can learn how with a product I created called The Cover Expert. You can access it at <http://thecoverexpert.com>. For those who don't know, I've been a graphic artist for publishing companies and have designed over 600 book covers. This product walks you through, step by step, how to design beautiful and effective covers from scratch.

Hamrick.com is where you can download VueScan 9

Bonus:

A few years ago, I created a product called Public Domain Magazine. Part of that product included a magazine master list. Between those two documents, it not only shares every magazine not in the public domain, 1,300 plus magazines, it also has thousands of magazines that are in the public domain. I included that list because, if you don't know something exists it is hard to find it. What I did was take both of those documents and include them in the members area so that you have access to that information, which will help you in locating the magazines you want for your content.

WHERE DO YOU WANT PEOPLE TO ACCESS THESE??