

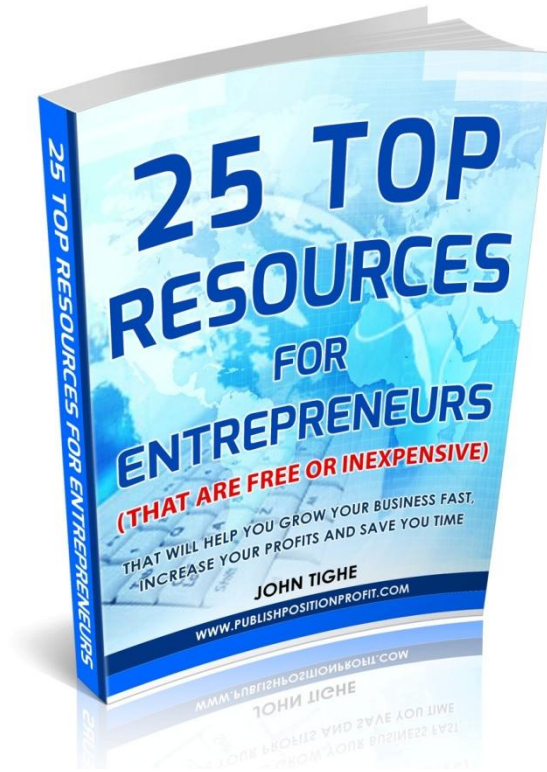
MAKE MONEY FROM NON-FICTION KINDLE BOOKS



**How to Maximize Your Royalties,
Get Paid to Capture Leads and
Rapidly Build a Successful
"Backend" Business**

JOHN TIGHE

Get a Free Copy of 25 Top Resources for Entrepreneurs



[25 Top Resources for Entrepreneurs](#)

That will help you grow your business fast, increase your profits and save you time

This short eBook contains links to 25 of my favorite online tools and resources. Most are free or inexpensive and not only will they help you grow your online business faster and increase your profits they will help you automate and save a lot of time too!

Each page contains a short summary of one of the resources, together with a link and information on pricing.

[Click here now to download now.](#)

About the author

JOHN TIGHE is the bestselling author of "Crush It with Kindle" and host of the top ranked business and marketing podcast "Publish Position Profit."

John is an online marketing expert, entrepreneur, speaker, business coach and founder and CEO of the Strategic Positioning Press publishing house.

Before striking out on his own John had a career as a corporate lawyer, but decided he wanted more from life. Today, instead of being chained to his desk at a law firm, John works with authors, experts and entrepreneurs from around the world helping them to successfully write, publish and promote their books.

John's primary focus, through the Strategic Positioning Press, is helping experts and entrepreneurs in a wide range of fields to strategically position themselves by becoming bestselling published authors. This positioning allows them to rapidly grow their businesses by attracting more of their ideal clients and by being able to charge what they are truly worth.

John's mission is to help experts and entrepreneurs share their message with the world so that they can build a successful business doing something they love, live life on their terms and inspire others.

MAKE MONEY FROM NON-FICTION KINDLE BOOKS

How to Maximize Your Royalties, Get Paid to Capture
Leads and Rapidly Build a Successful “Backend”
Business



STRATEGIC POSITIONING
P R E S S

Oxford and London

MAKE MONEY FROM NON-FICTION KINDLE BOOKS

John Tighe

www.CrushItwithKindle.com

Copyright © John Tighe 2015. All rights reserved.

The right of John Tighe to be identified as the author of this work has been asserted by him in accordance with the Copyright, Designs and Patents Act 1988.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without the prior written permission of the author and publisher except in accordance with the provisions of the Copyright, Designs and Patents Act 1988.

This book is not intended to provide personalized legal, financial or investment advice. The author and the publisher specifically disclaim any liability, loss or risk, personal or otherwise, that is incurred as a consequence, directly or indirectly, of the use and application of any of the contents of this book.

Published by Strategic Positioning Press Limited

1st edition

First published in 2015

This edition first published in 2015

Strategic Positioning Press Limited

Boston House

Grove Technology Park

Wantage

Oxon, OX12 9FF

United Kingdom

This book is dedicated to you: get clarity on what you want, believe in yourself and take action so that you can live the life of your dreams (and check out the Henry Ford quote on the next page!).

“If you think you can do a thing or if you think you can’t, you’re right.”

—Henry Ford

Contents

About the author

Contents

Is this Book for You?

PART I

Chapter 1: Why is Now the Exact Time to be Getting into Kindle Publishing?

PART II

Chapter 2: How Do You Maximize Your Royalties?

Chapter 3: Serialization and Cross-Promotion

Chapter 4: Physical Books, Audio Books and Translations

PART III

Chapter 5: Expert Positioning

Chapter 6: Growing (or Starting) Your Business

Chapter 7: List Building and Lead Generation

PART IV

Chapter 8: Publishing Services

What Next?

Review Request

Final Reminder:

Also by John Tighe

Is this Book for You?

Would you like to maximize your royalties and build multiple passive income streams through Kindle publishing?

Would you like to build a 6 figure plus “backend” business based on your book?

Would you like to position yourself as an expert so that you can attract more and better clients and charge what you’re truly worth?

Would you like to use a book to generate hyper-targeted leads and rapidly grow your business?

If any of these apply then this book was written for you!

How to make money from non-fiction Kindle books

There are lots and lots of books available on how to market Kindle books. This is *not* a book about Kindle marketing.

This is a book about *how to make money* from non-fiction Kindle books.

That distinction is *critical*. Before you even think about marketing your books you need to be crystal clear on how you plan to make money from them. Most people don’t bother and they leave a huge amount of money on the table as a result!

They could be losing anywhere from thousands of dollars a year to tens of thousands or even hundreds of thousands...

It depends on the number of Kindle books they have and the nature of their Kindle business and the crazy thing is they don’t even know it!

I don’t want you to make that make that mistake. I don’t want you to leave thousands of dollars on the table month after month because you didn’t know how to tap into the multiple income streams that are possible through Kindle books.

I don’t want you to be out of pocket to the tune of thousands of dollars because you weren’t aware of how simple pricing strategies can triple your royalties or double your leads overnight.

This book will help you think through *how* you will make money from your non-fiction Kindle books so that you can maximize your income from each one.

If you get this right then you have the chance to achieve something that’s both very rare and very special. *You have the chance to build powerful income streams and start living life on your terms.*

Lots of people dream about doing this, but very few make it a reality.

If you follow the steps outlined in this book and get your Kindle monetization plans right from the very beginning and *then* combine those plans with the right marketing you'll get the kind of results that most authors only dream of, as well as having the freedom to live life on your own terms.

And what do I mean by freedom?

I mean financial freedom, time freedom, location freedom, freedom of purpose and freedom over who you spend your time with. A strong passive income stream gives you all of these key freedoms.

Right now the most important thing you can do is get clear on how you want to make money through Kindle publishing. There are multiple ways – some will be right for you, some not. Chances are you'll decide to combine a number of different methods to maximize your profits, but we're getting ahead of ourselves here... we'll be coming back to exactly how you make money with Kindle books soon enough.

Before we go on I'd like to guess something about you – and that is that if you're reading this book then having the financial freedom to live life on your own terms is something that's at least on your radar. Maybe you're an aspiring writer who dreams of writing for a living and quitting the 9 to 5 grind. Maybe you're looking to add an additional income stream doing something that you love. Or perhaps you're an entrepreneur who wants to build a business around the amazing opportunities offered by Kindle publishing. Or maybe you have (or plan to start) a business and want to become a published author so that you can position yourself as an expert and sell more of your products, services or information.

Whatever your motivation is one thing's for sure: you want more from life than you're getting at the moment.

And if you're like me your motivation is a combination of these things. I'm an entrepreneur who happens to love to write and love to teach. I also love it that I can now help people to become published authors, follow their passions and live life on their terms.

I wrote my first book way back in 1998 and my second in 2004. For a long time I wanted to quit a succession of jobs that bored the heck out of me and build a business that I could be proud of and that would allow me to live life on my own terms. And I wasn't the only one. I used to have regular conversations over lunch with friends who wanted to stop working for "the man" and take control of their lives.

Except that they're all still working for "the man" and I'm not. In 2009 I made the jump and that has made all the difference. They didn't. We've all paid a price for our respective decisions, just in different ways. We'll come back to that price and the

story of how I escaped from the machine and re-built my life on my own terms in the next chapter.

Before going any further, however, I want to pause and do something important. And that is I want to congratulate you. Because if you're reading this then you're taking action. It doesn't matter whether you're already some way down the road to *being able to live the life of your dreams* or if you're journey's just starting. You're making progress and that's what matters. That makes us kindred spirits. And remember, in life if you're making progress then you're succeeding.

To succeed at Kindle publishing – and in life – you need a plan. And that's what this book is about – making sure you have a Kindle monetization plan so that your progress is in the right direction.

Now that doesn't mean that marketing your books, choosing the right topics and all that great stuff isn't important: it is – we're just not going to cover it here. This book is about giving you the right plan to monetize your books so you know where you're going and how to get there. Otherwise it doesn't matter what you do or how hard you work – you're still going to get lost. Let's not do that!

When most people think about making money from Kindle publishing they think of royalties. And royalties are great, but they're only one way to monetize your books: there are other ways that can be more effective – often much more effective.

Understanding exactly how you can monetize Kindle books is critical. It allows you to start writing your books with the end in mind. Something else to be aware of is that each of your books has the potential to leverage multiple monetization strategies so as you read this book consider how you might combine them.

What we're going to cover

As the book title says, this book is for *non-fiction* authors. Primarily I shall be focusing on “how to” information books – books that help people solve a specific problem. Books like this one, which solves the problem of how to make money from Kindle books.

Before getting into exactly how to make money from Kindle books let's look at what we'll be covering in the rest of this book:

The book is organised into four parts and is modular in that each part can be read on a standalone basis, though they are designed to be read in the order in which they are presented.

In Part I we look the incredible opportunity presented to us by Kindle publishing; the 3 key factors that are driving the Kindle publishing explosion; and, why the perfect time to be getting into Kindle publishing is now.

In Part II we look at how to maximize your royalties; the power of serialization and cross-promotion; and, how to generate extra income by creating physical and audio versions of your books and by getting them translated.

Part III is the area that excites me the most: how you can use a Kindle book to start or grow a business. Done right a “backend” business can bring in far more money than your book royalties – easily 6 or even 7 figures. We’ll cover the power of a book to position you as an expert; the different types of business and income streams that a book can support; and, the vitally important subject of how to grow your email list and generate leads.

Finally, in Part IV, we take a look first at how you can enlist the help of freelance writers and editors to rapidly create a portfolio of Kindle books for you. And we look at how you can leverage the growth of Kindle publishing by providing publishing services to aspiring authors.

So let’s jump right in to Part I and look at: what’s driving the Kindle publishing revolution; how it’s created an amazing opportunity for us; the incredible speed at which the market for Kindle books is growing; and, why Kindle publishing is such an incredible online business.

PART I

Chapter 1: Why is Now the Exact Time to be Getting into Kindle Publishing?

An amazing opportunity

We are very lucky. This is an amazing time in human history. As writers and entrepreneurs opportunities exist for us that have never been available to anyone before – super exciting opportunities!

One of these opportunities is Amazon’s Kindle Direct Publishing (KDP) program. Kindle Direct Publishing is what allows us to publish our own books. When I first heard about KDP it sounded too good to be true:

“So, let me get this right... Amazon will allow you to publish your own book on Kindle without having an agent or a publisher. It can be published in less than 24 hours once your manuscript is ready and they will make it available to millions of Amazon users across the world and pay you 70% royalties with zero overheads... Wow!”

The death of the Gatekeeper

This amazing opportunity crated by Amazon is causing a big shake up in the publishing industry. The big publishing houses are scared. They’re scared of Amazon and, believe it or not, they’re scared of you and me!

They’re scared of Amazon because, through their Kindle Direct Publishing (KDP) program, Amazon has transformed the publishing landscape and is grabbing huge market share. What we are, in fact, witnessing is the “death of the gatekeeper”.

The gatekeepers in the traditional “dead tree” publishing industry are, of course, the agent and the publisher. Without an agent to support you a publisher is never going to look at your book in the first place. So in traditional publishing World you need to convince both an agent and a publisher that your book is worth printing. They call the shots and without their combined say so you’re dead in the water – game over.

And by the way, you remember earlier when I said that I wrote my first book in 1998 and my second in 2004? Well, I was one of the thousands of authors each year whose vision of being published and writing for a living collided with the reality of not being able to get past the gatekeeper. After all the work I put into writing those first two books and despite good feedback I ended up with nothing to show for them but

dozens and dozens of rejection letters... that is until I discovered Kindle Direct Publishing in 2012.

Now, thanks to KDP, everything is different. You really can publish your book on Amazon within 24 hours. Thousands of authors who were previously shut out of the publishing world have been able to turn their forgotten manuscripts and their new book ideas into reality, getting published and in many cases becoming bestselling authors.

I'm sure you've heard stories of authors who were rejected by dozens or even hundreds of agents before finally getting a break and finding someone who believed in their work enough to support it. Then, having got that break, their books have gone on to become bestsellers and achieve amazing success. A great example of this would be Jack Canfield and Mark Victor Hansen – authors of the *Chicken Soup for the Soul* book series.

Jack and Mark were rejected a staggering 143 times before they finally found someone who believed in the book enough to take it on. Since that first book was published they've gone on to create over 200 different *Chicken Soup* books that together have sold over 500 million copies worldwide. Yes, that's not a typo – 500 million copies, or half a billion with a “b”, in the twenty years since the first book was published. Now I know that Jack and Mark both worked incredibly hard to market their books once they were published, but to sell that many copies they still had to have a great product that resonated with a lot of people.

The reason I'm telling you this story – apart from it being inspirational – is to illustrate how even the professionals in the publishing industry can get it wrong. In this case 143 professionals got it wrong and missed out on hundreds of millions of dollars in profits. And there's no doubt that in the past a lot of great books were written that never saw the light of day.

This should be an inspiration to you because your books will never suffer this fate. You have a cast iron guarantee (provided they comply with Amazon's publishing guidelines, which isn't hard to do) that your books will be published, and that is pretty amazing.

By the way, I'm not saying this to knock the traditional publishing industry. There are some very talented people in the industry who get a lot of things right as well as making the occasional mistake (which is pretty much true for most experts, whatever their field). Both agents and publishers are very constrained by the way the traditional publishing model works and the time and effort it takes to get a book to market. They can only take on a fraction of the titles that are offered to them and are fully aware that many of the books they turn down are not only good books, but have a lot of commercial potential as well.

What's changed over the last few years, with the launch of KDP, is that Amazon has created a system that sweeps away the difficulties associated with traditional publishing. Instead of a system that has multiple intermediaries, all of whom need to be paid, and a typical lead in time of around eighteen months we can now self-publish and have a book that is live and making sales (in the world's biggest bookstore) within 24 hours of our manuscript being ready.

I know I've said it already, but this is incredible! Be in no doubt that we are living through a pivotal moment in the history of publishing – an industry that will never be the same again. And it gives us an amazing opportunity.

I said earlier that the publishing industry is scared of Amazon who are grabbing huge market share – and doing so very rapidly. I also said that they're scared of you and me and, believe me, they are. Why is that? Well, it's because with KDP the genie is truly out of the bottle. You and I, and thousands of people like us around the world, can now publish our books directly on Amazon. For an industry that has had its own way and called all the shots for decades that is a very scary prospect.

All this is great for us, but why is Amazon doing it?

It's actually very simple: Amazon has a long-term strategy to dominate not just the book selling industry (which it's already doing), but also the publishing industry. To do that it needs lots of content – particularly content that is unique to Amazon.

So right now, Amazon is desperately looking for people to provide content that they can sell on Kindle because that is a key part of their strategy to dominate the billion dollar digital book market, which is still in its relative infancy.

Yes, that's right – Amazon want as many people as possible to provide content for them and so they've made it as easy as they possibly can for you to do that.

And notice I said your content, rather than your book. You can sell full size books, but – as long as the value is there for your customer – you could also be selling say a short 30 page report that either you've written or that you've hired a ghostwriter to write for you (as a rule of thumb I don't like to go below a minimum of 10,000 words). And, because they want your content so badly Amazon will let you keep 70% of the royalties – by the way, that's as much as ten times what a first time author would get through a traditional publisher.

The 3 key factors

And now really is the exact time to be starting your Kindle publishing business. Kindle publishing is **about to hit critical mass** and three key factors are driving this:

1. Social factors:

The use of smart phones and tablets is growing exponentially. This is revolutionizing the way people consume written content as people switch *en masse* from printed media to digital.

2. Economic factors:

Kindle books typically sell at significantly lower price points than printed books. This means that once people start consuming books digitally they end up buying a lot more books. Amazon's "1-Click" purchasing has also helped turn Kindle books into easy impulse purchases.

3. Technology factors:

Amazon has done something simple yet brilliant: They have created a Kindle app that turns any device into a Kindle and are giving it away for free! This means anyone with an iPad, tablet, smart phone, laptop or desktop can now read Kindle books... in other words, there are now an estimated 15 billion Kindle capable devices in the world – more devices than people!

The ultimate online business?

Not only this, but in Kindle publishing Amazon have created an incredible online business model that we can instantly plug in to:

1. It costs nothing to get started
2. There are zero overheads
3. You make 70% profit on sales
4. Amazon takes care of the backend for you
5. Amazon markets your book for you
6. And you can be selling in less than 24 hours

And there are other factors that make Amazon the perfect online environment in which to be selling your books and building your business. Let's look at some other facts about Amazon that make Kindle publishing such an amazing opportunity:

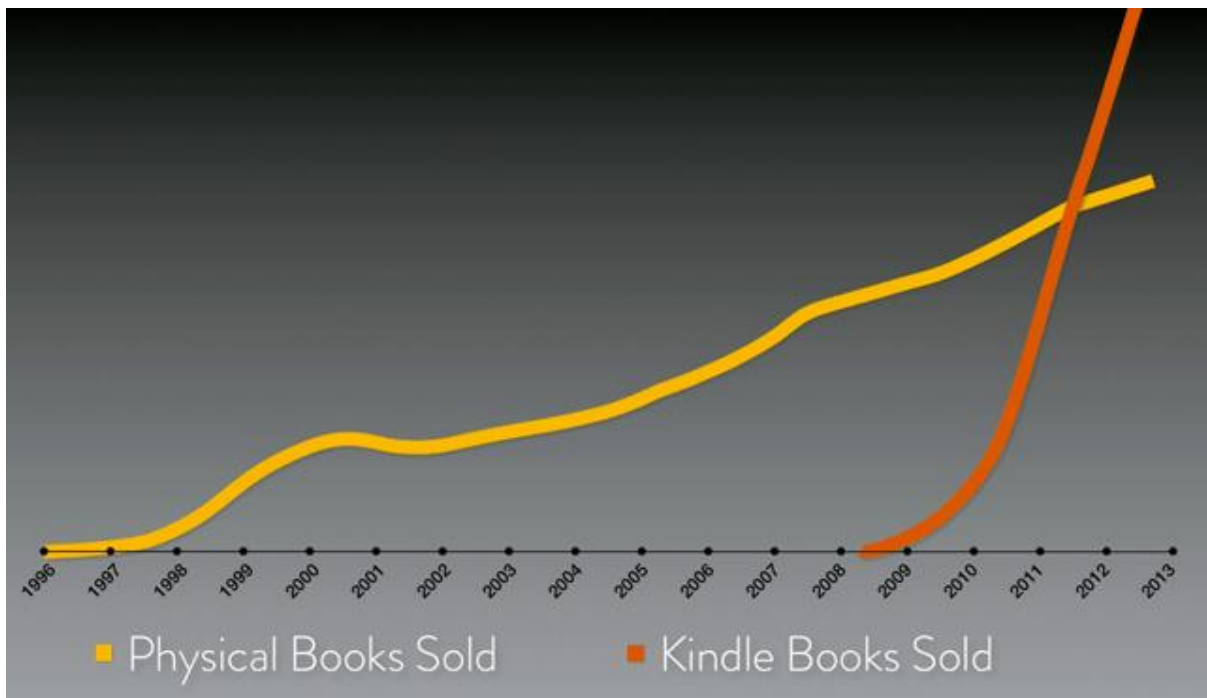
1. Amazon is the world's biggest buyer search engine
2. Amazon is the biggest bookshop in the world (2 million+ Kindle books sold *every single day!*)
3. Amazon is the world's most *trusted* online retailer

4. Amazon has over 400 million+ credit cards on file: this allows “1-Click” impulse purchasing for Kindle books

5. Amazon will promote your books for you, putting them in front of *precisely targeted audiences* of thousands of buyers

Just how fast are Kindle book sales growing?

If you want to get an idea of how fast Kindle book sales are growing then just take a look at this chart provided by Amazon themselves. Traditional book sales on Amazon are in yellow – Kindle book sales are in orange and as you can see they’re going through the roof!



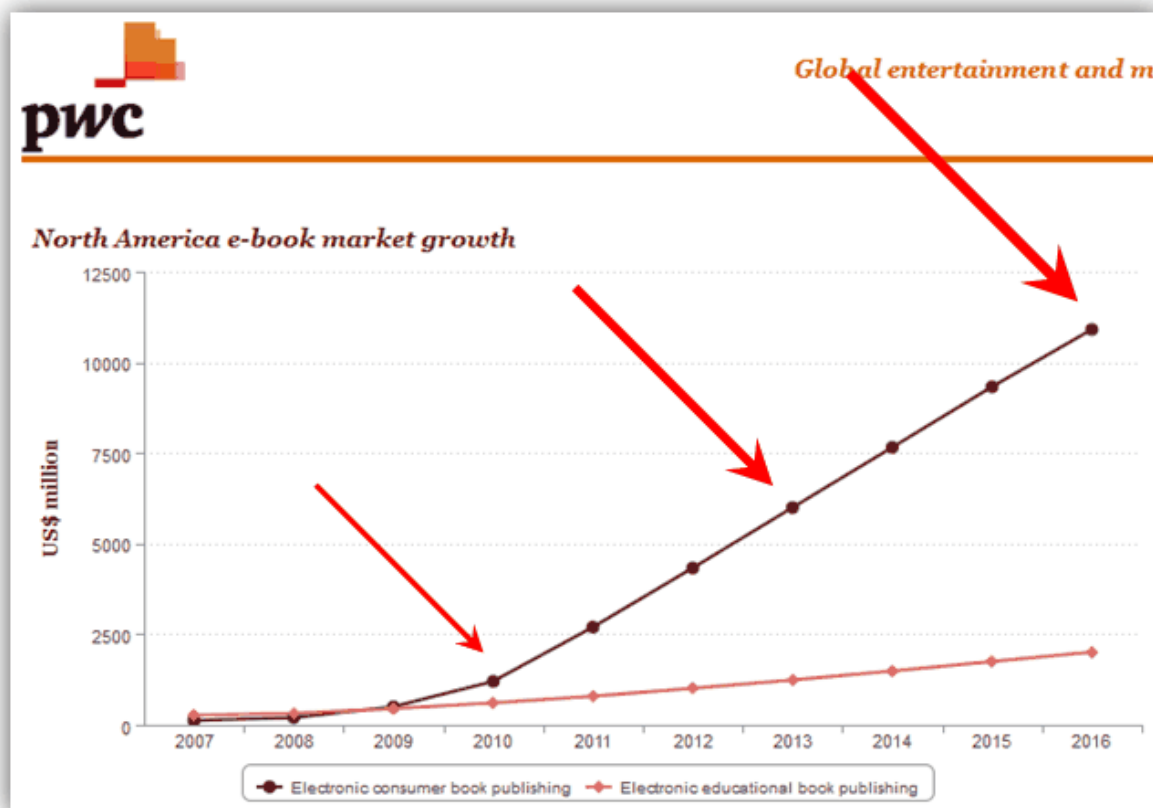
* In July 2010 Kindle books outsold hardback books on Amazon for the first time.

* In April 2011 Amazon sold more Kindle books than paperback and hardback combined.

* Amazon now sell more than twice as many Kindle books as physical books.

And as people switch *en masse* from printed reading material to digital the value of eBook sales is growing exponentially. According to PwC, one of the world’s leading accountancy firms, consumer eBook sales in North America were worth \$1.2 billion in 2010. In the three years to 2013 that number increased by 500% to hit \$6.0

billion. And by 2016 it's projected to hit \$10.9 billion – and remember, that's just in North America!



We're at the beginning of the Kindle "Gold Rush" – it's an incredible opportunity and now's the time to grab a piece of the action. Already we're seeing success stories like Amanda Hocking who published her first Kindle book in April 2010 because she needed to raise \$300 for a trip to Chicago – to see a Muppets exhibition. She's now sold over 1.5 million eBooks and made over \$2.5 million in royalties.

Then you've got John Locke – the first ever self-published author to sell over a million Kindle books. And he did it in five months!

Meanwhile, many other less well known authors are making substantial five, six and even seven figure incomes from Kindle publishing. And the number of such successful Kindle authors is growing all the time – would you like to be one of them?

Like I said, we're living at an amazing time and we have some incredible opportunities available to us.

Becoming an expert on Kindle publishing

Before we move on to Chapter 2 and how to actually make money from Kindle books, I want to finish up on a story that I started telling you earlier. I was telling you about how I wanted to build a business that I could be proud of and that would allow me to

live life on my own terms. I told you that in 2009 I made the jump and stopped working for “the man”, but that I had to pay a price – and that meanwhile my friends, who also wanted to make the jump but didn’t, paid a different price.

That jump I made was a pretty big one. You see before I made it I had a career as a corporate lawyer during which I was working for one of the most prestigious law firms in London. I regularly worked on deals worth hundreds of millions of pounds, dollars or euros and which involved household name companies. And of course I was getting paid very well for it. But I wasn’t happy.

The hours I had to work were punishing. During one particularly crazy deal I worked 110 hours in a single week, surviving on almost no sleep and ridiculously unhealthy amounts of caffeine. As a lawyer my life was not my own. I couldn’t make plans for evenings or weekends because I never knew if I’d be able to leave the office. The stress of deadlines was constant and the fear of making a mistake was ever present, hanging over me like a dark cloud.

Prior to becoming a lawyer I’d always kept fit, but exercise frequently had to be sacrificed in order to spend more time in the office. I was living in an unhealthy twilight world where I was constantly feeling tired and was never able to switch off from work – even when I could get out of the office.

Plus the writing was on the wall for the future. Every day I was interacting with senior associates and partners and it was clear that things weren’t any better at the top of the hierarchy. If you wanted to make it big as a corporate lawyer one thing was clear: life and family were expected to come second – and a distant second at that. I remember during one deal that I had to work closely with a partner from another discipline within the firm. He was working such crazy hours that I always felt terribly guilty whenever I had to ask him to review something for the deal we were on. Sometimes I knew that the extra work I was giving him meant he wouldn’t be leaving the office *at all* that day – that he would have to stay working through the night going straight through into the next day (it’s very common for corporate lawyers to keep some spare clean shirts in the office for this eventuality). But I had no choice – it had to be done and it had to be done on a strict deadline.

So after practicing for five years I finally decided that I’d had enough. No amount of money was worth spending the next few decades living this kind of non-life: amassing money in the hope that one day I could retire and – hopefully – still have enough health left to finally enjoy it.

The immediate price I paid was a precipitous drop in income and the loss of the prestige and perks that went with the job. While my lawyer friends were making six figure salaries and working towards partnership I was, temporarily at least, without any income at all. And if you’ve ever been in that situation you’ll know that it creates a new kind of stress all of its own!

My plan for alleviating this stress – and building that business that I could be proud of – was to set up an online real estate company, which I began working on in January 2009. Having never run a business before it was slow going, but I persevered all the while learning as much as I could about business, marketing and sales. Gradually, I was able to build the business up until by 2012 it was turning over nearly \$200,000 a year.

Unfortunately, it was costing more than that to run! You see when I started out I thought I was setting up an online business that would have low running costs. To keep costs down I even created a virtual office (team members working from home using IT systems hosted on a shared cloud based server and able to talk via a VOIP phone system).

To be honest, I was pretty proud of what I had built. But it wasn't enough. You see what I had *actually* created was an “old school” service business with high staffing overheads. Sure, the online marketing side of it was working very well, but once we got a client there was a huge amount of work to do looking after that client and the margins just weren't there to support it. So as 2012 ticked by the company lost money almost every month. Cashflow was getting tighter and tighter and I was starting to really worry.

By lucky coincidence, it was in mid-2012 – just as things were starting to get desperate – that I discovered Kindle Direct Publishing. Of course, having written two unpublished books years earlier it really struck a chord with me.

Immediately, I started investigating KDP and finding out how it worked. I quickly realized two things – first, that maybe that work I'd done all those years ago wasn't wasted after all. Second, that I had the chance to begin writing again – only this time I could do it secure in the knowledge that I would definitely get published. Sure, I would be responsible for the initial marketing of my books, but that's pretty much the case for all first time authors anyway. Plus, I knew from studying how Amazon worked and how other authors had successfully used the KDP program that if I could reach a certain tipping point then Amazon would begin promoting my books for me.

And so, just a few days after discovering KDP, I began writing my third book. Only this time I did so knowing that it would be published. It was about real estate and taught readers how they could sell their house for the best possible price without getting ripped off.

When I finished the book in October 2012 I knew that the next step was to work out a marketing plan. Fortunately, because my real estate business was online I had four years' experience of online marketing – a subject that I had studied a great deal, not only to help promote the business, but because I found it fascinating in its own right. So it wasn't much work at all to fill in the gaps in my knowledge that were specific to Kindle marketing and to promoting books on Amazon.

Once I'd done that I was able to set out my marketing plan step-by-step and formulate timelines for the various tasks I had to do.

I launched my first Kindle book during the last week of December 2012. In January 2013 that one book made me \$1,984.00 in royalties and became a three time #1 bestseller. That's when I realized I really had something with Kindle publishing.

So at the start of 2013 I had an existing business that after four years was still losing money. On the other hand I also had a new Kindle publishing business that allowed me to do something I loved and which had made me almost \$2,000.00 in the very first month! Plus, the high overheads that were eating up every penny coming into the real estate business (and then some) were non-existent when it came to Kindle publishing. Amazon was paying me 70% royalties (I still can't get over how high that is compared to traditional publishing) and almost all of that was pure profit, since Amazon took care of all the backend costs for me.

After four years of struggle I suddenly went from losing money to making money in a single month. Now can you see why I think Kindle publishing is such a great online business?!

On January 15th 2013 I decided to close down my online real estate business and focus full time on Kindle publishing. It was a big decision, but I made it because I was certain that Kindle publishing was where the money and, equally importantly, my heart were. It's turned out to be a great decision.

As well as publishing my own Kindle books I soon realized there must be thousands of frustrated authors out there (just like me a few weeks earlier) who either weren't aware of Kindle Direct Publishing or weren't sure how to use it to publish and promote their books. Having just gone through the process myself and with a background in marketing I knew could really help them. And, I could do it combining three of my great loves – writing, teaching and online marketing. That's how I ended up teaching Kindle publishing.

Wow! That was a lot of personal stuff to share with you and I hope you're OK with that. There is an important reason why I've shared my story with you – and no, it's not to brag about my failed real estate business or because I like talking about myself!

I wanted to share with you my journey of how I went from being a stressed and unhappy lawyer, on to being a stressed and broke businessman and then, finally, on to being a happy and well paid author thanks to KDP. As you can probably tell, I think KDP is pretty special and I'm very grateful to Amazon for giving us, as authors and entrepreneurs, the opportunity to use it.

I talked about the price I paid when I decided to leave the world of corporate law. Amongst other things that price was four years of financial stress and uncertainty

(before I finally started making money through Kindle publishing). It was leaving behind a prestigious and well paid career and taking a leap into the unknown. It was having many of those closest to me thinking I was an idiot for throwing my legal career away and taking such a risk with no way of knowing if it would pay off.

And what about my friends and former colleagues who also wanted to make the jump, but were too afraid too? Yes, they're still getting the big salaries, but they paid a price too. The price they paid is that they're still working for "the man"; still doing the crazy hours and fitting life and family around work, not the other way around. They're still going to work every day and having to fit in with someone else's system and play the corporate games. Games like leaving your jacket on the back of your chair and your monitor on when you leave the office at night so people think you're still there putting the late hours in. Ridiculous I know, but it happens and people talk quite openly about doing it.

Perhaps worst of all they're still there wondering "What if..."

"What if I'd had the courage to make the jump and start that business I kept talking about? Where would I be now if I'd put all the thousands of hours I've spent working for someone else into creating a business that was mine? Would I be free today – able to live life on my own terms not someone else's?"

Instead they're where they are and trapped by the "golden handcuffs". If you're not familiar with that term it's when your lifestyle costs rise in line with your income. Bigger house, bigger mortgage, expensive cars, expensive restaurants, private school fees and so it goes on. One day you wake up and realize that you couldn't leave your job even if you wanted to – not without sacrificing all of this. The window has closed.

There is a point to all this and it doesn't just apply to unhappy lawyers. The point is that we all only get one life so why not spend it doing something you love? It's perfectly possible to live life on your own terms, doing something you love and getting well paid for it at the same time.

That's what Kindle publishing has done for me and I'd like to help you to take advantage of Kindle publishing so that you can use it as a vehicle to live your life on your own terms – whatever they are.

It took me four years of struggle, but I now live a life of freedom... writing, teaching and helping others transform their lives: I now have that business that I can be proud of.

And here's where we bring the plane in to land. Unlike me, you don't have to go through four years of stress and financial uncertainty while you figure out what works. You can fast-track yourself to a level of knowledge that's taken me over six years and tens of thousands of dollars in marketing training to acquire.

And it all starts with learning how you can make money from Kindle publishing. Let's begin by looking at how to maximize your royalties.

PART II

Chapter 2: How Do You Maximize Your Royalties?

This is what people usually think of when it comes to making money on Kindle. And the good news is that Amazon will pay you up to 70% royalties on your book and there are no overheads!

This is huge – royalty rates from traditional publishers tend to range from as low as 8% for paperbacks up to 15% for hardbacks. And if you're a first time author expect to be at the lower end of the range. In other words, through Amazon your royalties are multiples of what traditional authors get.

In fact, a number of high profile authors have decided to leave their traditional publishers behind as they simply can't compete with self-publishing when it comes to royalties.

A recent high-profile example is Pulitzer Prize-winning author David Mamet who in 2013 decided to self-publish his latest works – a novella and two short stories. Interestingly, in a New York Times interview, one of the reasons he gave for self-publishing was that *“publishing is like Hollywood – nobody ever does the marketing they promise.”*

In other words, not only do you get much higher royalties as a self-published author you can also (with the exception of the very top authors with big budgets behind them) do a better job of marketing your book if you do it yourself rather than leaving it to a reluctant publisher!

The 70% royalty bracket

Amazon does have some restrictions if you want to get 70% royalties: your book must be priced at between \$2.99 and \$9.99 (or the local currency equivalent to these dollar amounts). Outside of this price bracket the royalties drop to 35%.

From a royalty point of view this price “restriction” is unlikely to be a problem, since your optimum price will almost certainly sit somewhere in the \$2.99 to \$9.99 bracket anyway. Of course, you may want a higher book price as part of a positioning strategy or a lower book price as part of a backend sales strategy (more on both of these strategies later), in which case 35% is still very good compared to traditional publishing.

Minimizing ‘Delivery Costs’

Note that for books in the 70% royalty bracket Amazon deducts from your royalties what it calls a Delivery Cost each time your book is downloaded. At the time of writing that cost is \$0.15 per MB and so for a text based book you are only likely to be charged a few cents.

However, if you start adding images to your book the file size will go up fast. And once you're selling a lot of books this can add up to a significant amount – easily hundreds of dollars a year. Best practice therefore is to compress your images before adding them.

Amazon's recommended compression settings are 50-60%. The advantage of these settings are they reduce the file size significantly (typically by around 75%), but make very little difference to the quality of the image.

Here is a free website where you can compress your images before you add them into your manuscript: jpeg-optimizer.com

Why does this matter?

Let's say that by compressing your images you reduce the Delivery Cost from 35 cents down to 10 cents – a saving of 25 cents per book – and that you're selling 200 books a month. In this scenario the few minutes that it takes to compress your images would save you \$50 per month or \$600 per year... every year. That's why it matters!

35% vs. 70% royalties: is the choice as obvious as it seems?

Let's have a look at an example of how a small change in price (and therefore royalty bracket) can make a big difference in how much you get paid.

Imagine you have a book priced at \$2.99 – the lowest price that gets you into the 70% royalty bracket. Assuming the delivery cost of that book is \$0.05 that gives you a royalty of \$2.04 per book.

Now imagine you switch the book's price to \$0.99. Your sales go up, but your royalty immediately drops to 35%, so now you're only getting paid \$0.35 for each sale.

In other words, you're getting almost 6 times as much in royalties at \$2.99 as you are at \$0.99. So in that sense, from a purely royalty *per book* point of view, it's a no-brainer. What about overall royalties?

Well, I've done some price testing with my own books and while I have found that dropping the price from \$2.99 to \$0.99 does result in a big increase in sales it's not enough to offset the shortfall in royalties per book. The most I've seen is a doubling in sales, which means that at \$0.99 you're still only making a third of the royalties you would at \$2.99.

Now of course these are my results and they will differ from book to book so it's always a good idea to test to be certain (more on testing below). However, I've found this ratio of sales at the different price points to be pretty consistent over a number of tests with several different books.

How to maximize your royalties

Let's look at how to calculate the sweet spot that will maximize your royalties. The only way to be certain is to test different price points because the results will be different for every book and every topic.

In order to test properly you've got to have steady sales. It's no good testing, for example, immediately after running a promotion because there's no way of knowing whether it's the price change or the promotion that's making the difference. You want to wait until your sales have settled down and are pretty steady over a period of several days before you start testing.

I recommend that you test each price point for at least seven days to give the book a chance to 'bed in' at the new price and give you meaningful results.

Now, let me give you an example and I want to stress here, this is just an example. It's going to be different for every book so this is not a rule. I'm just illustrating how test data can help you get clear on your optimum price point for maximizing royalties.

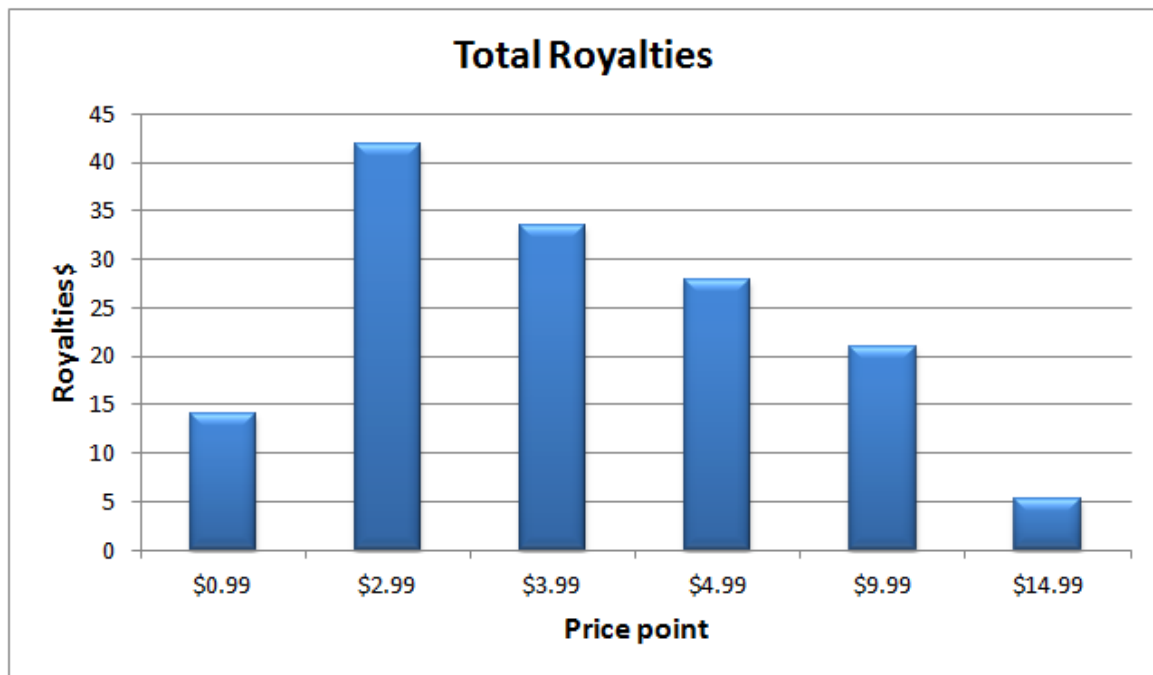
Book price \$	Royalty per book \$	Sales	Total royalties \$
0.99	0.35	40	14.00
2.99	2.09	20	41.80
3.99	2.79	12	33.48
4.99	3.49	8	27.92
9.99	6.99	3	20.97
14.99	5.24	1	5.24

This table shows you the sort of results you might get if you tested at a range of prices all the way from up from \$0.99 to \$14.99 (in practice you shouldn't need to test this

many prices, but this range is useful to illustrate the point). I've put the prices that fall into the 70% royalty bracket into the darker shade of blue.

Without sales data it's impossible to know which price would be best. However, as soon as you have this information the answer becomes crystal clear: a price point of \$2.99 will give you the highest royalties.

Here are the results for **total royalties** illustrated as a chart:



One of the things the table and chart illustrates is that the demand for (most) Kindle books is highly price elastic – in other words, as the price goes up the number of sales drops off rapidly. And as soon as your price hits \$10.00 or above the damage is compounded because your book falls into the 35% royalty bracket.

Similarly, the 35% royalty bracket means that even with the extra sales generated at the \$0.99 price point total royalties are much lower than at any point in the 70% royalty bracket.

This is important stuff: get your price wrong and you're leaving a lot of money on the table. For example, imagine you had book on sale at \$4.99 – a common Kindle price point. Based on our table you'd be making \$27.92 a day or around \$840 a month. That's pretty good but if you didn't test you would never know that you'd make an extra \$13.88 a day by dropping your price to \$2.99. That works out to over \$420 a month or an extra \$5,063 a year just from doing a simple test which is only going to take you a week. Or don't bother to test and leave a third of your profits on the table!

When to test?

There's no point testing immediately after publishing as you need to launch your book and be getting steady sales before you can get meaningful test results.

During the launch itself I often discount the book to \$0.99 to drive sales and get it high on the bestseller lists. However, as soon as the launch is over I would start with a post launch price point of \$2.99 and allow the sales to stabilize before testing the price points either side of that – for example, \$0.99 and \$3.99.

(I don't bother with the \$1.99 price point at all as it's the worst of both worlds! You're not maximizing sales (and therefore exposure and lead generation) as you would at \$0.99 yet you're still stuck in the 35% royalty bracket.)

If the results are clear cut and show that \$2.99 is giving much higher royalties as per our example then that's all the testing I need to do: pushing the price up to \$4.99 or higher is not going to help. Only if the results are close will I test additional price points.

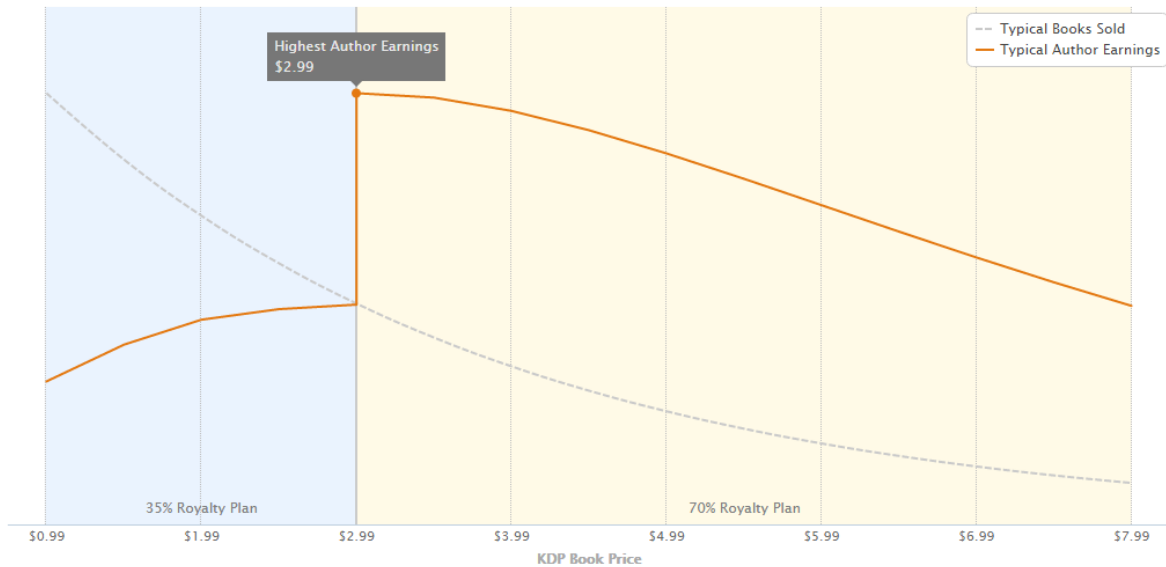
KDP Pricing Support (Beta)

Before we finish talking about maximizing royalties let me mention KDP Pricing Support (Beta). It's a feature that Amazon has introduced that allows you to *“See the relationship between price and past sales and author earnings for KDP books like yours.”*

In other words, it predicts your books sales and royalties at different price points. It does this by analyzing historical data for KDP books similar to yours and presents the results in graph form and also as percentages relative to your book's current sales and royalties:

KDP Pricing Support (Beta)

Based on historic data for KDP books similar to *YouTube Marketing Strategies*, a list price of \$2.99 (USD) in a 70% royalty plan maximizes author earnings. [Learn more](#)



Compare Amazon.com list prices

From:

\$0.99 at 35% royalty plan

To:

\$2.99 at 70% royalty plan

Typical impact for similar books:

Author Earnings: +200%

Books Sold: -50%

Pricing Support is found inside your KDP Bookshelf under the “Edit Rights, Royalties and Pricing” tab of the book in question. While it’s certainly useful information to have, bear in mind that it’s only a guide. As Amazon state themselves *“Future sales could be different based on many factors. Please use your own judgment when considering this data.”*

What this means is that while Pricing Support may help steer you in the right direction, the only way to be absolutely sure is to do your own testing.

Other pricing considerations

So far we’ve talked about optimizing your price in order to generate the highest amount of royalties, but what else might you want to consider?

If you're using your book to position yourself as an expert in your field, you might want to charge a higher price even if this means fewer sales and lower overall royalties. (We cover expert positioning in chapter 5)

This can be a particularly important consideration for professionals such as doctors, lawyers, architects, accountants or chiropractors who charge high fees for their work. Similarly, if you’re positioning yourself as a consultant or coach you may want to charge more for you book.

The simple fact is that more often than not we use price as a proxy for quality; rightly or wrongly we tend to think that the higher the price, the higher the quality.

So pricing your book too cheaply may well diminish the positioning that you get from being a published author and so devalue the product or service that you offer.

Conversely, if you're trying to build a list, you might go the other way. The less you charge for your book the more people will buy it and that means more people opting into your list. We'll cover list building and why it's so important in detail in chapter 7.

So, we have very different pricing approaches depending on what it is you're trying to achieve:

- **maximizing royalties** almost certainly means a price point that sits in the 70% royalty bracket of \$2.99 to \$9.99 – probably towards the lower end of the range, though not always;
- **maximizing leads** means a lower price point to maximize sales – almost certainly this will be achieved at \$0.99; and
- **maximizing prestige** means a higher price point, fewer sales and (in most cases) lower royalties.

Of course, it's quite likely that you'll want to generate leads while at the same time positioning yourself as a valuable expert – i.e., you'll want to combine maximizing leads with maximizing prestige.

In which case, how do you set the right price?

Ultimately, it comes down to building the right list. There's no point getting lots of people onto your list at a low price point if they turn out not to be buyers of your product or service. Equally, if you can get good qualified leads at \$4.99 there no point missing out on lots a leads by charging \$9.99!

There's no rule of thumb here as to the optimum price – it depends on so many variables. Again, it comes down to testing. The only way to know for certain is to segment the leads you get at different price points and test how many of them go on to actually buy your product or service.

This sort of testing may take some time, but given that there's usually a lot more money to be made in selling the right backend product or service than there is in royalties it is, in my opinion, well worth doing.

Chapter 3: Serialization and Cross-Promotion

Serialization is something that can sit quite happily under the heading of either marketing or monetization. So while we're not dealing with marketing *per se* in this book we will look at serialization because it's such a powerful way of increasing your royalties.

Let's start with the obvious. Clearly, the more books you sell the more royalties you are likely to make and one of the best ways to sell more books is to... wait for it... write more books!

So no surprise there: more books, *ceteris paribus*, mean more royalties.

More books also give you a bigger "Amazon footprint" so that readers are more likely to discover your work in the first place.

The benefits of serialization, however, go beyond those of having simply more books on sale. And for this reason serialization qualifies as a monetization strategy in its own right – albeit as a subset of maximizing royalties.

In order to tap into the specific benefits of serialization your books need to be related to each other in some way. Let's take a look first at what those benefits are and then at the different ways in which you can "serialize" your books.

The benefits of serialization

Serialization works in three key ways. The first is that you can make more sales in the first place. Let's imagine that someone's trying to choose between two books and they like the look of them both. On the face of it, the only significant difference is that one is part of a series and the other isn't. Chances are they're going to buy the one that's in the series.

One reason for this is simply that people like to know that if they enjoy a book there's more for them to read when they get to the end of it – we all know that bittersweet feeling of getting to the end of a good book and not having any more of it to look forward to.

Serialization also allows you to break larger topics down into smaller chunks. This can be very appealing to non-fiction readers searching for specific information and answers and who want to get it as quickly as possible without having to wade through extraneous material.

So, simply by having your book in a series you're likely to make more sales in the first place.

Secondly, you can make easy follow-up sales by putting links in each book to the other books in your series. That gives people the opportunity to make impulse purchases. When they get to the end of the book and say to themselves “I want to carry on reading” all they have to do is click the link to your next book: they get an instant download and instant gratification; you make an instant sale.

Essentially, you’re leveraging the fact that if someone reads one of your books and enjoys it they are several times more likely to buy your other books than someone who hasn’t discovered you yet. Think about your own favorite authors – how many of their books do you own? If you’re like me you’ve bought most or all of them.

And then thirdly, by having a series of books, you increase the chance that Amazon will cross promote them. In fact, each time you publish a book Amazon will ask you if it is part of a series.

We’ve all seen how, when you search for or buy books, Amazon will show you similar books that were “Also Bought” by other customers. How many times have you ended up buying an extra book or books because of this? It’s a very effective marketing strategy on Amazon’s part and serialization will help you take advantage of it giving you free advertising in the world’s number one book store.

On top of this, the more often people buy multiple books from your series the more Amazon will cross-promote them creating a positive feedback loop that sells more books for you.

How do you serialize?

For our purposes, as non-fiction writers, serialization simply means writing a series of books that follow on from or relate to each other in some way. The point is to write books that will appeal to your existing readers – especially those you can communicate with through your email list and wider platform.

Serialization might mean a training guide in which each volume covers a different stage in the training. Or it could be a “how to” advice series. For example, if you wanted to teach people about social media then rather than a single large book you could have separate volumes on Facebook, Twitter, Pinterest, YouTube, etc. Another example would be a niche travel guide with separate volumes for different cities or countries.

Or you could write several books that aren’t strictly part of a series, but which cover either the same broad topic area or topics that are sufficiently closely related that you can successfully cross-promote them as if they were part of a series.

Whichever method of serialization you choose, what matters is that people who buy and enjoy the first book in the series are likely to buy and enjoy the second and the

third and so on. That way a single customer can generate multiple sales meaning much higher revenues.

Rapidly build your fan base

One strategy that can work very well is to sell the first book in your series at a low price – which builds your fan base – and then sell the subsequent books at full price.

For example, you might price the first book in your series at \$0.99 and then sell the remainder of the series for \$2.99 each.

What you're effectively doing is sacrificing royalties on the front end with the first book but making lots more sales and so ending up with much higher royalties overall. And of course the more books you have in series, the better this is going to work for you.

The “perma-free” strategy

It's even possible to give the first book in your series away for free and still make more royalties overall than if you charged for it.

And while you can give your book away for free for up to five days in each 90 day period if your book is enrolled in Amazon's KDP Select program you can also use the “perma-free” strategy.

This is where you take advantage of Amazon's price matching to get them to discount your book to free. I recommend that if you use this strategy the book in question is not enrolled in KDP Select at the time as this would put you in breach of the KDP Select terms.

The first step is to make your book available for free. You can do this through another eBook retailing website. Or, better still, through your own website, blog or dedicated landing page, which will allow you to collect people's emails in exchange for the free book – building your email list and, by extension, your platform for future book promotions.

Next, you need to let Amazon know that your book is available for free. You can do this either by contacting the KDP support team directly (click on the “Help” tab within your KDP account and scroll down to find the “Contact Us” button) or by clicking the link on your book's Amazon page that says “tell us about a lower price”.

Once Amazon know that the book is available for free elsewhere they will normally “price match” and reduce the price of the Kindle version to free.

Now you can focus on driving traffic to the free version of your book in the knowledge that – providing it's a good book! – a significant number of those readers will go on to buy other books in your series and perhaps all of them.

Make it easy for people to buy!

Make sure that at the end of your books you provide links to the other books in that series so that a) your readers know about them, and b) you make it as easy as possible for them to buy. Very often, because they want to keep on reading, people will simply click on the link to your next book and download it immediately: instant gratification – one of the great advantages of Kindle!

If you think about the TV analogy where you have the season finale with the big cliffhanger, the fantastic thing for us as Kindle authors is that people don't have to wait for the next season. We can make it super, super easy for them to get our books straightaway and you'll get a lot of extra sales just by doing that and having those links at the end of your book.

I recommend that as well as links you include a clickable image, with all of the links going directly to your book's Amazon page. It's also important to include some compelling copy that will make people want to either buy or at least find out more about your other books.

See the [example at the end of this book](#) for how I do it.

You can also have references and links (to other books in your series) *within* the text of a book as well as at the end. This can be a great way of broadcasting your message and selling more books. But a word of warning: make sure if you do this that people don't feel short-changed.

It's vital to make sure that you always deliver on the promise that you made when you sold them the book they are currently reading. What is your promise? Your promise is the sum of what your reader expects to get based on the book's title, subtitle, cover, description, contents page and so on.

Deliver on this and your readers will be happy. However, if you leave them feeling that they have to buy another book before they can get the information they were expecting they won't be and that unhappiness will show up in the form of poor reviews, refunds and lower sales.

So if you do cross-refer people (within the book's text) to other books in your series it should only be to material that is both relevant and of interest *and* which is genuinely beyond the scope of the (promise of) the book they are currently reading.

How long should your books be?

This is a question I get asked a lot.

And as you might expect, there's no "one size fits all" answer, but here are a few pointers.

One of the great things about Kindle is that you can sell books for really quite low prices and still make a good profit relative to traditionally published books.

Let's take the \$2.99 price point as our example.

This price puts you in the 70% royalty bracket giving you \$2.09 in gross royalties. Sure, you have to net off Amazon's Delivery Cost, but for a typical text based book this will only be a few cents – leaving you with around \$2.00 net royalties.

As a traditionally published author you'd need to be selling a book for around \$20 to be making that amount in royalties!

The takeaway from this is that as self-published authors we can make good royalties even at low price points. And here's where things get even better... If you're selling a book at a lower price, people's expectations are very different.

When someone buys a book for \$2.99 they're not expecting a big 200 page plus volume. So as long as your book is well-written and delivers on its promise it can be a lot shorter and still leave your reader happy.

How short?

Well, as a rule of thumb I advise people not to go any shorter than 10,000 words. That's about 30 to 40 pages if it were translated into a printed book – in other words, a really short book!

That's not to say that 10,000 words is an ideal length. If you're going to publish something that short then it's really important that what you write is high quality and that you also manage people's expectations in order to avoid poor reviews and refunds.

Here are some tips on how to do that:

First, make it clear both in your book's Amazon description and in the introduction (for people using the "Look inside" feature) that it's a short book *and* go on to explain the precise scope of what you're going to be covering in the book.

Second: no fluff! If you're book's only 10,000 words long then all of that content had better be good. Stay on point and make absolutely sure you deliver on your promise. Of course, you should be striving for this in all your books, but the shorter the book the less margin you have for error.

Thirdly, price accordingly. The higher the price the more people expect from a book. I've run tests with a short book at the \$0.99 and \$2.99 price points and at \$2.99 both the tone of the reviews and the average rating drop off noticeably – even though it's exactly the same book. I'm not saying you can't have a higher price point, but be

aware of this phenomenon – your book needs to be able to justify its price in the minds of your buyers.

A quick reminder from Chapter 2: don't waste time on \$1.99 – it's a pointless price point as far as we're concerned!

One big advantage of a short 10,000 word book is that it doesn't take long to write. This allows you to get a preliminary version of your book published very quickly and use it as a way of testing the water for a longer more comprehensive volume.

As soon as you publish you'll start getting feedback in the form of sales, ratings, reviews and – if you make it easy for your readers to follow up with you – emails and messages. Very quickly you can use this feedback to make big improvements to your book by tailoring it to what your readers want.

Whether this means clarifying certain points, adding or deleting material or simply making your book more user friendly you can end up with a much better book, while still staying true to what you want to write.

You can then re-release your book (or release it as a brand new book and unpublish the previous version) and expect significantly higher sales and royalties, more leads, better ratings and reviews and all the other great things that go with being a bestselling published author!

Is there a “perfect” length for your book?

The short answer is “No” – there are just too many variables for that... But, there is, in my experience, a sweet spot. Or more precisely what I call the ROIT sweet spot.

ROIT stands for Return On Investment of Time. So what we're talking about here is the balance between the time you spend writing your book and what you get in return in terms of sales, royalties and leads.

Because Kindle publishing offers economies that simply can't be matched by the traditional published industry it's common to find shorter books at lower price points on Kindle – books that traditional publishers simply couldn't afford to sell. People are now used to this and so their reading habits and expectations on Kindle are a little different. Of course people still buy full length books on Kindle, but the point is that if they see a short volume that's priced appropriately it won't seem unusual to them.

This gives us a big advantage as non-fiction authors writing “how to” information books. I talked earlier about how serialization allows you to break larger topics down into smaller chunks. I also said that this can be very appealing to readers who want to get specific information and answers as quickly as possible without having to wade

through extraneous material. In other words, not only are many readers perfectly happy with shorter volumes – they often prefer them!

What this means for us is simple: it's not necessary to write a huge book in order to provide tremendous value for our readers. It may in fact be better to publish several short volumes – a “win win” for us and our readers.

How short? In my opinion the ideal length – the ROIT sweet spot – is around 20,000 to 25,000 words or around 60 to 100 pages if it were a printed book depending on page and font size. This is long enough to deliver real value on a narrowly defined topic and short enough for you to be able to produce quickly.

The main text of this book, by the way, is 21,920 words.

There are a few important things to note here. First, when I talk about the ROIT sweet spot I'm talking about your return in terms of sales, royalties and leads. Secondly, this is a guideline and not a hard and fast rule! And thirdly, if you're primary goal is expert positioning (something we'll be covering in Chapter 5) then you may be better served writing one longer and more comprehensive volume that several short ones.

Chapter 4: Physical Books, Audio Books and Translations

You've done the hard work of getting your book written and published on Kindle; it's selling and you know you have a successful book on your hands. Why not take that exact same work and repurpose it by creating additional physical and audio versions of your book?

As well as giving your prospects the choice of how to consume your book (increasing your overall sales) the higher perceived value of these formats allows you to charge more. Plus there are other great benefits as we'll see.

CreateSpace

CreateSpace is Amazon's platform for creating print-on-demand (POD) physical copies of your books.

The good news is that POD technology is so advanced now that it is cost effective for Amazon to produce and ship a single volume at a time. No longer is it necessary to place a bulk order for 500 or 1,000 books that will sit in boxes for months blocking up your garage!

As well as selling your physical book on Amazon you can use Amazon's "Expanded Distribution" to make your book available through bookstores and other online retailers.

Hardback copies

Currently the CreateSpace website only offers the option of paperbacks not hardbacks, though it is possible to contact CreateSpace directly and pay an additional fee to have them create a hardback version for you.

However, the hardback version will only be available for you, as the author, to purchase directly: it will not be available on Amazon or through any other distribution channels. A better alternative is [Lightning Source](#) who will make your hardback available through their wholesale and retail distribution channels, which include Ingram, Barnes & Noble and Amazon.

Bulk copies

As well as POD single copies you can also buy bulk buy copies of your book through CreateSpace, which is great for all sorts of things. If you're speaking at an event it allows you to sell copies from the back of the room. If you're attending an event you can take copies to give to people you meet – a book is the ultimate business card! Physical copies are also great for giving as gifts to clients or for posting out to

prospects as part of a powerful direct mail package. Note that while a black and white printed book can cost as little as \$2 or \$3 the price will go up dramatically if you want to include color illustrations. Don't worry about the cover though: with both options you get a full color cover with a choice of glossy or matte finish.

So, since you've already gone to the trouble of creating a Kindle book, you might as well take advantage of CreateSpace so that you have a physical version available as well. Once both versions are available Amazon will normally link the two automatically (so that each version links to the other's Amazon page). If they are not linked after 48 hours then go to the Help page of your KDP account and use the "Contact Us" button at the bottom left to contact the KDP team who will set this up for you.

The benefits of a physical book

The chances are that most people will still buy the (cheaper) Kindle version of your book; however, there are two key advantages to having a physical version available.

The first of these is that it having both physical and Kindle versions of your book available creates a better, more professional first impression. Secondly, having both formats (and their prices) displayed alongside one another on your book's page also allows you to take advantage of price juxtaposition.

Price juxtaposition is when you contrast two prices so that the cheaper price appears better value for money. In order to continue to get 70% royalties for your Kindle book it must be at least 20% less than any physical version available through "any sales channel" – including those outside Amazon.

In reality, I would suggest a much larger price differential to increase the perceived value of your Kindle book (without making it so large that it lacks credibility). For example, let's say you have a book that you want to sell on Kindle for the maximum \$9.99 that still allows you to collect 70% royalties. To make the Kindle version look more attractive you could price your physical version at, say, \$16.99.

Let's contrast the decision making process with and without a physical version of your Kindle book:

If your book is only available as a Kindle version for \$9.99 what you're basically saying to people is "I've got a book and it's worth \$9.99." Now they have a very straightforward decision to make: is it worth \$9.99 to them? By introducing your physical copy into the mix what you're now saying is "I've got a book that is worth \$16.99, but you can get it for \$9.99 and save \$7." This creates a very different decision making process that will help you sell more books.

Even if relatively few people actually buy the physical version that doesn't matter: you've succeeded in raising the perceived value of both versions of the book and making the Kindle version look like a great deal, which will increase your sales.

Audiobooks

The same benefits that you get from having a physical book – increased sales, a more professional first impression and price juxtaposition – are magnified even further if you create an audio version. Plus there's the chance to receive a \$50 bounty each time someone buys your audiobook through Amazon's free Audible trial.

Audible

Audible is Amazon's audiobook platform. Audiobooks are uploaded to Audible through the ACX platform and once uploaded are available direct from Audible as well as through Amazon and iTunes.

ACX (Audiobook Creation Exchange)

ACX is owned by Audible.com and is a platform through which you can upload your book as an audiobook or find voice talent (known on ACX as a 'Producer') to create it for you. If you have a Producer narrate your book for you then you can choose either a 'Pay for Production deal' or a 'Royalty Share deal.'

With a Pay for Production deal you'll pay an upfront fee on a 'per finished hour' basis. If you choose the Royalty Share deal you pay nothing upfront, however, you will have to split your royalties 50:50 with your book's narrator.

Royalty rates currently stand at 40% of retail if you give Audible exclusive distribution rights or 25% of retail for non-exclusive rights. Note that if your audiobook was created by a Producer under a Royalty Share deal you are not given a choice: you must give Audible *exclusive* rights.

The \$50 bounty

As an incentive for you to promote Amazon's Audible membership program Amazon will pay you a \$50 bounty – on top of your royalties – if your book is the first audiobook purchased by a new subscriber.

If you are active in promoting the Audible version of your book these bounties can easily end up generating more income than the audiobook royalties themselves! Once the Audible version of your book is published you will be able to send people directly to the Audible version page on Amazon where they will have the option to either get it for free by signing up for the Audible trial or to buy it at full price as in this example for *The Martian* audiobook:

Free with Audible trial \$0.00
Try Audible Free

- Includes two free audiobooks
- Choose from 180,000+ titles
- After 30 days, Audible is \$14.95/mo.
- Cancel anytime

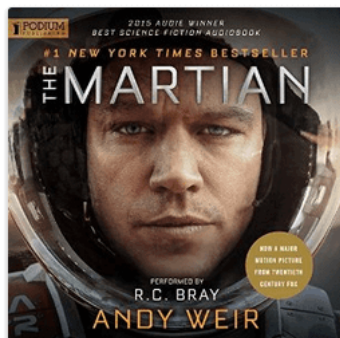
Buy with 1-Click \$30.99

Sold and delivered by Audible, an Amazon company

Note that if you had a Producer create your audiobook under a Royalty Share deal then all bounties will be split 50:50 between the two of you.

Audiobook pricing

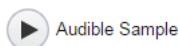
The typical hierarchy of prices, from cheapest to most expensive, is Kindle, paperback, hardback, audiobook:



The Martian Audiobook – Unabridged
 Andy Weir (Author), R. C. Bray (Narrator), Podium Publishing (Publisher)
 ★★★★★ 18,462 customer reviews

See all 33 formats and editions

Kindle \$5.74	Hardcover \$14.88	Paperback \$9.00	Audible \$0.00
Read on Any Device with the Free Kindle App	19 Used from \$13.45 53 New from \$10.76 10 Collectible from \$48.00	23 Used from \$8.72 89 New from \$7.75 4 Collectible from \$24.50	Free with your Audible trial



Listen on your **Kindle Fire** or with the **free Audible app** on Apple, Android, and Windows devices.

Read & Listen

Switch between reading the Kindle book & listening on the Audible narration with **Whispersync for Voice**. Get the Audible audiobook for the reduced price of \$3.44 after you buy the Kindle book.

As you can see from the above two screenshots *The Martian* is priced at \$5.74 for Kindle, \$9.00 for paperback, \$14.88 for hardback and \$30.99 for the Audible audiobook/free with an Audible trial.

In each case the next price point is significantly higher and so while the royalties for Audible audiobooks are ‘only’ 40% or 25%, compared with up to 70% for the Kindle version, they can add up to a lot more on a per sale basis: \$12.40 for a \$30.99 book at 40% royalties.

Translating your book

So your book is successful in multiple formats – Kindle, CreateSpace physical and Audible audiobook. Awesome! But why stop there? Translating it into foreign language editions is another great way to repurpose your existing book content and it's surprisingly easy to do.

As I'm sure you're aware, Amazon has multiple country specific sites in addition to the Amazon.com original and they are regularly adding new ones. At the time of writing Amazon has the following websites:

Amazon.com

Amazon.co.uk (UK)

Amazon.ca (Canada)

Amazon.com.au (Australia)

Amazon.de (Germany)

Amazon.fr (France)

Amazon.es (Spain)

Amazon.it (Italy)

Amazon.nl (Netherlands)

Amazon.co.jp (Japan)

Amazon.in (India)

Amazon.com.br (Brazil)

Amazon.com.mx (Mexico)

And although the English version your book will automatically be available on all these sites it will naturally sell many more copies if it's also available in the local language. That's a massive amount of worldwide potential if you have a book that is doing well in English.

Translating your book for other markets is very simple to do and can be highly profitable. Let's imagine that you get a successful 25,000 word book translated at a cost of \$500 (see below for costs). If that book is selling in its new market at an equivalent price of \$5 then you will be making a royalty of around \$3.50 per copy, meaning that you only need to sell 143 copies to break even – everything after that is pure profit!

You can find remarkably inexpensive translators on freelance sites such as:

- Upwork.com

- Elance.com

- Craigslist

If you're using Craigslist then go to "Services" and click on "write/ed/tr8" (which stands for "Write, Edit and Translate").

The cost of hiring a freelance translator varies widely, but I recommend that you look to pay around \$200 to \$250 per 10,000 words.

I also recommend the following strategy for quickly finding a good translator: Hire three promising looking translators and have them each translate the same 1,000 word sample text. Then find a native speaker to review the translations to see who has done the best job. I would also strongly recommend hiring someone to proofread the final translated version of the book before publishing it.

Which languages?

As I'm sure you can guess, not all Amazon country specific sites are created equal when it comes to book sales either in terms of size or adoption. So it won't necessarily make sense to spend a ton of money translating your book into every possible language. So which languages should you choose?

Well, unless you have a reason to target a particular country I would start with Spanish and then German as these currently represent the largest non-English speaking demographics actually *using* Amazon.

With Spanish you get to tap into multiple Amazon markets: Spanish speakers in the US with Amazon.com accounts as well as Amazon.es (Spain) and Amazon.mx (Mexico).

Germany, meanwhile, is the second largest eBook market in Europe after the UK, while a German translation has the potential to win you Austrian and German speaking Swiss readers as well.

PART III

Chapter 5: Expert Positioning

This is the area that excites me the most!

And when I explain the power of a book to both position you as an expert and grow your business I hope you'll be as excited as I am.

Don't have a business yet?

Then read on and discover the power of a book not only to grow an existing business, but to launch a brand new one!

Going from a 5 figure income... to a 6 or 7 figure income

Yes, it's great to get paid royalties for your book and it certainly makes sense to maximize them as we've been discussing in the last three chapters. But the fact is that for authors who are also business owners and who use their books to build their business the real money is in the sale of backend products and services. While you can easily make five figures from royalties having a backend business can easily make you six or seven figures!

What we're talking about here is the difference between selling a Kindle book and making, say, \$2 in royalties on the one hand and making hundreds or even thousands of dollars from the same reader through backend sales on the other.

The bottom line is that if you're not collecting emails, generating leads, making backend offers and using your book to generate business then you're leaving a huge amount of money on the table and seriously damaging, well, your bottom line!

Why is there so much money to be made on the backend?

Quite simply, it's because a book is such a great business building tool. In particular:

- 1) A book positions you as an expert, attracting more and better clients and allowing you to charge more.
- 2) A book is a fantastic tool for generating leads from highly qualified prospects.

And it works for almost any business, whether you're selling a product or a service.

We're going to cover all of this in the next three chapters as follows:

We'll start, in this chapter, by looking at the power of a book to position you as an expert and why that's so important when it comes to growing your business. In the next chapter we'll look at the types of business that you can start or grow using a book and I'll share some ideas as to how you might use your book to generate business revenue. Then, in chapter 7, we'll cover the mechanics of how you can use your book to build your list and generate leads – something that is essential if you are to maximize your business income (and also build your platform for future book launches).

As I said, don't worry if you don't have a business yet. My hope, over the next three chapters, is to both inspire you and give you ideas as to how you might jump your book revenue to 6 or 7 figures through a backend business.

The Ultimate Positioning Tool

As a business owner there are lots of ways to position yourself in the minds of your prospects, but in my opinion a book is the ultimate positioning tool. Nothing else can position you so quickly, so powerfully and so effectively in your market place. Let's look at some of the reasons why having a book is such a game changer when it comes to promoting your business and making it highly profitable.

A book positions you as an authority

With a book you are immediately seen both as an expert and as an authority in your field (it's no coincidence that the word 'authority' has the word 'author' in it – they come from the same root). We've been trained to think this way all our lives. How many times have you seen a TV presenter introduce an expert on a news or current affairs program as being the author of a book on the subject that's being covered?

Having a book impresses people – as well it should, because it's such a rare thing. It also makes you a celebrity in your field. You stand out not just because it's so rare for someone to have a book, but because the chances are that few (if any) of your competitors will have even thought about writing a book, let alone have done it. You instantly stand apart from and *above* your competition. You are memorable while they are easily forgotten.

Not only does a book make you more visible to people it draws them to you as well because it raises your profile and makes you a celebrity in your market. We live in a culture that loves celebrity and being the celebrity in your industry, market, niche or community means that you are the one people will want to do business with. Not only that, they will happily pay far more for the privilege than they would ever pay to work with your “non-celebrity” competitors.

For example, an accomplished speaker who is a non-author might be able to charge \$500 to \$5,000 for a keynote speech; whereas a speaker who also happens to be the author of a book on their subject might easily command \$10,000, \$20,000 or even \$50,000 for a single speech. (Donald Trump, who is the author of multiple books, has been paid as much as \$1.5 million for a single keynote speech.)

So, having a book impresses people and allows you to stand apart from and *above* your competition. It also positions you as a celebrity, an expert and an authority. And bear in mind that all of this happens automatically *even if people haven't actually read your book!* We can't help but respond this way because it's how we've been programmed to view authors all our lives.

And that's just the start.

Credibility and Trust

As an expert authority you are instantly credible. Because you are credible you gain automatic respect and people will listen to what you have to say. This credibility and respect is amplified by the perception of you as a celebrity in your field. And here's something else: as the author of a book people trust that you know what you are talking about. That trust flows over into how people perceive you and your company. And being trusted is one of the keys to success in business: people simply don't like to do business with people or companies they don't trust.

Influence: get heard above the noise

Having this level of credibility, respect and trust gives you a tremendous amount of influence. People are willing to really listen to what you have to say – see Figure 1. This is incredibly valuable. In a world where we are bombarded with thousands of commercial and advertising messages every *single* day being able to easily get yourself heard, get your message across and have people trust you gives you a huge advantage over your competition. It's something that large corporations pay millions of dollars to achieve – and even then they're not always successful.



Figure 1: Having a book positions you as an expert authority with the result that people will trust you, listen to you and be influenced by what you have to say.

In short, you are able to differentiate yourself from your competition in lots of important ways. This is critical to making your business highly profitable. By successfully positioning yourself with a book you and your product or service become highly desirable. Suddenly you will find that you are getting more and better clients; not only that, but clients will begin seeking you out. At the same time you will be able to charge much more for what you offer.

Avoid the “commoditization trap”

Crucially, this allows you to avoid the commoditization trap that is the graveyard for so many businesses and a key reason why such a high proportion of businesses fail within the first few years. Just about any product or service can be commoditized, even high-end services such as a law or medicine. Commoditization is a race to the bottom fought by business owners who know little about strategy and whose only way of competing is to lower their prices. This is an approach that is doomed to failure from the start. As soon as one business lowers its prices another follows in order to stay competitive – and so begins a downward spiral that erodes all profit margins and will ultimately end in those businesses either failing entirely or just barely scraping by.

By positioning yourself as the leader in your field you can grow your profits exponentially and avoid the “commoditization trap” that leaves the majority of business owners overworked, underpaid, frustrated and on the road to failure.

What Else Will a Book Do?

Positioning you in this way is by no means all that a book will do for you. A book can do the heavy lifting in lots of other areas of your business as well. For example a book:

- Is an incredibly powerful lead generation tool – one that actually allows you to get *paid* as you generate leads
- Can be used to support and promote multiple income streams
- Can be used to educate your prospects about your products or services, so that by the time they contact you they are largely (or even completely) pre-sold and ready to buy – dramatically shortening the sales cycle
- Gets your message out to existing clients both strengthening your relationship with them and increasing their lifetime customer value
- Gets your message out to prospects and helps them understand why they should do business with you and not your competition

- Allows you to be highly selective in targeting the most valuable new prospects and those who will be the best fit for your business (and the most fun to work with)
- Is a great way to generate referrals
- Is a fantastic networking tool that will get you remembered, get you taken seriously and make you stand out from the crowd
- Is a great tool for generating media coverage that would otherwise cost you thousands and thousands of dollars
- Allows you to create a legacy by communicating your core business values to staff, clients, investors, friends and family

Chapter 6: Growing (or Starting) Your Business

What sort of businesses are we talking about?

Well, pretty much any business...

Expert and service based businesses:

A book is fantastic for growing or rapidly launching an “expert based” business.

So if you’re a trainer, speaker, coach, consultant, professional (doctor, lawyer, accountant, chiropractor, etc.), seminar leader or information product creator a book can help explode your business!

From simply providing information to offering a full blown “done for you” service a book will work to grow your expert or service based business.

Product based businesses:

If you sell a physical product don’t feel left out – a book will work for you too!

A book will set you, and by extension your business, apart from the competition in just the same way that it will for an expert or service based business.

This can be especially true for more expensive, higher-end and technically complex products with a book doing a lot of the “heavy lifting” in terms of explaining the benefits of your product and pre-selling your prospect.

The exception: widgets (maybe)

The exception might be a business selling some sort of generic, highly commoditized widget. If there’s *truly* nothing special about the product – in the sense that it can be bought from any other supplier at the lowest possible price and do exactly the same job – then such a business may not benefit from having a book.

Yet even here there may still be hope. A book can raise the profile of a business and increase trust. This may be all the edge that’s needed to set it apart from the competition and increase sales (maybe at a higher price).

And if there’s a story to tell – some way to differentiate the product (or the way it’s provided) from everyone else’s – then there is something that can be build upon to grow the business.

Summary:

In short, a book can be used to generate income streams, leads and enquiries for almost any kind of business whether it sells physical products, information products or some kind of service.

To give you some ideas and inspiration, here are some examples of income streams that a book can support and generate:

i) Royalties

Royalties are a well earned reward for authors and the subject an entire section (Part II) of this book. However, for most business authors the majority of their book related income comes from the “backend” business the book generates, with royalties being a nice added bonus. That said, if a book sells well royalties can be substantial, running to thousands of dollars or more a month.

Bulk book sales

We covered royalties in detail in Part II, but let’s take a look here at bulk book sales in a business context.

As well as being a great way to generate significant royalties with a single deal, bulk book sales can be an important adjunct to a speaking, coaching or consulting business – both in terms of revenue and positioning.

I cover bulk book sales in the context of speaking below in the next sub-section. But what about coaching and consulting?

There are many opportunities to generate bulk book sales whereby an organization buys a large number of your books for its staff, managers, clients, customers or members, as the case may be.

The trick is to look for organizations – be they local, national, corporate, non-profit, voluntary, educational, religious – that are aligned in some way with the topic of your book and who have an audience (either internal, external or both) that would benefit from reading it.

For example, a friend of mine who is a business coach sold 1,000 copies of her book on coaching to a large corporation who wanted to give a copy to every one of their managers. Not only did she make thousands of dollars of royalties by setting up that one deal, she also built herself a huge profile within that organization – and she did so “overnight”.

I put “overnight” in quotation marks because, of course, the author in fact worked hard to get the book written and published and also had to work hard to build a relationship with the company’s executives and get the deal setup. However, you get the idea and I’m sure you can see how powerful this monetization method can be.

Selling your book in this way is also great positioning and a tremendous endorsement. In the example I've just given the author is now known to every executive in that company; they also know that she is a published author; and they know that she is an expert business coach – all of which is likely to lead to lucrative coaching and consulting work in the future.

The books can be purchased as electronic downloads (this can be done through Amazon's Whispercast). Or, to increase the perceived value (and price point) of your book, you can use Amazon's CreateSpace to order physical copies.

ii) Speaking

A speaker who is a non-author might be able to charge \$500 to \$5,000 for a keynote speech; whereas a speaker who also happens to be the author of a book on their subject might easily command \$10,000, \$20,000 or even \$50,000 for a single speech.

That's because a book is such a powerful positioning and marketing tool, whether you are already a speaker or whether you would like to begin speaking to get your message out to a wider audience and build a powerful new income stream at the same time.

Plus, being a published author makes it much easier to get speaking engagements in the first place, to the extent that very often people are chasing you.

Selling from the stage

As a speaker you may be allowed to sell your books, products or services from the stage and/or the back of the room. This may be in lieu of or in addition to any speaking fees and can be a great additional income stream.

For example, sixty sales of a \$20 book will generate a profit of around \$1,000 (around \$16 profit per copy). Sell a \$1,000 training program to ten people and you've made \$10,000!

Understandably, many speakers are happy to forgo a fee entirely in exchange for a chance to sell from the stage at the end of their presentation. If you do this it's important to add a ton of value first. Educating and entertaining your audience should be the priority and only towards the end of your presentation do you make your offer. No one wants to be pitched at the entire time!

If you're making book sales from the back of the room you can normally expect to keep all the sale proceeds. However, if you're selling products or services then more often than not you'll be invited to sell on a Joint Venture basis, whereby you split the

sale proceeds with the organiser who has provided you with the audience and the chance to sell – commonly on a 50:50 basis.

If you're asked to speak by an organisation with no speaking budget then book sales may be the answer, since it's likely that they will have a training budget – some of which can be put towards a bulk purchase of your books. For larger audiences you could actually end up getting paid a lot more and it will certainly help people remember you!

iii) Coaching

Anyone with a particular area of expertise can make a substantial income through coaching. Not only is a book a great way of attracting coaching clients it also positions you so that you can charge much higher coaching fees. As well as individual coaching you can leverage your time by providing group coaching. The group may be as few as five to ten people or it may be much larger.

One of my clients uses his book to bring in leads for 50 person coaching workshops that he conducts quarterly. When I tell you that he charges \$10,000 per person for his workshops you will get an idea of how lucrative group coaching can be. If you're interested in the math it works out as follows: 50 people x \$10,000 = \$500,000 per quarter or \$2,000,000 per year for running four workshops!

iv) Seminars

As a published author you will be recognized by clients and prospects, as well as the other players within your industry, as an expert in your space. In short, you become a thought leader within your industry. This status can be leveraged to establish you as a seminar leader, allowing you to run your own highly lucrative seminars. Not only this, as soon as you have your own seminar other leaders and experts within your industry will want to speak on your stage – suddenly putting you in a very influential position in your industry.

There are two main models for making money from seminars. The first is to make your money through the sale of tickets. The second is to give the tickets away for free, or for a nominal price, and to upsell people to other events or programs once they are at your event. Both models work extremely well.

For example, common price points for business seminars are \$2,000, \$5,000 and \$10,000. If just one hundred people attended your seminar then at these price points you would generate \$200,000, \$500,000 or \$1,000,000 in ticket sales, respectively.

v) Masterminds

Like group coaching and seminars, masterminds can be very lucrative as they allow you to ‘scale’ your time rather than working one-to-one. And while it’s perfectly possible to set up a mastermind as a standalone business it’s more common for a mastermind to evolve from coaching programs and/or seminars for the simple reason that a certain number of these clients will want to go deeper with you. You might think of a mastermind as a kind of VIP club for your best clients.

Again, being able to create a mastermind comes down to the position that a book puts you in as an expert and thought leader together with the trust that it helps build.

One of the big advantages of masterminds over seminars or group coaching is the continuity aspect. While seminars are one-off events and group coaching is typically for a finite length of time, masterminds are usually ongoing. Whether you set membership renewal as monthly, quarterly or annually the point is people can remain members and the mastermind keeps on rolling!

There are more ways than ever now to run a mastermind. Meetings can be in person or online via a platform such as Skype or Google Hangouts. Or maybe a combination of online and offline – for example, monthly online meetings with an annual get together in person.

I’m a member of a mastermind that costs \$597 per quarter – that’s \$2,388 per year. The mastermind currently has 45 members, which at \$2,388 each is an annual revenue of \$107,460.

By the way, as masterminds go \$597 a quarter is inexpensive – I have friends who’ve paid \$36,000 *each* for a year’s membership of a combined mastermind and coaching program!

vi) Consultancy

Consultancy is one of the world’s fastest-growing industries – according to the US Bureau of Labor Statistics it’s set to grow by 83% in the US alone over the ten year period up to 2018. There are consultants for every kind of industry from accountants to zookeepers and they get paid very well for what they do. As the author of a book you are powerfully placed to take advantage of this trend: You are the expert and if you’re prepared to use that expertise to deliver great value and help people grow their businesses then they will gratefully pay you a lot of money for the privilege.

vii) Information products

Selling information products is one of the most lucrative business models there is. This is because the perceived value of the right information can be very high while the cost of distributing it is now very low.

Online trainings in the form of videos and PDFs can be sent to thousands of people for little or no cost. Membership site software is inexpensive and easy to use. And even if you decide to send out physical products such as DVDs, audio CDs or workbooks this can be done very cheaply through print-on-demand service providers. It also means that your inventory costs are zero.

Through a book you can easily reach thousands of people. If you were to then use your book to sell just three copies a day of an information product for \$497 each you would make over half a million dollars a year – \$544,215 to be precise. By the way, \$497 is considered to be a mid- to low-tier price point for an information product, depending on industry. In some industries information products regularly sell for \$2,000 to \$5,000 or more.

viii) Product/Affiliate sales

One of the great things about a Kindle book is that you can include links. And those links can be to products or services that you sell or products and services that you're an affiliate for.

You have to be careful here. Fill your book with too many product/affiliate links and some of your readers will see them as spam, get upset with you and leave bad reviews, which will definitely hurt your long-term sales.

Use product/affiliate links sparingly. And make sure to use them in a way that genuinely serves people. In other words only link to products that you have used or would use and that you can honestly recommend as helpful to people in the context of why they are reading the book.

Best practice (as well as being Federal Trade Commission (FTC) compliant) is to be fully transparent and actually tell people if you are going to get paid as a result of them buying through a product/affiliate link. Your readers will certainly appreciate your honesty and if they like the product you're recommending there's every chance they'll go ahead and buy it anyway.

Sometimes it will make sense to link people directly to a product or affiliate offer. Usually this is true when it's convenient to your reader – for example, in chapter 7 I explain how you can build an email list and give my recommendations as to which landing page and autoresponder providers to use.

It makes perfect sense to include a link to their websites at this point *and* it's very convenient for the reader. The services I recommend are ones I've used for several years and which are, in my opinion, excellent. I tell people that the links are affiliate links and that it won't cost them a penny extra if they choose to use them. And I also include the website URLs so that people can go there directly if they prefer not to use my affiliate link.

In a situation like this being able to include a product/affiliate link is ideal. However, as a general rule, list building is a much more effective monetization strategy than trying to send people directly to product/affiliate links from your book.

When you give people a link to click they may or may not click it – either way it's pretty much a one-shot deal. Plus, as already mentioned, too many links and people feel like they're being spammed.

On the other hand, focusing on using your book to build your list is a long-term solution. Once people are on your list you can then build a great relationship with them by adding tremendous value. Then, when you have suitable products or services to offer (whether yours or an affiliate's) you can communicate with your list directly and expect a much higher response rate. We'll look at list building in detail in the next chapter.

ix) Product launches

Product launches are a fantastic way of generating lots of leads and lots of sales in a very short time. And a great way to kick off your product launch is by giving away a copy of your book in exchange for a prospect's name and email.

Because of a book's high perceived value you'll get a high conversion rate. And putting a book into the hands of your prospect generates goodwill, immediately positions you as an expert and allows you to educate them on your product – the perfect way to start your launch!

Being able to offer a free book is also an attractive option for Joint Venture partners for similar reasons: it's likely to convert well and offering anything for free builds goodwill.

Once people have joined your email list in exchange for your book you can send them a series of launch videos. A typical sequence would be four videos over about a week to ten days. The first three videos are pure training, while the fourth video pitches the product and asks for the sale.

For the definitive guide to product launches go to Amazon and pick up a copy of Jeff Walker's excellent book [Launch](#).

x) Physical products

Books are a great way to sell physical products, especially if those products are complex to explain. You can use a book to educate your prospects on the benefits of your product and on how to get the most out of it. A book thus allows you to pre-sell your prospect on your product, which makes the sales process much easier and quicker.

There is an art to doing this the right way and it involves educating your prospect and letting them draw their own conclusions, rather than shouting about how great your product is.

xi) Professional services

If you are a doctor, lawyer, dentist or expert service provider in any industry then a book is a great way to get yourself known within your industry or local community and to distinguish yourself from your competition.

Remember that even with all your years of training and all your expertise the average member of the public has very little to go on when choosing between you and someone else in your profession. People will assume you are competent because of your qualifications, but they will assume the same thing about your competition so in fact that gets you no further forward. A book, however, will set you apart: not only will it give people a reason to choose you it will also give them a reason to pay more for your services, since they will see you – the published author – as the leading expert in your field.

A book also allows you to target your highest value clients. For example, dentists can treat many different problems – some, however, pay better than others. Invisalign patients, for example, can be worth thousands of dollars each. Suppose a dentist who specializes in Invisalign publishes a book on the subject, which they then market within their city or community. Immediately their book will position them as a leading expert on Invisalign; not only that, it is also likely to generate a good deal of local publicity. If the book brings them just one extra patient a week it will easily add an additional six figures of annual income to their bottom line.

xii) Done for you services

The most lucrative kind of work that you can do – more lucrative even than high-end professional services or consulting – is to provide what are known as “done for you” services. If you think about it, the least attractive option for your clients is that you give them the information they need and let them get on with it themselves (i.e., information products). A much more attractive option is that you work directly with them and help them through the process (coaching and certain consulting services). The *most* attractive option of all is that you simply “do it for them” and they don’t have to worry about a thing: you simply provide them with the finished product or result (certain consulting services and done for you services).

Done for you services are expensive both because they are the most attractive option for clients, thus allowing you to charge more, and because they are usually time consuming to provide. This is what allows you to make such tremendous profits if you can provide a done for you service.

Of course while you may use your book to sell done for you services it does not necessarily have to be you who provides them. You may well be able to train staff to do the work and/or to outsource elements of the process. Because it is so well paid you will be able to hire top quality people and still make a large profit. Meanwhile, your clients will be ecstatic with the great results you provide them – not least because they didn't have to do it themselves.

Summary:

As you can see, there are many ways that you can use a book to build and grow a lucrative business or to rapidly start one if you're not an existing business owner.

Of all the benefits of being a bestselling published author it's the ability to grow my business with my books that excites me the most and I hope this chapter has provided similar inspiration for you!

Chapter 7: List Building and Lead Generation

If you're going to successfully grow your business with your book it's essential that you take advantage of your book to directly build your list and generate leads.

Before going any further let me explain the subtle difference between list building and lead generation. In one sense they are the same thing, since everyone on your list is a potential lead for your business. However, I think it's useful to make a distinction between the two. So let's start by defining what we mean by your list and why it's so important.

What is your list?

When I talk about your list I'm talking, specifically, about your email list. And building your list is essential if you're going to maximize the income you make from your Kindle books.

Your list is very versatile. For example, it can and should be part of your book promotion platform. Even with just a fairly modest list of interested readers you can send a new book to instant bestseller status simply by sending out an email telling people about your new release and offering them a discount and/or bonus incentive if they "click the link and buy from Amazon today."

You can also survey your list to find out more precisely what they want in terms of books, products or services. You can make suitable affiliate and Joint Venture offers to them. And, of course, you can generate leads and make offers for your own backend products and/or services if you have them.

So what about lead generation?

Lead Generation

When I think of lead generation I think of something more concrete than simply having someone on an email list – hence the distinction between lead generation and list building.

For me a lead is someone who has become a warm – or at least warmer – prospect for buying whatever backend products and/or services you have to offer.

How do they become a warm prospect?

They become a warm prospect when you communicate with them; build a relationship with them; build trust; and demonstrate your expertise and the value you have to offer.

Sometimes you can achieve all of these things simply through the power of your book alone so that the person signing up for your list is, in fact, already a warm (or even a hot!) lead. Other times you will need to build on the foundations created by your book to turn that person into a lead.

“The money is in the list”... or is it?

You may have heard the Internet marketing saying that “The money is in the list.” This is only partially true – the real truth is that “The money is in your relationship with your list.” Add great value to your list, build trust, rapport and reciprocity and you’ll have a great relationship with them. Then they’ll be happy to look at and sometimes buy your products, services or recommendations.

The more value you give the more value (both monetary value and personal fulfillment) you will get back. Take a long-term approach with the mindset of wanting to add value without expecting anything in return. Most of your emails should be to share valuable insights, information and content and not to sell. The more value you add the more positively people will respond when, occasionally, you do offer something for sale.

Community

Want to turbo-charge the value that you add to your subscribers? Then build a community.

It’s easier to build an online community now than ever before (though that does mean increased competition). “Back in the day” this used to be done through forums and/or membership sites. And while they can still work a lot of marketers find that building their community around a Facebook Group is much more effective – primarily because most people check their Facebook accounts multiple times a day!

If you’re prepared to go beyond simply adding value through email and step up to providing leadership of an online community then you can expect to take your business to a whole new level.

Eventually, if you choose, that online community may lead to in person meetings at events, masterminds and seminars.

How to build your list

The strategy for building your list is simple: you include a Call to Action (CTA) in your book that offers some kind of lead magnet, also known as an ethical bribe, in exchange for your reader’s email. It might be a video training, a free report or white paper, a resource guide or an audio version of your book. Whatever you decide to

offer it should be both genuinely interesting and valuable to your readers as well as being closely related to the subject matter of your book.

When it comes to your CTA and getting people onto your list I like to draw an analogy with the time Morpheus offers Neo a choice between the red pill and the blue pill in the Matrix.

If you remember back to the first Matrix film Morpheus gave Neo a choice: he could either take the red pill and wake up and leave The Matrix; or he could take the blue pill and go back to sleep – back to being part of The Matrix.

Well, your job, assuming that you have good content to share, is to get your reader to take the red pill not the blue pill, because if they take the blue pill you can't help them. Whereas if they take the red pill and opt-in to your list you get to build a relationship with them, provide value to them long-term and really help them. So, if you've got great information to share then you have a moral obligation to have a strong Call to Action. It's absolutely crucial. Nothing happens without that Call to Action.

In order to get whatever lead magnet you offer your readers must respond to your CTA by clicking on the link in your book. This will take them to what is known as a squeeze page (also known as a landing page or opt-in page – all interchangeable terms). This is a web page where they can opt-in (by entering their email) to get the freebie. You collect their email using what is known as an autoresponder and build your list, while the autoresponder, as the name suggests, automatically sends them an email giving them access to their free digital gift. You build your list; they get something cool and valuable for free!

Setting up your squeeze page

To collect emails you will need to set up a squeeze page to which you send people via the links in your book.

I'm not going to get into a lot of detail about how to build squeeze pages or how to use autoresponders (see below) as it's beyond the scope of this book. Plus there is plenty of information available online if you're not sure how to use them.

What I will do, however, is make a recommendation. I have used a variety of services to create squeeze pages or to build them on my own websites. However, my favorite and the one which I now use almost exclusively is [LeadPages.net](https://www.leadpages.net) (note that is .net not .com and that this is an affiliate link, which won't cost you a penny extra if you choose to use it).

I like LeadPages because it is both quick and easy as well as being very inexpensive – at the time of writing it's just \$37 a month to create as many squeeze pages as you want. In fact, if you opt for annual billing it works out at just \$25 a month.

How much information?

You can collect all sorts of information from people using an opt-in form. However, the more info you ask for the lower your conversion rate will be (the percentage of people who actually complete the form).

You'll get the highest conversion rate if you ask for email addresses only; however, my personal preference is to collect people's first name and email. This allows me (through my autoresponder) to personalize the emails I send out. (I also reason that if someone's not even prepared to give their first name they're not likely to be a great prospect anyway.)

Which autoresponder?

The autoresponder that I use and recommend (I have tried several) is [GetResponse.com](https://www.getresponse.com) with prices starting at just \$15 per month for 1,000 subscribers (and yes, this is also an affiliate link – see how easy it is!).

Autoresponder services like GetResponse work hard to ensure that their services are in compliance with CAN-SPAM and other relevant legislation, however, you also have a responsibility to only email people who have chosen to opt-in to your list. A good autoresponder service will automatically include a link with each email that allows people to opt-out if they no longer wish to receive your emails.

PART IV

Chapter 8: Publishing Services

What about turning Kindle publishing itself into a business by offering publishing services?

In tandem with the growth of Kindle publishing itself, the provision of related publishing services is a huge growth area. If this interests you there is tremendous potential and several possible routes.

We talked about the explosive growth of Kindle publishing in chapter 1. More books are being written and more books are being read than ever before, with eBooks, Amazon and Kindle being the key drivers behind this phenomenon.

And it's this Kindle publishing revolution, together with the 'flat world' of freelancing made possible through sites like Upwork and Elance, that have combined to create this opportunity for you.

On the one hand there are more people than ever who are aware of Kindle publishing and who want to write books, but aren't sure how to go about it. There are also ever growing numbers of people who have written and published books through Kindle, but who aren't seeing sales and traction because they simply have no idea how to market their books.

So, lots of people needing help on the one hand.

On the other hand, there are lots of skilled writers and editors from around the world offering their services on freelance sites such as Upwork and Elance. And because they are competing with one another not just on a global basis, but in a highly transparent marketplace, the cost of hiring them is lower than it's ever been – plus, it's easier than ever to find them!

So we have lots of people needing help. And we have lots of people whose skills, talent and drive you can leverage to rapidly grow a successful and lucrative publishing business: a business that is a win not just for you, but also for the freelancer, the client and the book buying customer.

Pretty sweet!

So what sort of options that are open to you?

Well, you could become a publisher of other people's work – you, in effect, become the publishing house! This gives you tremendous leverage and allows you to rapidly build up a large portfolio of work.

There are different ways in which you can become a publisher. I've divided them up into what I call "commission" publishing, "content" publishing and "traditional" publishing.

Alternatively, you can offer ad hoc publishing services such as marketing.

Here's an overview of your options:

i) "Commission" publishing: commissioning ghostwriters so that you can rapidly build up a portfolio of Kindle books that you own the rights to;

ii) "Content" publishing: proactively finding people with existing content and helping them turn it into a successful book or books;

iii) "Traditional" publishing: taking on the role of Kindle agent and 'publishing house' whereby prospective authors come to you and, if their book has sufficient potential, you help them publishing and promote it; and

iv) Book marketing: one of the most popular publishing related services is book marketing. A surprising number of authors go through all the hard work of getting their book written and published, but then have little to no idea how to generate worthwhile sales.

Now let's take a look at them in more detail:

i) "Commission" publishing

"Commission" publishing is when you commission a ghostwriter (or multiple ghostwriters) to write books for you.

Commissioning ghostwriters has the advantage of allowing you to have several books in production at the same time. This means that you can concentrate on the business and marketing side of publishing rather than the research and writing.

Some authors look down on ghostwriting, however, it is a common practice in the traditional (dead tree) publishing industry. In my opinion there is nothing wrong with hiring ghostwriters as long as you follow this golden rule:

Your books must provide value for your readers.

Ghostwriting is, amongst other things, about leveraging the time and writing expertise of professional writers. If building a publishing business is for you then as

well as working with ghostwriters you should also be looking to cut down your workload further by hiring people to proofread, edit and format the books for you once they are written. This is a powerful way of quickly building up a large portfolio of books, all of which are earning you royalties.

The place to find ghostwriters, editors, proofreaders and people to format your books is on freelance sites such as:

- Upwork.com
- Elance.com
- Craigslist

Reminder: If you're using Craigslist then go to "Services" and click on "write/ed/tr8" (which stands for "Write, Edit and Translate").

ii) "Content" publishing

The second way of becoming a publisher is to help other people get published on Kindle in exchange for a fee or a royalty based commission or preferably both. I call this "content" publishing because you are doing just that – finding people with content and helping them publish it.

There are lots of people with content out there who either don't know how to get it onto Kindle or wouldn't know how to promote it successfully if they did. There are others who simply don't have the time or the inclination to repurpose their content and turn it into a book. Many of these people would be happy to pay you to do it for them.

If you choose to become a content publisher then your first job will be to discover unpublished experts with worthwhile content. The best people for you to publish are those who already have a big following – be that on their blog, website, Facebook or Twitter, etc. It's very easy to get them ranking well when they have an existing platform and once you've got them ranking well Amazon's marketing machine will take over and keep generating sales for them – and for you.

You can either work with people directly to repurpose and repackage their content or hire an editor to work with them. Obviously, working with editors will allow you to produce books more quickly as you get to leverage other people's time.

The revenue model I recommend for content publishing is as follows:

Fee + Costs + Commission

Fee

Ideally you should charge a fee for the work that's involved, though if you are confident that the book will generate significant royalties you may want to reduce or waive the fee if that is necessary to secure the deal.

Any fee you charge will depend, ultimately, on how much you can negotiate – there is no set amount. The more you can offer your prospect in terms of your ability to position them and to successfully market their book the higher the fee you will be able to charge.

Costs

The costs of creating the book – editorial work, proofreading, formatting and cover design – should be taken from the revenue generated by the book. To make this more attractive to your prospect these costs can be incurred at your risk. In other words, you will cover the costs upfront and then recoup the amount spent from the initial book royalties.

Commission

Finally, we have the commission element of your revenue. Typically, this will be around 30% of royalties. Note that you will be getting 30% of royalties and not 30% of the book's price. Assuming that the book is priced to fall in the 70% royalty bracket your commission would be as follows:

$$70\% \times 30\% = 21\% \text{ (of retail price)}$$

It is through the commission model that you truly align your interests with those of your client. A good book that is well marketed will create long-term financial rewards for both of you.

iii) “Traditional” publishing

When I say “traditional” publishing I'm talking about a business model in which authors request your help to publish and promote their books, much in the way that authors (or their agents) approach traditional publishing houses.

While anyone can now self-publish that does not mean that all prospective authors have the inclination to. Many authors simply love to write and have no real desire to get involved in the intricacies of formatting, publishing, managing and promoting their books.

Similarly, business people who want a book as a positioning tool will frequently not want to get involved in the behind-the-scenes work and the marketing activities – they are simply too busy working on (or in) their business. So if you can find a business owner with existing content then you may be able to combine the “content”

and “traditional” publishing models, as many business people will have neither the time nor the inclination to write their own book.

This provides you with a great opportunity if you wish to offer this sort of publishing service. You can easily find authors in online writers’ groups and forums – there are many writers’ groups on Facebook, for example. Business owners can be approached directly or through business organizations.

In terms of getting prospects to discover you the usual rules apply: build a website or blog and market yourself; build up your social media presence; speak to relevant organizations.

The revenue model for traditional publishing is the same as for content publishing: fee + costs + commission.

iv) Book marketing

While there’s scope to offer a range of ad hoc publishing services (for example, writing, formatting and editing) I’ve deliberately singled out marketing because in my experience it’s both in higher demand *and* more lucrative than the other services you could offer.

If you can learn to successfully market Kindle books then you’ll have no shortage of potential business. While setting up a website offering your marketing services is an obvious first step to getting that business you will find that if you do a good job then word of mouth within the self-publishing community can be a fast and effective way to build your business – especially if you are proactive in soliciting referrals.

A word of warning: not all books lend themselves to successful marketing. If a book is badly written then not only will it be hard to market, but doing so will probably tarnish your reputation.

The same will be true if a book needs changes to be successful and the author is not willing to make them. For example, even if a book is well written elements like the title, sub-title, cover and description can have a huge impact on the number of sales it makes.

Before taking on a project discover whether or not the author is open to making changes – or at least testing such variables. If they’re not then my advice is not to take them on as a client.

What Next?

At the end of my book *Crush It with Kindle* I wrote about the incredible opportunity we have and I'd like to share some of those words with you here:

I'd like to leave you with a few thoughts on Kindle publishing and a writer's call to action. It's easy to become blasé about all the technology we have available. In what seems like the blink of an eye we've moved from a world of desktops to a world of laptops, tablets and smart phones.

Over a similar time period, Web 2.0 has created incredible opportunities for all of us. The gatekeeper is dead. We no longer have to compete with thousands of other writers to find an agent before our work can even be seen by prospective publishers. We can now make our work available on Kindle and let the public decide if they want to read it or not.

I'll say it again – this is an incredible opportunity! We are truly privileged to be able to do this. We live in an amazing age.

The bottom line is this: you can now become a published author!

And, when you do, you know how to maximize the income you make from your book or books. That puts you *way ahead* of most of the competition who write books without any clear objectives, beyond a vague idea about getting rich from royalties without actually knowing how to make that happen.

So what are the next steps?

Step 1

The first step is for you to answer this question: How do I want to make money from my book?

Will you focus on royalties and building a portfolio of books? Will you use your book to grow or start a “backend” business? Will you provide publishing or marketing services for the growing and hungry crowd of Kindle authors? Or will it be some combination of the above?

Step 2

The second step is to take action and get your book written, published and promoted. In chapter 3 I talked about the ROIT (Return On Investment of Time) sweet spot, which, in my opinion, is around 20,000 to 25,000 words. That's a pretty short book.

My point is that you can get started quickly, get your first book published and start getting results, feedback, sales, royalties and leads. Based on this you can make changes to your book if you need to, but what's important is that you're up and running and making progress.

I can't stress this enough – until you get your book out into the world nothing is going to happen. On the other hand, once your book is out there it will bring you opportunities and open doors that you didn't even know existed.

A personal story

Here's a personal example of how that happened to me. Within two months of publishing the first edition of *Crush It with Kindle* I was invited to speak to a high level mastermind group run by New York Times bestselling authors Marci Shimoff, Janet Bray Attwood and Christ Attwood together with their marketing manager Geoff Affleck.

Wow! What an opportunity!

Marci has sold over 15 million books and here I was answering her questions about the specifics of publishing and marketing books on Kindle. It really was one of those “pinch-me” moments – I could hardly believe that I was chatting with Marci Shimoff about publishing!

And guess what? That first edition of *Crush It with Kindle* was only 23,000 words long. I've since completely re-written it and the current version is 66,053 words long (I just checked!).

The latest version has a ton of changes and a ton of extra material based on the additional Kindle publishing experience I've had since I wrote the first edition. In short, the latest version is a much better book.

But the first version was good enough. Good enough to get started; good enough to sell thousands of copies and become a #1 bestseller in multiple categories; good enough to get me invited to speak to mastermind groups; and, good enough for me to be able to build a 6 figure publishing and coaching business on the “backend”.

What will your story be?

Now it's time to write your story. Your book can be a passport to a whole new life of financial freedom, time freedom and location freedom – a chance to live life on your terms!

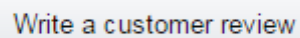
Good luck and happy writing!

John

Review Request

If you enjoyed this book and found it useful I'd be very grateful if you'd post an honest review. Your support really does matter and it really does make a difference. I do read all the reviews so I can get your feedback and I do make changes as a result of that feedback.

If you'd like to leave a review then all you need to do is go to the review section on the book's Amazon page. You'll see a big button that says "Write a customer review" – click that and you're good to go!



Write a customer review

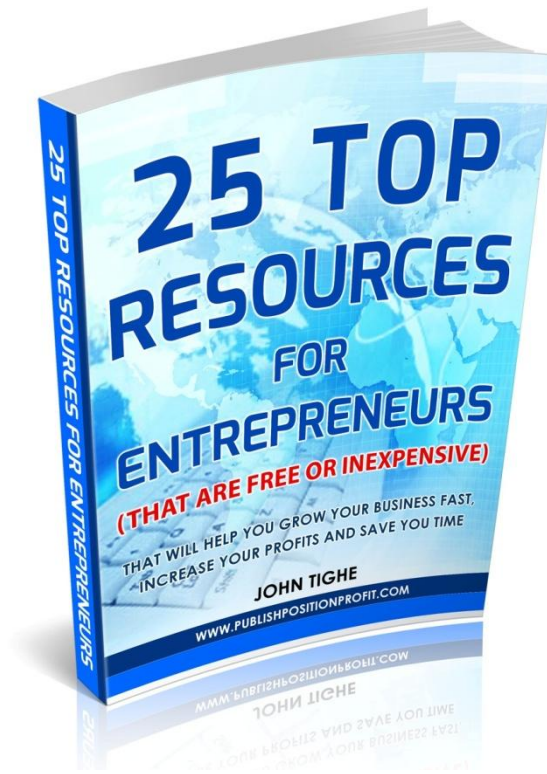
Thanks for your support.

Yours in friendship

John

Final Reminder:

This is your last chance to grab your free copy of “25 Top Resources for Entrepreneurs.”



[25 Top Resources for Entrepreneurs](#)

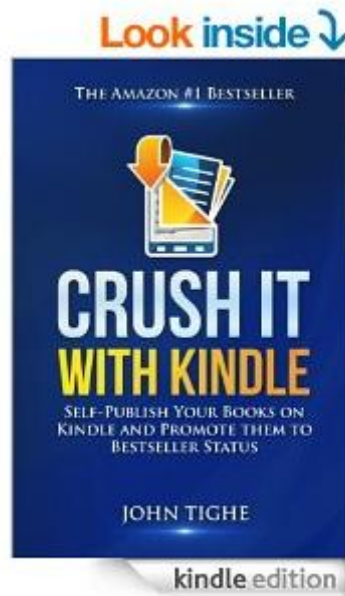
That will help you grow your business fast, increase your profits and save you time

This short eBook contains links to 25 of my favorite online tools and resources. Most are free or inexpensive and not only will they help you grow your online business faster and increase your profits they will help you automate and save a lot of time too!

Each page contains a short summary of one of the resources, together with a link and information on pricing.

[Click here now to download now.](#)

Also by John Tighe



The Amazon #1 Bestseller:

[Crush It with Kindle](#)

Self-Publish Your Books on Kindle and
Promote them to Bestseller Status

Did you know you can now become a published author and be selling your book to Amazon's hundreds of millions of Kindle customers in less than 24 hours? Or that Amazon will pay you an incredible 70% royalty? Or that thanks to Amazon's free Kindle app there are now an estimated 15 billion plus Kindle ready devices in the world?

Our ability to self-publish through Amazon's Kindle platform is revolutionizing the publishing industry, with Amazon selling an estimated 600 million Kindle books last year. Best of all, Amazon want your content! This is part of their strategy to grow their market share and it's why they've made publishing on Kindle so incredibly easy.

Have you always dreamed of becoming a published author? Do you have a message that you want to get out to the world? Are you an entrepreneur, expert, speaker, coach, consultant or professional who wants a book as a positioning tool to help grow your business?

Whatever the reason, now is your time. [Crush It with Kindle](#) shows you step-by-step how to write, publish and successfully promote your books on Kindle so that you can become a bestselling published author.

Over a 150 five star reviews on Amazon and counting! [Click here now to check it out.](#)