

MAKE MONEY WRITING

CREATE KINDLE EBOOKS



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The Article Writing Doctor

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Top Reasons to Sell on Kindle – Is This the Ideal Business Model?

If you're looking for ways to make money online, then it pays to think a little outside the box.

Too often we focus only on building websites, on affiliate marketing, or on selling services. There are though countless other options, whether that means building an app for Android or creating an ebook.

And, creating an ebook to sell on Kindle might *just* be that perfect business model you're looking for.

Read on and we'll look at some of the ways in which this is an ideal way to make money online...

It's Easy

Selling an ebook on Kindle is a business model that literally anyone can emulate. As long as you can write and you have a Word program (even that is somewhat optional) then you can create a book and upload it to the Kindle Store.

There's no fee for becoming a publisher and it can all be done in an evening. The only hard bit is writing the book – but you can easily outsource this or purchase the rights to a digital product if you prefer.

It's Efficient

Selling on Kindle is also efficient in as much as you can re-use old content and recycle your products.

For example, once you've created an ebook for Kindle, there's no reason you can't *also* sell it on various other venues, such as Nook. You can also create a PDF and simply sell it from your own website.

There's also no reason that you can't create entire series of books reusing certain elements of your content.

It's Truly Passive

Making money through ebooks is a truly passive form of income.

Once you've uploaded your book to the Kindle Store, you'll be able to continue making sales without having to do anything else to promote it.

People will find it on the Store by searching for related keywords or topics.

Even if the book isn't a hit, you can still find that this provides an additional source of revenue as occasional sales trickle in.

There are many online business models that claim to be passive but almost all of them require some form of maintenance or ongoing promotion. Selling books on Kindle is truly 100% passive!

It's Scalable

The fact that you aren't trading time for money when you sell Kindle books means that it is truly scalable. In other words, you can take your effective business model and repeat it over and over again to drastically increase your sales.

So you've made money from selling one book. What's to stop you from creating another book and selling that too? And then another and another?

Even if all these books only make you \$10 a week – once you're selling 100 of them, that's then \$1,000 a week!

More likely though, what you'll find is that most of your books don't make that much money at all – perhaps they make you \$1 a week, if you're lucky. But then you'll have one breakout hit that drives sales for all the others up and that drastically increases your income.

This is a game of numbers and if you play long enough, eventually success is inevitable!

How to Write a Book That Engages and Grips

If you're going to make money from Kindle, then you're going to have to do some writing.

Specifically, you're going to have to write some books and these are going to need to be engaging both in terms of their title, concept, *and* in terms of their writing and style.

Many marketers make the mistake of thinking that it's okay to release a sub-par book as long as it has a great title. Their logic is that a book with a good enough title and subject will sell and at that point it will be too late for the buyer to change their mind...

Apart from this being just wrong, it also doesn't work.

The problem with this approach is that selling a poorly written ebook will result in bad reviews (which will hurt subsequent sales of course). And, a lot of people will end up only reading the free sample - not investing in the whole book. It will also hurt your long-term profitability.

So how do you go about writing a book that will be so stellar that it sells by word-of-mouth? Let's take a look at some strategies.

Writing Style

One thing that is important is your writing style. Good writing should be engaging and entertaining and should also be grammatically correct (and properly spelled). While poor spelling shouldn't impact on the message you're getting across, it will nevertheless damage your reputation and make you less trustworthy to your readers – which in turn will detract from your readers' enjoyment.

Make sure your writing style is good enough to charge money and if it's not... hire someone!

Formatting

Again, formatting shouldn't really make a difference to the actual value and entertainment your book offers. But, it does impact the first impression your book makes on readers. It will also make your books look much more professional and that much more impressive.

So be sure to use proper headings, great images and more to give your books a truly professional format.

Structure and Pacing

Also important is your pacing. This means you need to draw the reader in and make sure to keep delivering value to them.

Try to think about your paragraphs and your chapters like instalments in a television series – ending on a cliff hanger will make sure that your readers can't wait to turn to the next page. What's more though, the next chapter then needs to deliver on the promise of that cliff hanger. Don't let it drop the ball!

Value

The most important thing of all is that your book offer value. If it's non-fiction, then this means you need to provide useable information that can help your readers to achieve more.

If your book is a story, then the value comes from the entertainment factor and you need to ensure your story engages and connects with your reader.

Also think about 'over delivering'. In other words, if you can offer more value than you suggest in the blurb, then your customers will feel they got a great deal!

How to Add Polish to Your Kindle Book

When you sell a Kindle book, it will be much more than just the topic and writing style that dictates its success. Also integral to your success will be the length of the book, the way it is presented and the marketing.

Here, presentation is far more important than most people realize.

The right presentation will make your book look much more professional and be that much more appealing visually. It will instantly make it feel like a premium product and will give more weight to whatever it is you're saying.

This will impact the first impression your audience will have. And, it has a drastic impact on how likely your audience is to buy the full book once they've read the introduction.

So how do you add that kind of polish and finesse that will really sell your title? Let's take a look...

Images (If you're writing nonfiction)

One thing that can make a big difference to the success of your book is the inclusion of images.

If you include crisp, dynamic and professional looking photos in your book then it will make the page much more appealing to look at and it will help you to highlight and illustrate whatever it is that you're saying.

The important thing to recognize with your choice of imagery is that Kindle books are normally presented in black and white (though not always).

This means you will need to ensure that your photos will look good in both color and black and white. To do that, you need to make sure they are well lit and full of contrast.

There are several different ways you can get hold of the images you want to use. Either you can take the photos yourself or you can buy stock photos.

You can also acquire stock imagery that has no copyright restrictions. This way you can get images quickly and free.

Headings and Paragraphs

Also important is to split your book up into lots of sections. And, have lots of white space. (White space is the 'white' between paragraphs. Keep your paragraphs relatively short.)

This will help prevent it from looking like a single 'wall of text' on every page. And, it will make it that much more approachable and readable as a result.

At the same time, using large headings can help to draw attention to certain parts of the book and give it a more professional appeal.

Fortunately, you can use Word's built in formatting options to apply this very easily. Use the Home tab and select 'Styles' to use different sized headers.

This then also allows you to easily implement a range of other formatting tricks – the References tab for instance houses the ability to implement a menu based on the headers you've used, while you can use Design to change the entire layout and style of the book.

Likewise, you can use Insert to add page numbers and headers.

If you do all this and include great looking images at the same time, then your book will look professional and polished.

This will deliver more value to your readers and help to sell the books.

How to Get Good Reviews for Your Kindle Book

Reviews are very important on Kindle. A good or bad rating can have a big impact when it comes to influencing the buying decisions of your readers.

Most of us are considerably more likely to buy a book if others are recommending it. Likewise, if a book is often described negatively then we will often be put off.

Actually though, this isn't the biggest way that a review impacts sales. Ultimately, most of us will at least read the free sample of a book on Kindle if we are sufficiently interested in the topic.

The bigger problem is that reviews can impact rankings.

If your book has bad reviews, the Kindle Store won't rank it as high as other relevant books. This will mean that far fewer people will be able to discover it and thus spend money on it.

So the question becomes: how do you ensure you get the best reviews? Let's take a look...

Write a Great Book

This was already mentioned, but it's worth repeating. You have to write a good book if you want to get the best reviews. This means that the writing style should be on-point with good use of language, correct spelling and good grammar.

In addition, it means that the book should be interesting, unique, and engaging. It needs to provide some kind of value and that means that you need to provide some kind of takeaway for the reader.

Write an Accurate Description

In a bid to make the most sales possible on their books, a lot of marketers and writers will write a highly persuasive and sales-y description for their books.

The aim here is to make people want to read the book.

While this can help to give you an initial surge in sales, it can also end up hurting you if what's in the book doesn't live up to the hype.

Make sure your description is accurate, but be sure not give away all the surprises inside. You want your readers to come away pleasantly surprised and not disappointed when they've finished reading the book.

Charge Correctly

Ultimately, a review should tell people if a book is a good value or not. And the best way to make a book a good value is to decrease the price. This will ensure the readers get more for less.

Actually, one of the very best things you can do for your book in terms of ranking, is to lower the price for a while to drive sales and to increase the number of positive reviews.

Respond

Another tip is to respond to your negative reviews. Don't be defensive or aggressive and respect your readers' right to their opinion.

If warranted, you can offer your point-of-view and/or offer a refund.

This not only shows that you offer good customer service (thereby taking some of the sting out of a bad review) but, if you're lucky, the naysayers may even change their rating once they feel heard!

More Ways to Sell Your Ebook

If you've gone to great lengths to create a Kindle book, then you need to make sure that you absolutely maximize the profit you're going to get from it. This means you should promote it through as many channels as possible.

Your Kindle book doesn't have to be sold only from the Kindle Store.

Once you've created your PDF or Doc file, you're free to distribute it in many different ways as long as as you're not part of the Kindle Select program.

So what else can you do to get your ebook out there for all to see?

Here are some good options...

Self-Publish

One option is to self-publish your ebook. Once upon a time this was a bad idea because it meant using 'vanity publishing' which in turn meant spending a lot of money to invest in thousands of copies of your own book.

There are now much better means, in particular Print-on-Demand (POD) publishing.

Essentially, POD means that you format and upload your book to a service like BookBaby, Lulu, or CreateSpace. You then only pay a percentage of each book that is bought to the service you use.

You pay for the printing costs and not for the books themselves.

Aside for the possible setup costs (formatting and uploading) which are minimal, you don't have anything to lose. If no one orders a book, there is no cost to you.

Sell From Your Website

Something else you can do is to sell the book as a PDF from your own website. You could do this by adding an ecommerce store to a WordPress site for example but you can also do it by adding a PayPal 'Buy Now' button or using something like OptimizePress.

While this is a great option in addition to the Kindle Store, it does mean that you'll be vulnerable to pirating.

Pirating is when someone downloads your ebook and turns around and sells it, possibly as their own. And, aside from selling through Amazon, eJunkie, Clickbank, JVZoo, and such, you really can't stop pirating.

Another positive aspect of selling from your own site, is that you can use affiliate programs.

With this strategy, you offer a commission to marketers who can help you sell your book. While this means splitting the profit once again, it also means that you'll have a legion of people helping you sell. This in turn means you'll sell more.

Trying Other Stores

There are also other stores you can sell through. These include the Barnes and Noble store which lets you sell on the Nook, Google Play Books, and iTunes. Again, you don't have to do this *instead* of selling on Amazon – you can do it in addition and earn even more profit.

Repurposing Your Content

You can also repurpose your content and use it in other ways: as posts on your blog for example or even as part of a mobile app!

You can create video, reports, podcasts and so on.

SEO Basics for Kindle

SEO is 'Search Engine Optimization'. This is the process of editing a website and building links in such a way that search engines (Google) will find the content, index and categorize it.

Link building is a popularity contest in Google's eyes. It also give the site authority. This is done through great content and keywords.

When done correctly, SEO can drive a lot more traffic to a website by helping more visitors find it through Google.

But SEO isn't just for websites and it isn't just for Google.

There are many more search engines out there and many of them we don't necessarily think of as 'search engines'.

Of course, you can probably guess where this is going: the Kindle Store is also a search engine.

In order to find books on Kindle, customers need to search for the relevant topics and then sift through the top results.

This means you **MUST** perform SEO for a Kindle book in order to increase your exposure through that search tool (more customers will find your book).

In some ways, this is just the same as SEO for a website. In other ways, it's completely different...

Your Listing

The first way you can increase your exposure in the Kindle Store is to make sure your listing is on-point.

The biggest factors here will be the title you choose for your book as this is going to directly impact on what searches bring people to your page.

Of course, one strategy is to make your title the same as your 'keyword' (the search term you want to rank for).

For example, you might call it: 'How to Lose Weight With Bodyweight Training'.

While this might work, it can unfortunately undermine the effectiveness of your title by being too 'obvious'. Only include keywords in your title where it is a natural fit and where it doesn't hurt your brand.

Where you *can* include a few more keywords is in the description for your book. Don't be too obvious here either – instead just write enough that relevant words will naturally be included so that Amazon knows what your book is about.

Kindle Categories

After your title, or just as important, is the categories section for your ebook.

Categories can make or break your book sales. Choosing the right ones is essential.

For an excellent in depth article on this topic, go to:

<https://kindlepreneur.com/how-to-choose-the-best-kindle-ebook-category/>

Kindle Descriptions

After your title and categories, the description rules.

This is where you'll be able to add more keywords and terms that will give Kindle the juice it needs to choose your book as the results of relevant searches.

And, the description will give the reader the motivation to buy your book.

One way to get an idea of what 'good' descriptions are like is to check out heavy-hitter books in your niche.

For more information on this topic, go to:

<https://janefriedman.com/amazon-book-description-optimize/>

<http://www.magnoliamedianetwork.com/kindle-books-sales-tool/>

To format your description in line with Kindle's newly allowed HTML, check out: <https://kindlepreneur.com/amazon-book-description-generator/>

Success

On Kindle, success begets success.

In other words, the more downloads you receive and the better your reviews, the higher you will rank. This of course then leads to *more* downloads and more reviews creating a virtuous cycle.

Your job as a marketer is to make sure that you get that ball rolling. One way to do that is to run a promotion. If you sell your book for less, then this can drive more downloads and also encourage more positive reviews from happy customers.

An even better way to do this is through Amazon's 'Kindle Select' program.

While there are some downsides to being a part of this program, it does mean that you'll be considered for special promotions which might even result in your book being on the front page. This is a great way to give yourself that boost and certainly worth considering.

Finding a Profitable Niche for Your Kindle Book

Making money from Kindle is in many ways just like making money from any other digital product. This is a form of internet marketing just like the rest and that means you're going to need to actually do some *marketing*.

In turn, this means you need to think very carefully when choosing various elements of your book. It's not enough to write a great book and market it well: you need to ensure that the book you've created also has a clear audience that you'll be able to market to.

This latter point is actually potentially the most important factor of all when it comes to profiting from an ebook. It's not enough to write your book and *then* decide how you're going to sell it. Instead, you need to have a clear plan for how to sell the book and who will buy it.

This means picking the right niche...

Market Size and Value Proposition

There are two key things to consider here.

One is the market size: People will generally gravitate toward larger markets at first because they will presume it will create more potential to sell. This is why there are so many books on Kindle about fitness, about dating and about making money.

The other reason these topics are popular is that they have a clear 'value proposition'.

A value proposition is basically the value that you promise your readers will get from your book, not just in terms of enjoyment but in terms of the way it will improve their lives.

A 'make money' book offers a lot of value because it promises to make the reader richer. In this case it's actually an investment when they spend money on your book.

While fitness books aren't an investment as such, the insinuation (value) is that readers will become healthier, more attractive to the opposite sex, and more athletic.

In both cases, people are willing to spend a lot of money because of the value proposition. They will be willing to spend much *more* money than they would spend simply to be entertained or to learn about knitting, for example.

Competition

But when choosing a top niche, you have a new problem. These topics are so popular among readers and writers alike that the markets are saturated.

If you write a book on fitness for Kindle, you will be competing with hundreds of thousands of other titles. This will make it incredibly difficult for you to stand out.

Conversely, if you create an ebook on a much more niche topic, like creating ceramics, you'll face a lot less competition.

The only problem though is not many people will be looking for it.

So what's the solution? Find a 'sub-niche'.

Find a smaller niche within a bigger one.

So, for example, choose fitness - which has that broad appeal and that value proposition - but then target older readers. Or, perhaps choose a particular type of training such as elliptical training.

Finding a smaller niche that will work.

Okay, so maybe you don't want to get on a bandwagon - you want to write about what you're good at and what you love. This is an option.

People will very often search for things like 'how to create wooden furniture' or 'how to play the piano' because they're things they want to learn.

This makes them willing to pay (especially if they think they'll earn money as a result) and it makes your book easier for the *right* people to find.

Can You Profit From a Fiction Book on Kindle?

If you're writing for Kindle as a marketer hoping to make money online, chances are you will be thinking predominantly in terms of nonfiction.

The assumption is that it's easier to market and easier to sell something that serves a particular purpose or answers a particular question.

But, what if you want to write fiction?

Writing fiction is certainly more *fun* than writing nonfiction for many, but how would you go about marketing it?

How to Sell Fiction

The thing to recognize is that when you write fiction, people aren't going to be searching for it because they won't know what it is.

Call your book 'Quest of the Giant Mammoths' and no one is going to think to look for it.

There are some ways you can get around this limitation though. One is to make sure that your book includes terms that people *will* search, or that it tackles a subject matter that appeals to a specific group.

A good example of this might be to write about transhumanism.

Transhumanism is a topic that deals with people enhancing their bodies through technology and there are many forums on the web discussing this movement. Write speculative fiction on this subject and you will then not only be more likely to get found by readers, but you will also have 'routes to market' – specific places where you can promote yourself.

Likewise, you can get your book to stand out by making it a sequel to a well-known book or the next book in a franchise.

Be careful here though. This can create copyright issues, so the only way to do this legally is to choose characters in the public domain.

For example, Sherlock Holmes is in the public domain as the author Arthur Conan Doyle passed away long ago. You can likewise write about historical characters (King Arthur), legends (Robin Hood) or even religious figures (Thor).

If you're a children's writer, you can rewrite folklore or fairy tales that are in the public domain.

Standing Out

Another strategy is to go the opposite way and try to make your book so unique and so interesting that it stands out.

You might:

- Write with a unique writing style
- Create a unique format for your book, like *Cloud Atlas*
- Write on a subject that people don't normally touch

If you do this and you do it well, you can potentially create a buzz and this can help do the marketing for you.

At any rate, you will need to be creative if you're going to sell a fictional title and it will almost always be more of a challenge than selling nonfiction.

But if it's what you love, then perhaps it's worth the effort.

Since this ebook is about making money and marketing, here are a couple of tools that will help you take it up a notch:

Boost Your Author/Writer Platform (Business) with Inbound Marketing

This 4-week e-class through WOW! Women on Writing and covers: basics of optimizing your website, blogging smart, email marketing, and social media marketing (the four basic elements of online marketing and giving your business a boost)

It's interactive, in-depth, and priced right. Check it out today.

CLICK the link for all the details: http://wow-womenonwriting.com/classroom/KarenCioffi_WebsiteTrafficInboundMarketing.php

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REMEMBER:

Nothing ventured, nothing gained!

And:

"It's not what you've done that matters –
It's what you haven't done."
~ Mark Twain