Write a Kindle Book in a Weekend
With Absolutely No Experience Whatsoever

How would you like to write a Kindle book *next weekend*?

Have you ever wanted to write a book and didn't know how to start?

Or, you begin to write and find that you don't know what to say?

What if you had a recipe for doing just that - a recipe, a pattern, a guide ?

What if you *could* write a book in weekend - would you do it?

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Well, I am here to tell you that you absolutely can write a book and more than that, you can write a book in a weekend! Think it's not possible? It may have been that way before, but you now have the information that will guide you in writing a book to upload to Kindle, so get a pen, get a notebook and get ready I am going to teach you a few things about Kindle that you may not know.

If you have ever wanted to write a Kindle book pay attention now.

Here is what we are going to cover:

- Why you should write a Kindle book
- Advantages
- Target Audience
- Cover and formatting
- Keyword research
- Niche Marketing
- Royalties
- Best Seller Ranking
- And much more.

Let's get to it…

Why write a Kindle book?

Have you had an idea for a book but didn't know how to write it? You may have thought, "If I could write this book it will make me famous. It will make me an expert, it will make me money," and then it may have seemed very complicated and you didn't know the exact steps that you needed to create your book.

Well, I was once in the same position and in fact, I searched and struggled to figure it out and then after taking many classes, I went on to publish my book and not just mine but other people's books as well.

And that's good news for you! I've invested the time and the money to save you the expensive learning curve!

Here's an an eye-popping statistic -
Amazon CEO, Jeff Bezos, said , "After five years, e-books is a multibillion dollar category for us and growing fast – up approximately 70% last year."

Did you get that? Sales of e-books rose 70% last year!

(http://www.internetretailer.com/2013/01/29/amazon-sales-top-61-billion-2012)

Why the big increase in sales?

There has been a big increase in sales for a couple of reasons. As of May 2013, Amazon has opened up the sale of Kindle devices to 170 countries including China and Japan and its Appstore is now in nearly 200 countries.

Even children are using Kindle devices now and the children's categories on Kindle eBooks has exploded! Remember people with Kindle devices are *always looking for content!*

How many books do you have on your digital reader right now? How many on your kid's? Just sayin…

Authority

Another reason for the big increase in sales is that more and more authors are getting published on the Internet.

Being a published author establishes instant credibility these days. It brands you as the "expert".

People hold authors in the same regard as they do college professors, Jedi masters, and NFL coaches! This is known as the "author effect".

Advantages to writing a Kindle book

First, figure out why you write a book. What are the reasons for writing a book? Well, the first one is…

- ✓ to create additional revenue to make money right?

And…

- ✓ to create a brand name recognition you may want to make yourself more well known.
- ✓ to create an opt in list – your own email list that you can have a relationship with and market to.
- ✓ to capitalize on current trends in the marketplace by creating a book to show people and give people what they want at that moment in time. (Don't you just love instant gratification?)

Hidden Advantages

It seems that no one ever mentions the biggest advantage of having an ebook on the Kindle platform. This quiet advantage is the very thing that allows an author to make a full-time living from their books, and yet no-one ever mentions it.

We are in a game-changing moment in publishing history, and authors who jump on the opportunity will have the chance to be more successful than was ever possible before.

So here it is:

Your Kindle eBooks will never go out of print, so they will keep on selling forever.

A traditional bookstore will only stock most new titles for a couple of months, and with Kindle, your books stay on the Amazon 'shelves' forever.

This is of the utmost importance, because it means you now have time to find and grow your readership, without worrying about 'death by bookstore'.

Let me explain…

Traditionally published print books only have a small 'window of opportunity.' If the book hasn't proved to be a big hit within a couple of months, the bookstores send all of the unsold copies back to the publisher, who either 'remainders' them (sells them off dirt cheap) or recycles them into pulp. Either way, the book is dead.

Authors need time to find and grow a readership for their book, but unfortunately, no such time is granted with a traditional publishing house. For most authors, this limited 'window of opportunity' closes before they've had sufficient time to prove themselves worthy of staying on the shelves.

But digital publishing has changed the game forever, and very much to the author's advantage! There is now time to find and grow your readership. There is time for additional marketing.

Digital books remain on the virtual 'shelves' forever, allowing you to find and grow your readership steadily. AND readers of *your* eBooks now have time to fall in love with what you create, and tell all their friends and your reader audience begins to grow.

And then the sales magic begins to happen, and as you promote your books one after another, readers gradually spread the word. You get positive reviews building up on your Amazon site. These reviews are important to your ranking. As Amazon notices many positive reviews they actually help you by promoting your book. When you view a

book on Amazon you are invited to view other books just below the book you are looking at. That is one way Amazon helps promote your book.

When enough readers begin talking about and recommending your book, sales will suddenly begin to grow at an accelerating speed. This can only happen because your books don't disappear from the bookstore shelves in the interim. They are always available and best of all, updated.

If you fully grasp the magnitude of this, you will also understand that this is a logical process, and a real chance for success.

AND – There's *another* hidden advantage…

The second huge advantage of publishing on the Kindle is the powerful 'back selling' that occurs when slow-selling *earlier* books are discovered by readers who enjoy your *later* works.

Readers go back and seek the earlier titles out and unlike in a traditional book store, these earlier books are still there and available for sale on the Amazon Kindle marketplace, waiting for revival. In fact the sales of ALL of your books are affected by this.

Another great point for writing a Kindle book is: You can easily make changes to your Kindle book anytime you want! You just upload a revised copy and it overwrites the one you have up already. Why is this important? If you have your book in print and want to make a correction or a change you must have a brand new book with a brand new ISBN number and both your first edition and your revised addition will be available for sale, 2 different ISBN numbers. If you need to make a change in a Kindle book it overwrites the old copy and you do not need an ISBN number. If you find that a better cover is needed, it is easy to change that, too. After you have made all of the changes or corrections and are happy with your Kindle book you can then go to print knowing it is a clean copy with no mistakes.

***And yet another advantage* of Kindle is their KDP Select program.**

Kindle Digital Publishing Select program offers the author the opportunity to receive 70% royalties! That is double the normal royalty! You must agree to an exclusive contract with Amazon for 90 days. You cannot have your eBook in any other online bookstore during that period. Along with the big royalty you also are a part of the lending library. "Why allow your book to be borrowed?" you may ask. If your book is lent out you receive compensation from Amazon. The amount varies from month to month and is over a million dollars to be divided between all of the authors whose books are borrowed.

Typically it is 2-4 dollars per borrow. It all depends on how many borrows there were for the month. Last month there were about 300,000 borrows.

So, would you agree, there are **A LOT** of advantages to having a Kindle book online?

Are You Ready for The Kindle Elevator!

(Go to: KindleBookinAWeekend.com to learn about my in-depth guided course that takes you step by step through the process from idea to bank account!)

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Important Steps Before You Start Writing ....

Target Your Audience

It is recommended that all of the following information be kept in mind before you start as well as throughout the writing process.

Who is going to buy your book? After all, this is all about the buyer.

How do you target your audience? Right from the beginning!

The content of your eBook should be done with your audience in mind. Make every decision you make about your book be based on these criteria - vocabulary, sentence structure, tone, humor and imagery.

You are going to be selling your book to the world but not everyone is going to want to know about your topic. You will find that if you address your book to certain persons it will actually sell better than if you address it to all the people that you can think of.

Who do you want to buy your book? Who is your ideal customer?

Let's define it –

Is it a man or a woman?

How old?

What do they look like?

Where are they from?

What is their education?

What is their income?

What do they do during the day?

What are their hobbies?

For best success, be as specific as possible. For example, – let's say you are writing a book about classic collectible cars. Who typically goes to those car shows? Probably a "baby boomer" (because they drove those cars when they were young), probably a nostalgic man who loves old cars. I'd say he's just retired and fairly healthy. He likes to tinker with cars and keeps his cars polished.

As an example, let's choose a baby boomer, a retired 58-year-old man who loves old cars and goes to car shows. Now that I have described him let's go to Google.com and click on 'images' and type in 58 year old man , old cars and see what comes up.

Here is the image I chose…

Choose an image of the person that closely fits your description and then save it as a JPEG. That person is now your avatar, the person representing your customers - that is who you are writing for - when you write to him you make money.

Give him a name, make it personal and friendly. Write for him.

What is he going to do when he gets your book? Will he share it?

Yes, if he resonates with it, because we're always looking for stuff to share aren't we? So, make it worthy to tell someone else about it. Books can go viral and good content that is shared goes viral. So for your book to go viral you need some social currency – by that I mean what's being talked about?

What's popular on Facebook and Twitter?

What is trending in the media?

One of the great advantages of the Kindle Book in a Weekend Course is participation in discussion groups so you can easily vet out these ideas and brainstorm with other authors. (For more info on the course go to KindleBookInAWeekend.com.)

And then you need triggers to remind people of your book, like daily or weekly reminders of your book. Perhaps through blogposts, or Facebook posts, radio interviews or Twitter talk. ***In the course you will be part of a large group of authors, all sharing each other's books increasing the likelihood of your book going viral!***

Evoke emotional resonance - how much does the book inspire deep emotional reaction? Emotional things stick with people and they remember the things that have caused them to feel something.

Keep it out there, high visualization of your book so that it essentially sells itself - use Facebook ads and Google ad words. Have virtual book tours. Be a guest blogger, or a guest on a radio or TV show.

Is your book useful? We always want to share useful information.

Storytelling - a narrative - a great story provides stick-to-itiveness, people love a good story.

Now here's a big question. You've already decided who this person is, so what is the outcome of their need or desire that they want in their life right now?
There is your topic.

How can you get them from where they are now to where they want to be?
There is your topic.

Get to know them.

How do they, your target audience, like to read?

Physical book?

Digital book?

Audio book?

Where do they hang out?

What other authors are targeting this person?

What are the best sellers on Amazon writing about?

What are the comments saying about those books?

How will you get noticed?

You can do that with a strategic title and a standout cover something that's clean and easy to read especially at thumbnail size.

Yes! Your cover is extremely important! You only have a few short seconds to capture a person's interest. Your title must be large enough to be read at thumbnail size. You

know when you are looking at books on Amazon, right under the book you are viewing is a row of thumbnail photos of other books and it says, people who viewed this book also viewed these books. Your title has to stand out right there.

It also helps to have a clean, clear graphic that also can be understood at thumbnail size, as well as strategic colors.

*****If you want to really raise the bar and get noticed in a big way, be sure to check out my video book trailers at iCandiBookTrailers.com.***

There are many working parts to your book creation.

Formatting

Your book has to be reader friendly. Formatting your book for Kindle is different than for print. On Kindle there are no headers and footers and no page numbers. Kindle books are read differently than print books. There are no blank pages. They flow from page to page and because there are many different reading devices, the Kindle book is designed to cross platforms, like the Kindle Paperwhite, Kindle Fire, Kindle HD, iPhone, iPad and other tablets. It is important that your book can be read correctly on all devices.

Another point is to be sure and have a dynamic table of contents. That is, when people first look at your book they see the table of contents which needs to be "clickable", when you click on a chapter title it takes you right to the chapter.

Here is what you have so far. You have:

- Chosen a topic
- Created your avatar
- Will write specifically for him or her
- Planned your formatting of your book for ease of reading
- Planned a strategic cover

Remember, all of this must be kept in mind before you write and while you are writing your book.

Choose your market

The next step is to choose the market you are going to target. Let's find out what is selling right now. Head over to Amazon.com and look for possible titles and find some best sellers to model.

One way is…

Start with a keyword phrase in Amazon's search box and cycle through the alphabet to generate a list of candidate keywords.

For instance "How to a_____ , How to b_____, How to c_____

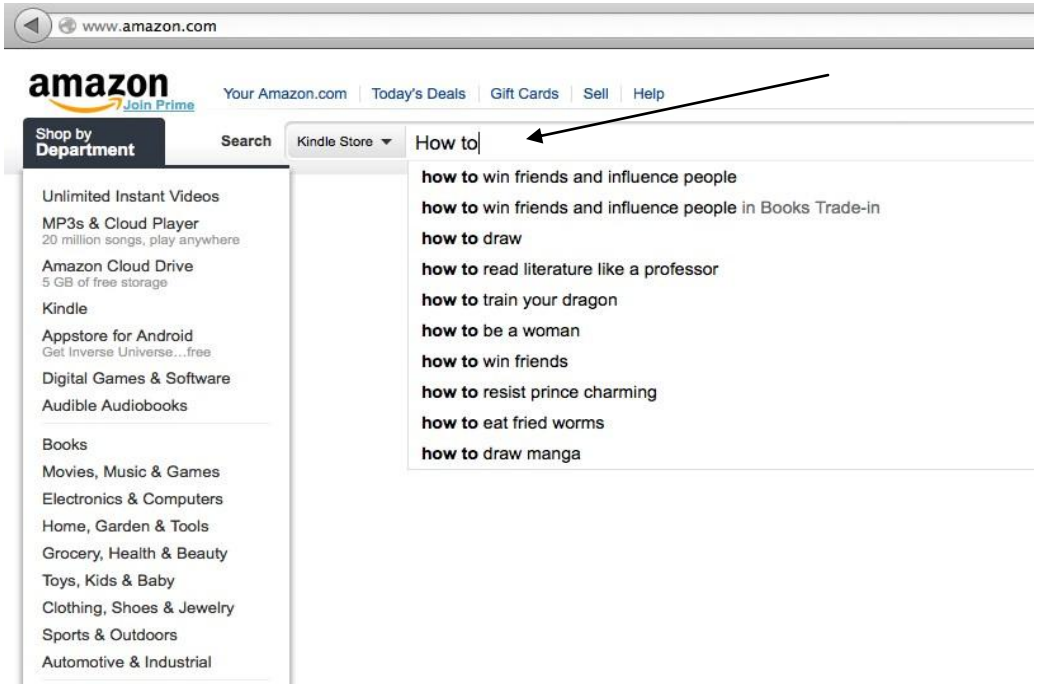
Make Money with a_____, Make Money with b_____

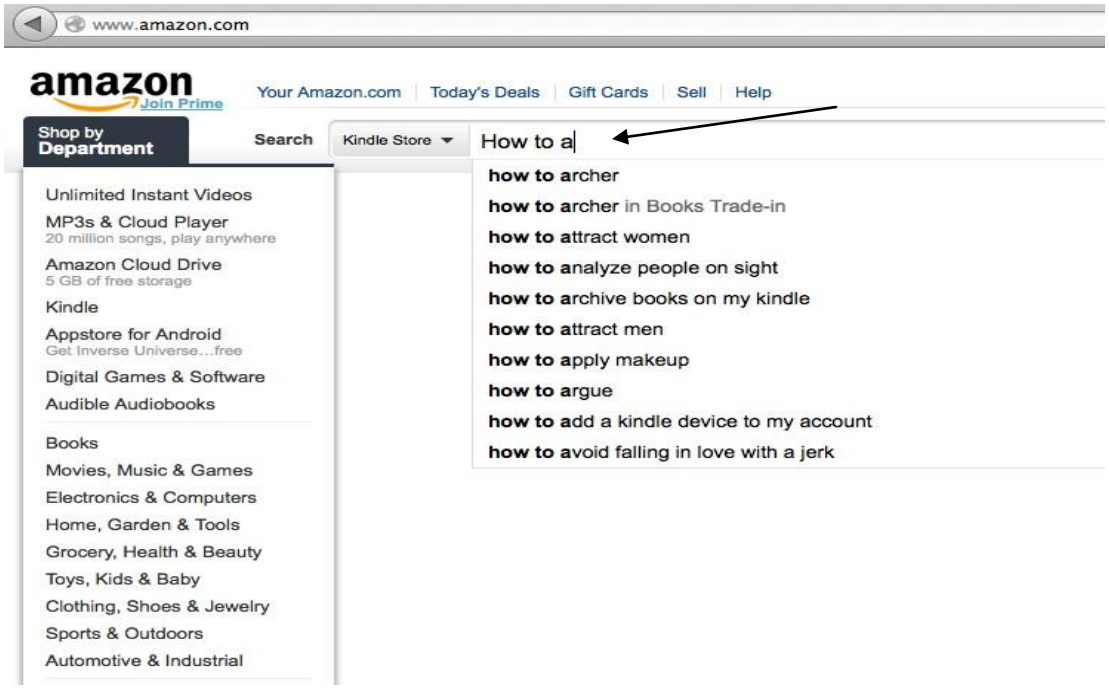
Guide to a_____, Guide to b_____, Guide to c_____

Remember, this is what *buyers* are searching for…

As you cycle through the alphabet, write down a list of keywords that make sense for a book idea.

By developing a book title that is based off a search phrase, you're increasing your chances of getting better Amazon traffic right from the get go.

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Your Amazon.com
Today's Deals
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Help
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Kindle Store
How to a
how to archer
how to archer in Books Trade-in
how to attract women
how to analyze people on sight
how to archive books on my kindle
how to attract men
how to apply makeup
how to argue
how to add a kindle device to my account
how to avoid falling in love with a jerk
Unlimited Instant Videos
MP3s & Cloud Player
20 million songs, play anywhere
Amazon Cloud Drive
5 GB of free storage
Kindle
Appstore for Android
Get Inverse Universe...free
Digital Games & Software
Audible Audiobooks
Books
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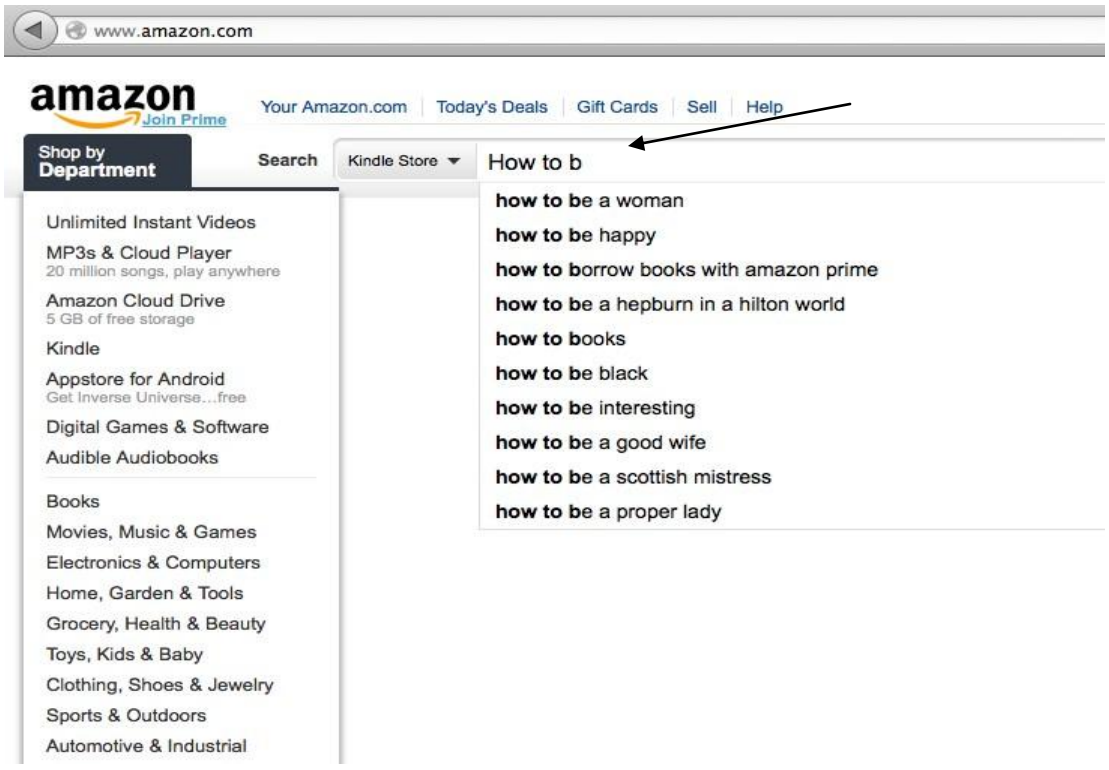
Grocery, Health & Beauty
Toys, Kids & Baby
Clothing, Shoes & Jewelry
Sports & Outdoors
Automotive & Industrial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how to be a good wife
how to be a scottish mistress
how to be a proper lady
Unlimited Instant Videos
MP3s & Cloud Player
20 million songs, play anywhere
Amazon Cloud Drive
5 GB of free storage
Kindle
Appstore for Android
Get Inverse Universe...free
Digital Games & Software
Audible Audiobooks
Books
Movies, Music & Games
Electronics & Computers
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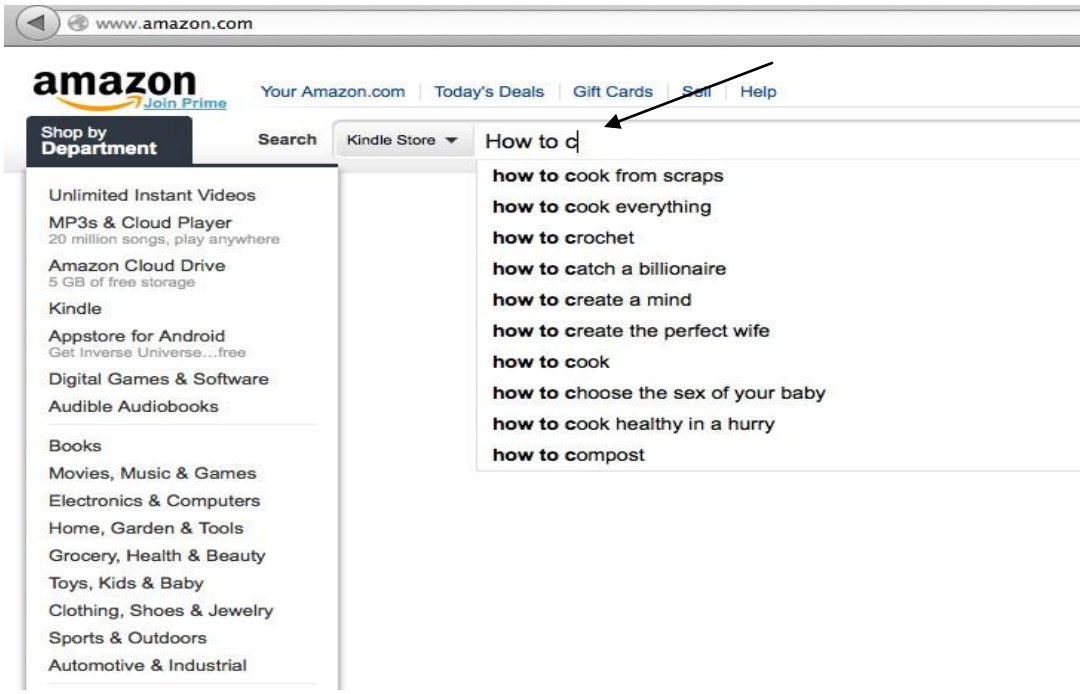
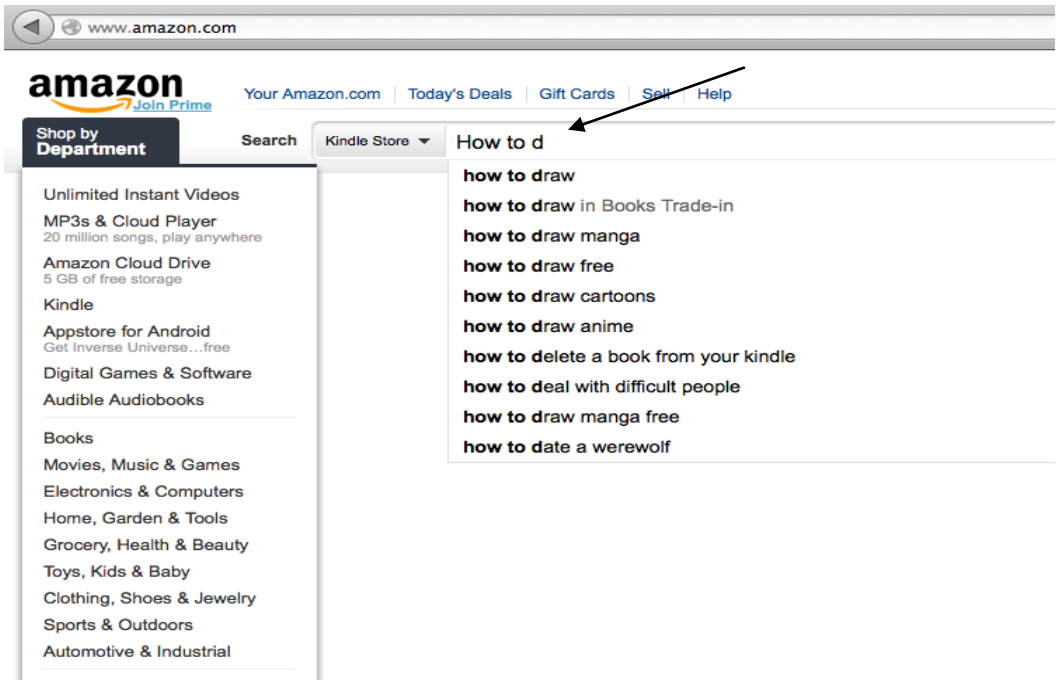
Grocery, Health & Beauty
Toys, Kids & Baby
Clothing, Shoes & Jewelry
Sports & Outdoors
Automotive & Industrial





Also, besides How to _____ try: Tips for _____, Recipes for _____,

Guide to _____ . Or put the blank first like this… _____ Recipes

What are buyers searching for?

Choosing a niche

Let's look at some best sellers…

Go to the Kindle store search box on Amazon.com and then to the top paid 100 Best Sellers in the Nonfiction category

Search for a category with 3 books in top 20 best sellers that have been published for at least 60 days and have a rank of 100,000 or lower and priced between $2.99 and $9.99

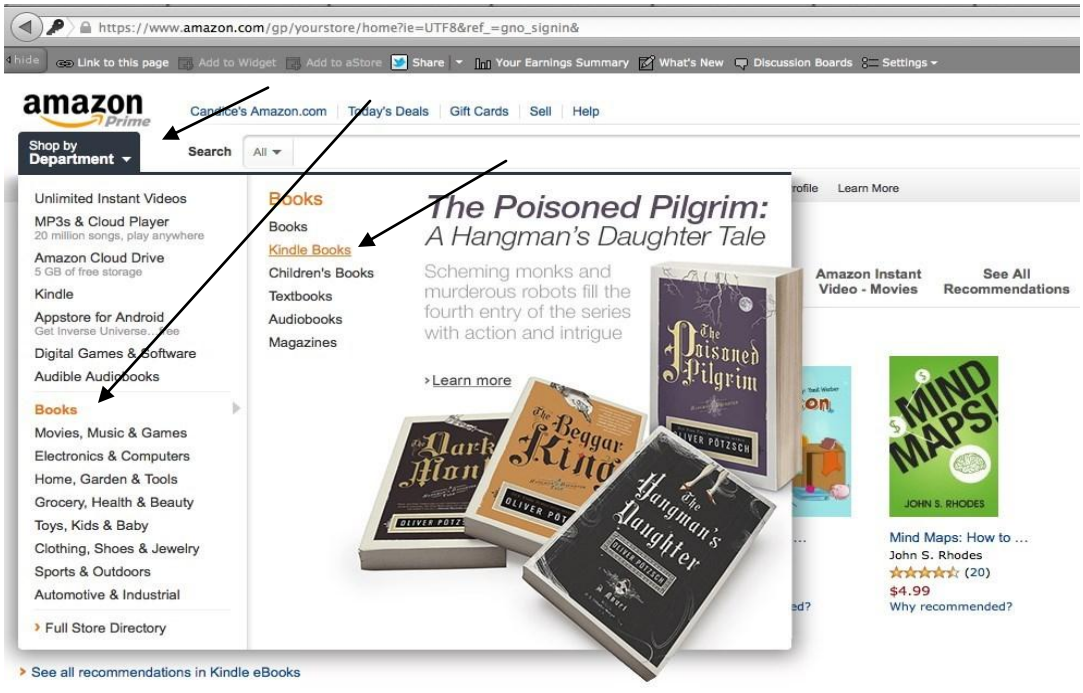
You now have a category that is driving a lot of sales. The reason you are looking for the price to be between $2.99-9.99 is that is the price range you will be using for yourself when you upload your book to the KDP program in order to receive 70% royalties.

Pick a category from this information that appeals to you and then brainstorm potential book topics.

(When you're part of the Kindle Book in a Weekend Course, you'll have a powerful group of like-minded people to brainstorm your topics with. Go to: KindleBookInAWeekend.com.)

Why is the Amazon Best Seller rank important? Because the lower the ranking number the higher the sales are for that book.

Click on the tab Shop by Department. Go to Books then Kindle Books…



Go to Best Sellers in Kindle eBooks

Then go to the nonfiction category because that is where we are going to focus.

Choosing Keywords

Amazon keyword research is a useful technique in developing titles for your Amazon Kindle book. We will be looking at keyword phrases which are actually the phrases and words that people are putting in the search box when they are searching. This is important because you can use the same words and phrases to title your book and your book will be found before other books when you have a keyword rich title.

How popular is your topic? Be sure there is a market for your book.

What are people looking for when they are looking to buy? That is a keyword phrase.

Once you have identified a possible keyword phrase to base a book around, you will want to check the sales of current books for that keyword phrase.

Next, identify existing books that are doing well within that particular topic. So, find two books based on the chosen keyword that have been published for at least 60 days and have a bestsellers rank below 100,000, and ones that are priced between $2.99 and $9.99. Amazon Bestsellers Rank is the number you find beneath the Product

Description. Every book on Amazon has an Amazon Bestsellers Rank. Click on any title and then scroll down until you see it.

Doing Amazon keyword research is a useful technique in developing titles for your Amazon Kindle book. Let's look at a few…

Examples:

#7 What Can I Bring? Cookbook

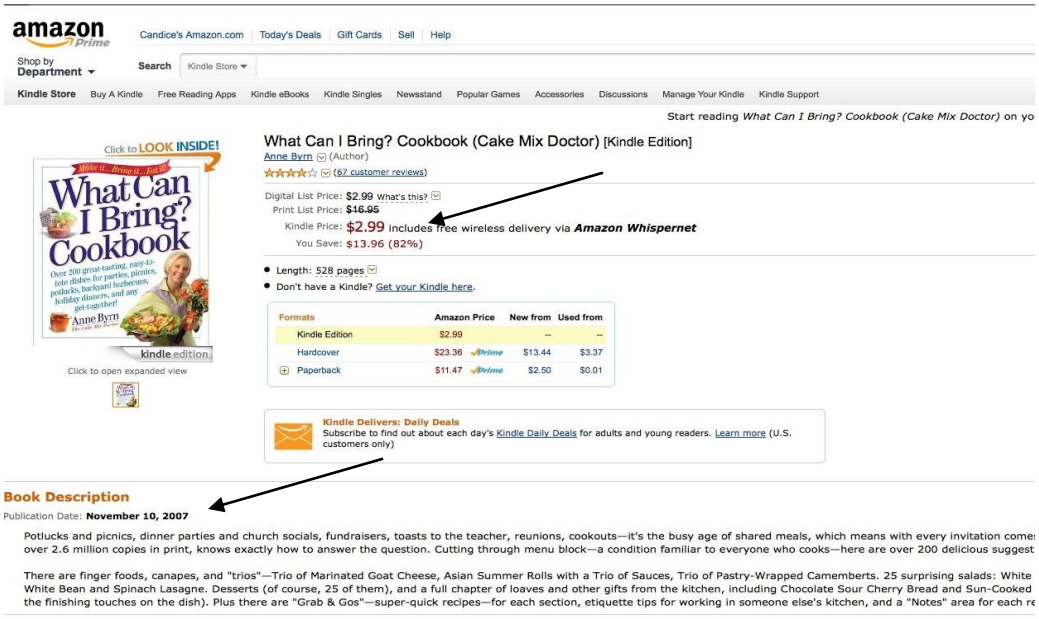
#13 E-Squared

#19 The Get Yourself Organized Project

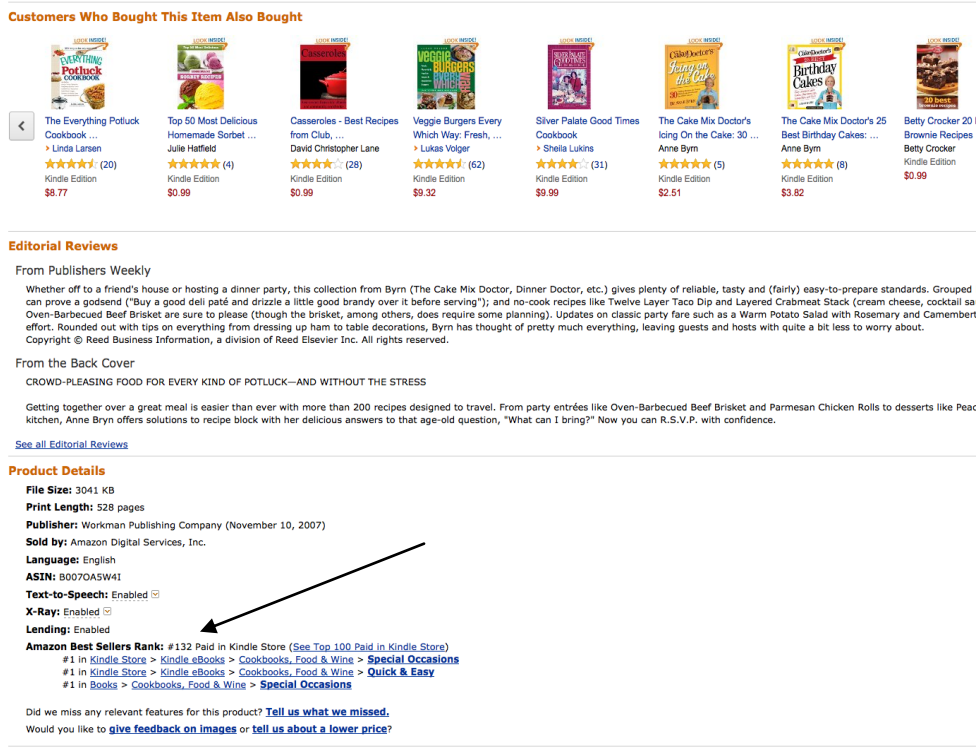
First one is <u>What Can I Bring Cookbook</u>

It has a standout cover, see how it stands out among the others? It costs $2.99, was published in 2007 and is #132 rank

This one is $2.99 (November 2007). Really nice cover, you know exactly what it is.

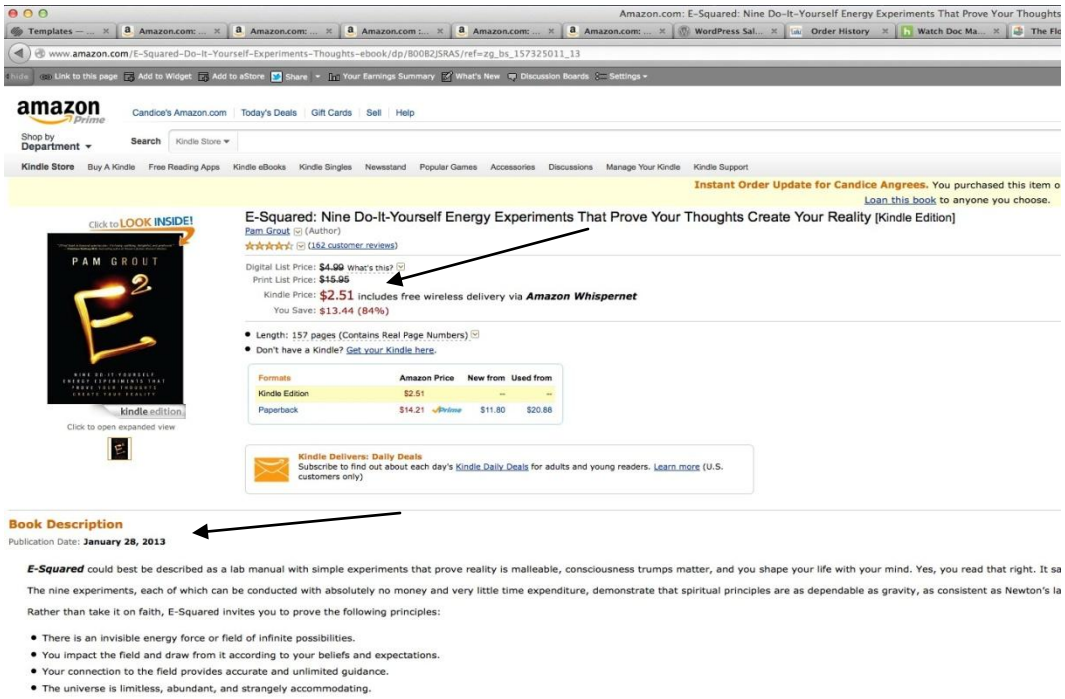


Rank #132

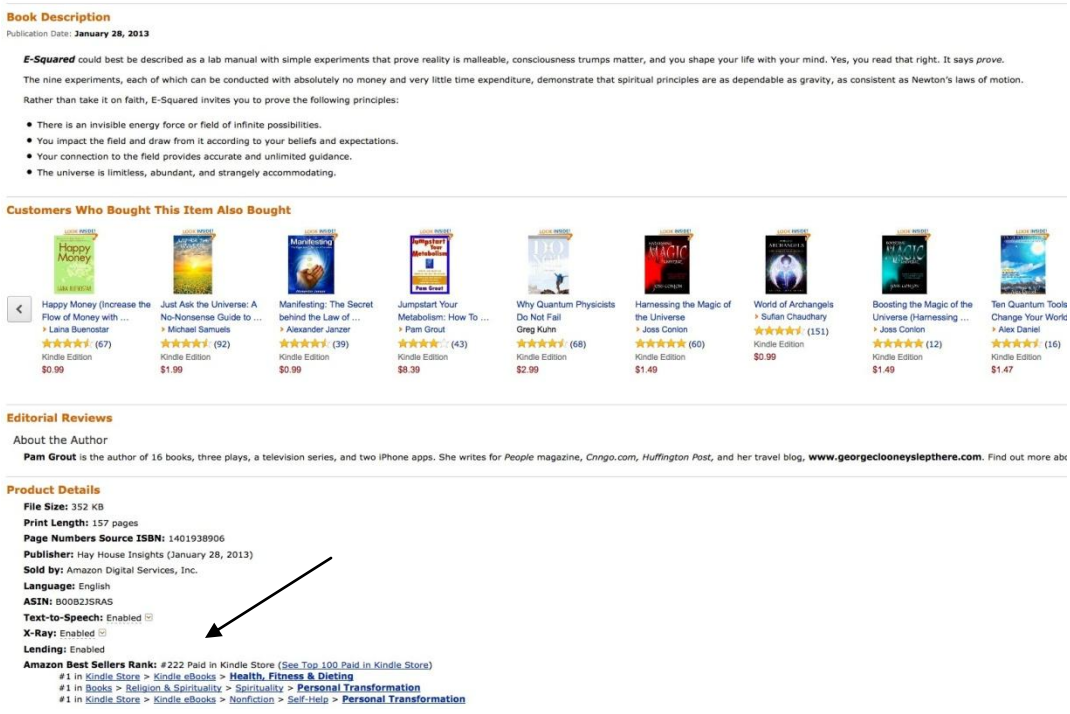


2. Next is E Squared/$2.51/Jan2013/#222-paid kindle store best sellers

Super cover. Only been on the market 10 months.

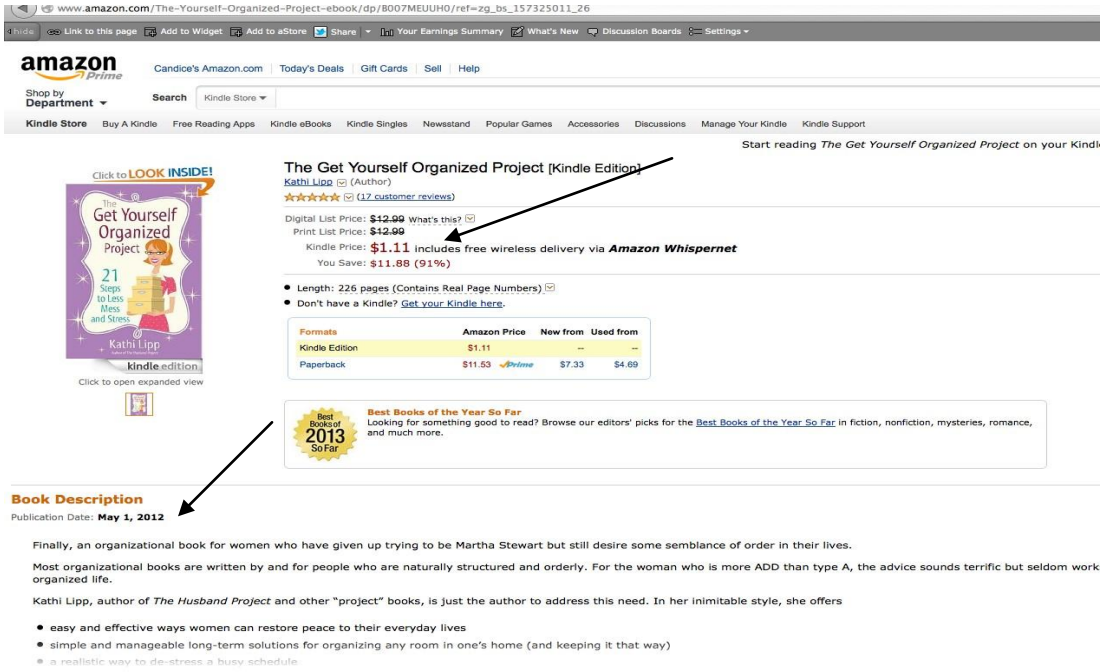


Rank #222

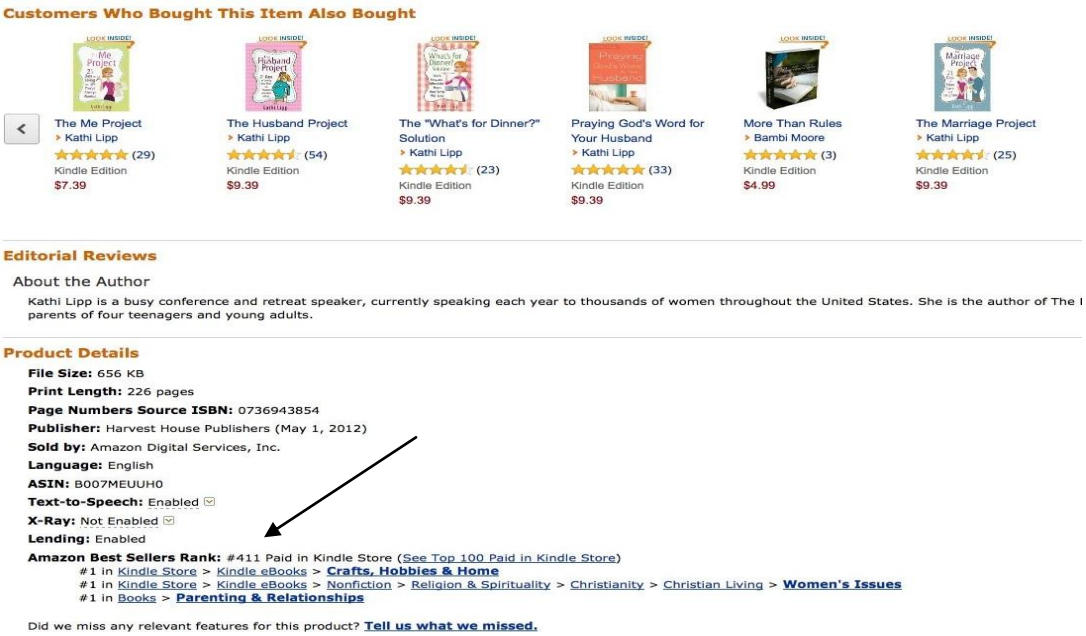


3. Get Yourself Organized Project/May2012/#411

Cute retro cover stands out and you can clearly see what it is.

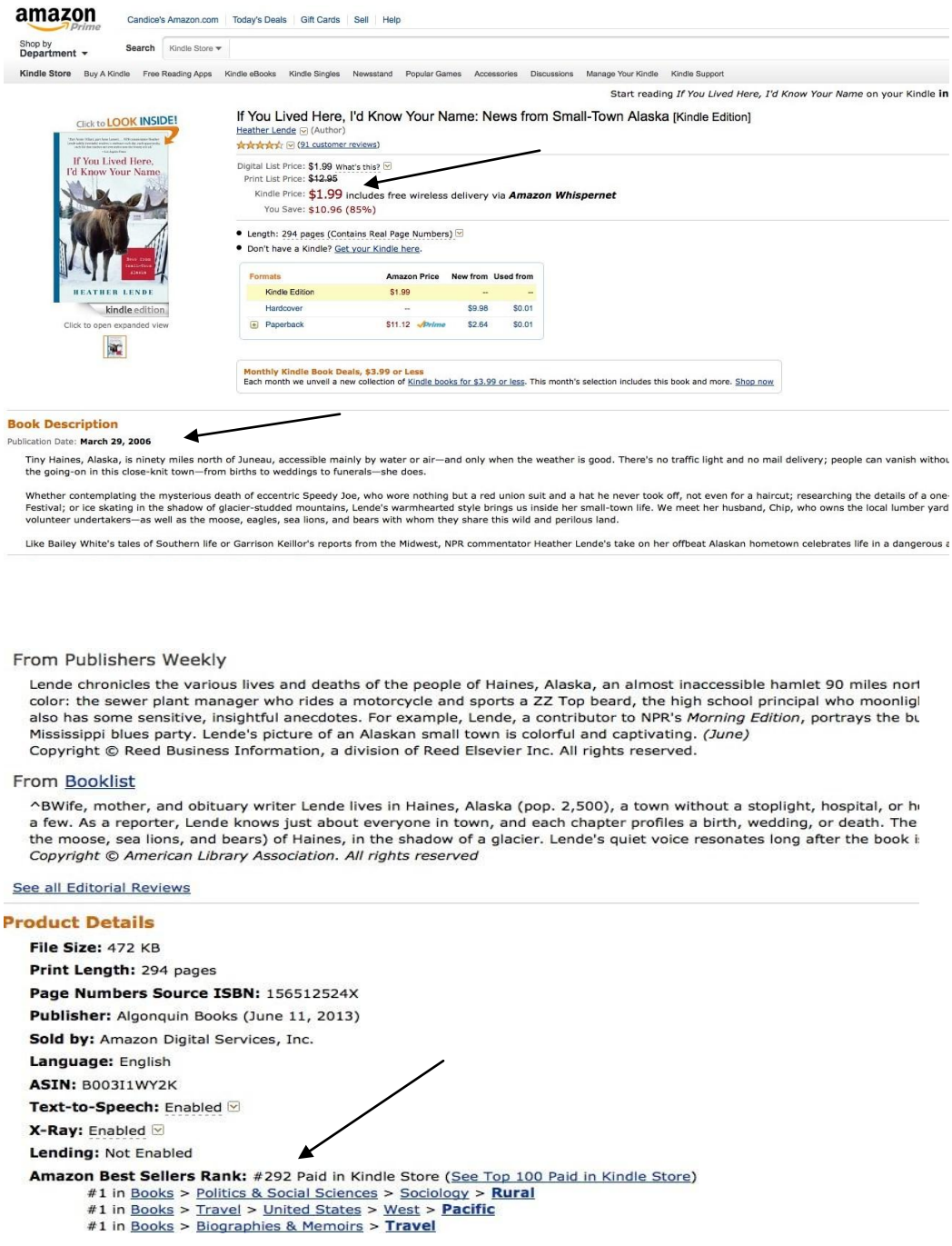


Rank #411



Here's one more:

This one has an original publication date of 2006 and is #292



Are you getting the picture?

Let's talk titles

Here is the formula always to follow when deciding on your book title:

> Primary Keyword Target(s): Secondary Keyword Phrase & Singular Keywords
>
> The primary keyword phrase is an exact match phrase.

Example: The Paleo diet is trending right now so people may look for Paleo Recipes

Here are some actual books on Amazon right now.

> Paleo Kid Snacks: 27 Super Easy Recipes that Kids Can't Get Enough Of (Primal Gluten Free Kids Cookbook)
>
> 30 Days of Amazing Paleolithic Dinners: Easy Gluten Free Recipes (Paleo Recipes Made Easy)
>
> Paleo Diet Cookbook: Over 120 Gluten Free Recipes To Satisfy Your Primal Cravings, Originial Paleo Recipes (Paleo Recipes Made Easy)

Have a promise or a benefit in the title. That is what people are searching for. Also use keywords related to that term as well as the actual keyword.

Can you see the keyword phrases in the titles? These titles are keyword rich! They have more than one search phrase in the title.

Can you see the benefit of choosing a title that people are using for a search term? That is what they are looking for and your book will be one of the first things that comes up when they search because you have purposely made that happen!

Fast Ways to Create Books

Here are some of the fastest ways to create books:

> Photos/illustrations - coffee table books, travels, family history…

Animals - go for the “awww” factor - puppies, kittens, other baby animals

Nature – trees, bees, horses, farm, birds, forests, hiking, etc.

Stories - of courage, success, amazing people, etc.

Book of jokes – kids, family, clean jokes

Favorite recipes - Family, historical, church, potluck recipes, etc.

Sequential photos - Show step by step how to do or make something

Children’s stories – favorite childhood, bedtime, teaching stories,

Guides – travel, nature walks, birds, finding the best _____

OPC – other peoples content/stories

Zero content – journals, diaries, etc.

Talk into a voice recorder and get it transcribed.

Conclusion … But Really, This is Just the Beginning!

So I’ve given you ways to get started and I hope you do.

The question is … will you?

Right now you have 2 choices: to put this eBook aside and hope you can try to find the time to implement the tips and strategies I’ve shared. And, we all know that trying to find the time to get your book done is one of the main reasons you haven’t gotten it done yet!

-OR-

You can decide right now that is this the time for you to finally get your book done.

This is the time for you to tap into the billion dollar industry and marketplace that is ripe and ready for you!

We are clearly in the information age and people are seeking and consuming information at a rapid rate – now is the time for you to give them your information to consume and have you be the one they’re paying!

They’re already buying the information, isn’t it time they buy from you?

Take the next step and get your Kindle book done quickly, easily and with the support and expertise that will guide you through the process every step of the way.

Take the next step and join us for the Kindle Book in a Weekend course and let me help you get published so you can start making money online while you sleep!

In the Kindle Book in a Weekend course we delve into all of these topics and learn even more ways to write books quickly. We go in depth with everything I have talked about here and we create your book in 2 days including publishing it to Amazon.

Now you can continue on and write a book in a weekend with absolutely no experience whatsoever. Go in depth with all of these fast ways to create books and much more.

Go to: www.KindleBookinaWeekend.com

What will it mean to you to have an additional stream of revenue?

What is it worth to know how to do this over and over thereby increasing your passive income every time you publish a book?

Are you ready to write?

Do it now with the Kindle Book in a Weekend course.
www.KindleBookinaWeekend.com

Candi Parker is an Author, Speaker, Publisher and Online Marketing Expert who shows you how to go from ideas and wishes to writing, publishing and marketing your book. Through personal experience and extensive research, Candi has created the most effective system for tapping into the billion dollar industry of eBook sales. Candi stays ahead of the curve on the rapidly changing landscape of book publishing so you can, too!
CandiParker.com