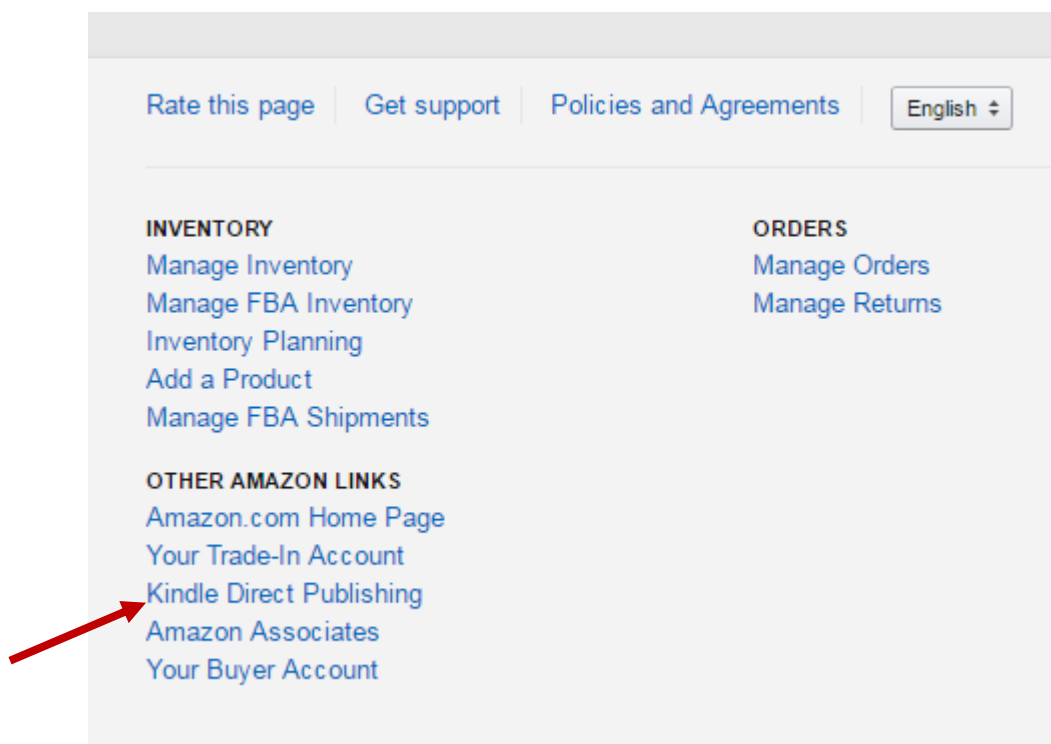


Using Kindle E-books to Get More Sales

This is another little trick that hardly anyone uses and it's so simple. Although admittedly there is a little work involved. You will need either the ability to write a decent 20-30 page e-book yourself, or \$100 - \$200 or so to get somebody else to do it.

List your e-book for free on the Kindle marketplace. You need to do this through Kindle Direct Publishing (KDP) which you should see listed as a link in the footer of your Amazon Seller account.



The purpose of the e-book is to get new customers.

So what should the e-book be about?

Well that obviously depends on the category and niche you are selling in. If you are selling in multiple niches, you will need to create an e-book for each one.

Here are a few examples:

- ❖ Cycle Accessories: *The 50 Most Spectacular Cycling Routes in the US*
- ❖ Maternity Accessories: *How to Look Great Throughout Your Pregnancy*
- ❖ Cat/Dog Toys: *10 Fun & Easy Tricks to Teach Your Cat/Dog*

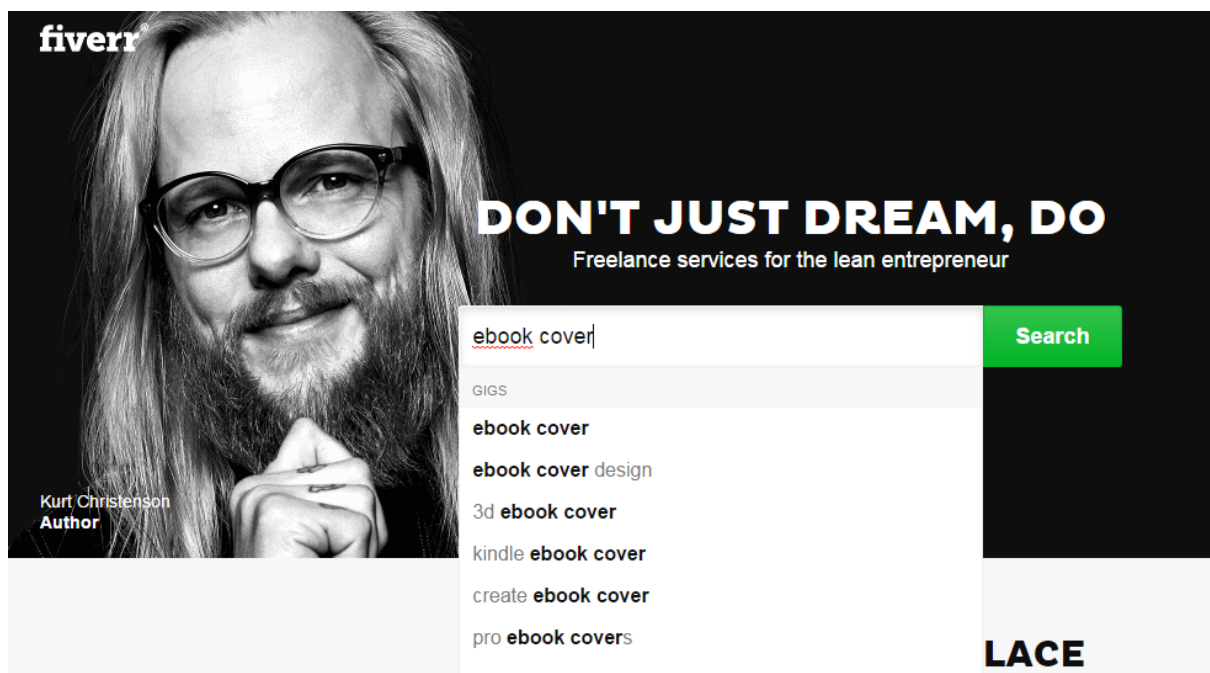
- ❖ Wall Decor: *Bring Your Room to Life With These Wall Decor Tips*
- ❖ Party Supplies: *How to Throw the Best Kids Party Ever*
- ❖ Lighting: *How to Turn a Bedroom into a Mini-Oasis*
- ❖ Office Supplies: *Get More Done With These Office Organization Tips*
- ❖ Cleaning Supplies: *Little Known Cleaning Tips to Save You Time and Money*

You get the idea? **There is nothing and I mean NOTHING that you can't write a related e-book about and make it interesting!**

It's usually better if you can write your own e-book, but if you can't, you can find e-book writers on Fiverr. Try to choose a native English speaker if you are selling in an English speaking marketplace.



You will also need an e-book cover, which you can get designed on Fiverr for \$5



Inside the e-book, make references to your product on Amazon and include the link both at the beginning of the book and at the end, as well as 3-5 times somewhere in the content.

You could also ask the reader to subscribe to your email list to get access to new product discounts and offers (however, you would need a website in order to do this).

You also need an autoresponder in order to collect email addresses and send compliant emails to your list.

Mailchimp (autoresponder) is free until you hit a certain volume. I don't use Mailchimp, but I know others who do. Personally I have always used Aweber which starts at \$19.99 a month with the first month at \$1.

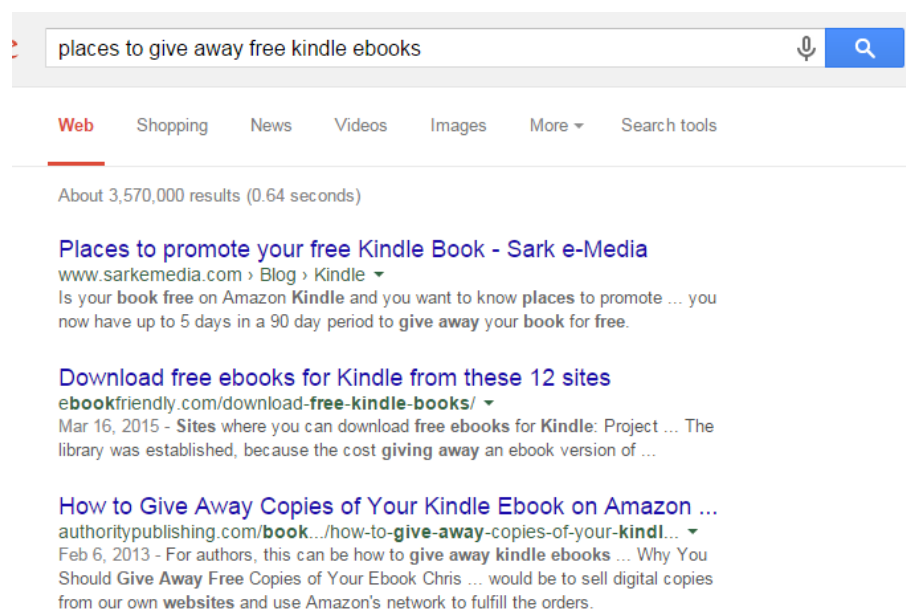
This allows you to collect email addresses OUTSIDE of the Amazon platform – allowing you to send them permission based emails.

Building up a list of email subscribers is very valuable because it means that whenever you launch a new product, you can use your email list to get the first sales and reviews on your listing.

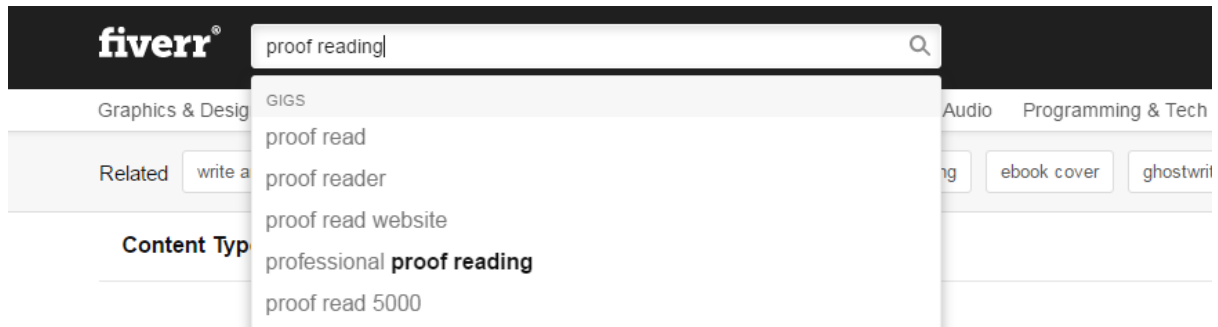
If you don't feel quite ready to start building an email list, you can leave that part out and simply create your e-book with a few references and links to your Amazon listing. Then list it on Kindle as a free e-book.

When it comes to getting downloads of your free e-book on Kindle, adapt as much as possible of the knowledge you gained in this course to help achieve some rankings and visibility. There are other things you can do in order to get more downloads of your book.

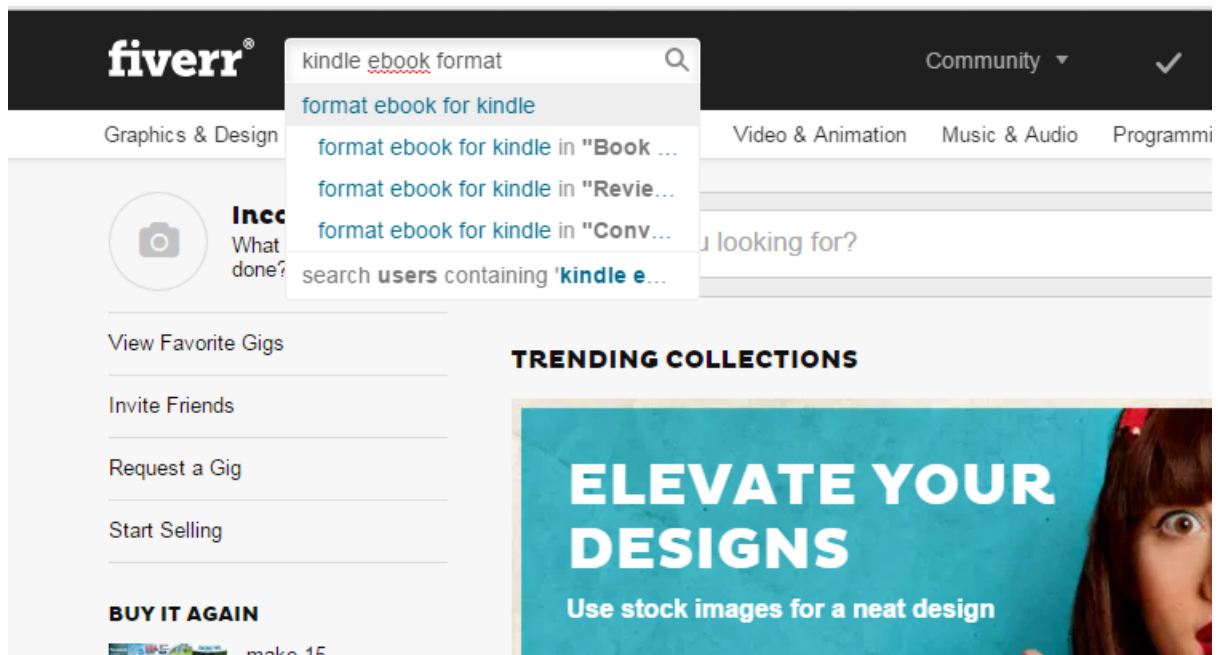
Type '[places to give away free kindle books](#)' in Google to get tons of information on this subject!



Make SURE your e-book is formatted properly, is free of grammatical and spelling errors and reads well. Typically, when you pay somebody on Fiverr to write an e-book, there will have many grammatical errors and possibly spelling errors too. If you don't feel confident proofreading it yourself, get a proof reader to do it. You will find proof readers on Fiverr. As a side note, from experience I have found that sending an e-book back to the freelancer for revision is a waste of time and energy.



You may also need to get somebody on Fiverr to format your e-book to Kindle specifications and convert it into a 'mobi' file to ensure that it displays properly on all devices. You could actually do both of these things yourself, but if you prefer to pay \$5 to have it done for you, just use Fiverr!



Your e-book will remain on Kindle for as long as you leave it there, so potentially it can keep on bringing you visitors and sales indefinitely! 😊

NOTE: To get a lot of downloads of your free e-book on an ongoing basis, you would need to promote it. One way to do this is to upload it to as many free e-book sites as possible.

There are many other ways but they are beyond the scope of this course. However, you should be able to find some useful tips and information by spending some time researching the subject on Google.