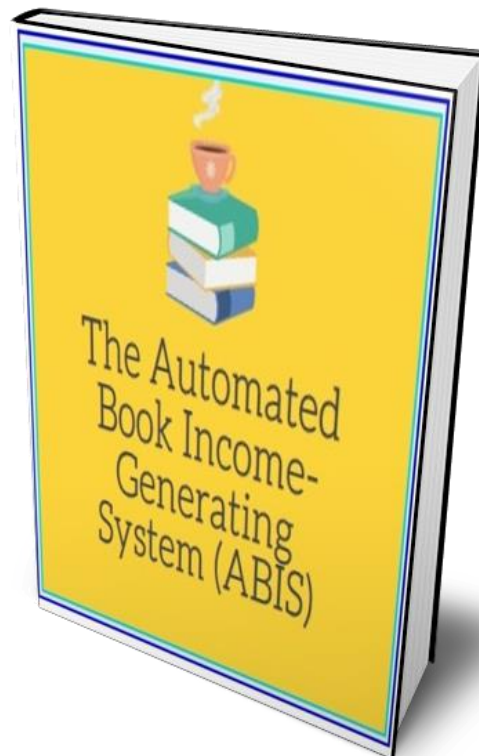


**How To Publish  
Your Own Simple  
Audiobooks In  
An Automated  
Fashion And  
Earn Royalties  
For Life**

*Seyi Obasi*

# How To Publish Your Own **Simple Audiobooks** In An **Automated** Fashion And Earn Royalties For Life

*....So Simple That You Can Collect Your First Payment in ONLY 6 - 9 Weeks From Now.*



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**Seyi Obasi**

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## Introduction

I don't know about you, but I hate waking up on Monday morning to start preparing to commute to work.

I just hate it!

Don't get me wrong. I love my job and I am paid really well.

But I also love relaxing while still getting paid (*a long time dream of mine*).

And that is why I was one of the happiest people when the Covid 19 pandemic forced us to work from home.

Oh, the joy of waking up at leisure, and strolling to my 'office' only 10 seconds away, lol.

It's like being in heaven.

This kind of relaxation and freedom is one of the reasons I started off in self-publishing. I wanted to work from home, doing something that would continue to pay me even when I was not working.

But my self publishing story did not start out well like that!

Truth be told, I struggled at first when I started publishing books.

I could not afford the trainings at the time, so I tried to do research myself to learn.

It was a disaster!

I didn't sell any books, even though I knew my books were awesome. So why was I not selling any?

I had no idea!!

And I didn't know what to do, but.....



Guess what I did? I did a research to find out the best self publishing course there was out there, and then I.....didn't buy it!

It was freaking expensive!!

The next two months, I had series of debates with myself on why I should or should not buy that course.

And after several nail biting, prayers and false starts, I bought the course....

And it was the best decision I could have made at that time.

When I started implementing what I learned, I sold...1....3.....20.....40.....55 books month after month....Yes, just like you, I couldn't believe it.

I was enjoying my new found success.....

And then I heard about audiobook publishing and the potential it had. I mean, people were killing it there and carting boatloads of dollars to their bank accounts.

I had to get in there!

I had to publish audiobooks!!

You would think that my last experience had taught me anything but.....no.

I went hunting on the internet again for 'free' resources and sure, I got some.

But they were just everywhere, and I got confused because it was getting exhausting to piece together everything my research was finding out.

And then...guess what?

Yes, you guessed right.

I found the best training there was on Audiobook publishing and I bought it and got some mentorship with it

And I have been implementing ever since and getting results.

I want to share what I have learned with you.

I mentor many youths, and it breaks my heart to see many of them confused, jobless and clueless.

They want jobs, but the jobs are nowhere to be found

Okay, they now want to do business, but nobody would give them the capital.

Oh, there is online business, and they jump in there, completely unaware of what they are getting into

True mentors are scarce, good trainings are expensive and failure is rampant.

It is my hope that the guidance in this book will help at least one person to find their feet in self publishing and start making actual consistent income just the way I did.

So, go right ahead and dive in. Take notes as you go, but most of all, please implement.

Some things will look overwhelming at first. I know.....I was there. I understand. But despite how overwhelmed you may be, push through the discomfort until you become comfortable. Please push through!

You can go one module or section at a time and implement. Some people prefer to read through and then come back and start reading to implement.....Do whatever works for you!

Nobody is coming to save you. You will hobble a bit while learning....

.....And then within a short time, your results will start to show and overflow.

I am that confident.

And I am hooting for you.

Your Friend,

**Seyi Obasi (@SeyiSpeaks)**

*The Automated Book Income Generating System (ABIS)*

## What is an Audiobook?

An audiobook is a book that allows a person to listen to a recording of the text of the book, rather than read the text of the book. So, it's a book people listen to.

In other words, it is the audio version of an ebook or paperback book.

See some examples below:

<https://www.amazon.com/vdp/8420827735704a308238130305d15caf>

[https://www.audible.com/pd/Beginners-Mind-Audiobook/B08ZYXLTYG?ref=a\\_ep\\_FreeLi\\_c4\\_product\\_1\\_1&pf\\_rd\\_p=44daaab0-3b68-4e68-97f3-0c29100dac49&pf\\_rd\\_r=TNK683NMYYV127EWB54V](https://www.audible.com/pd/Beginners-Mind-Audiobook/B08ZYXLTYG?ref=a_ep_FreeLi_c4_product_1_1&pf_rd_p=44daaab0-3b68-4e68-97f3-0c29100dac49&pf_rd_r=TNK683NMYYV127EWB54V)

[https://www.audible.com/pd/The-End-of-Dieting-Audiobook/B00I8OW9CM?ref=a\\_ep\\_articl\\_c4\\_IProduct\\_1\\_2&pf\\_rd\\_p=ae950b74-ab7a-4b84-ad95-d2c4afb828b2&pf\\_rd\\_r=QGVH1Q8TMSSQ4FWP8K2H](https://www.audible.com/pd/The-End-of-Dieting-Audiobook/B00I8OW9CM?ref=a_ep_articl_c4_IProduct_1_2&pf_rd_p=ae950b74-ab7a-4b84-ad95-d2c4afb828b2&pf_rd_r=QGVH1Q8TMSSQ4FWP8K2H)

## Why AudioBooks?

First, not a lot of people are currently publishing them, so competition is VERY LITTLE compared to Kindle ebooks/Paperback. And people really love them, so they are in HIGH DEMAND.

Secondly, they have varied uses – you can use them as an awesome bonus incentive or gift. And, you can reach a wider and more diverse audience with your books.

Now we know what audiobooks are, lets dive into how to create them

## Module 1: The foundation to success with self-publishing

The number one thing you need to succeed in self publishing is.....*a success mindset!*

When you ask questions like the questions below, it usually shows a weak mindset:

- ✓ Can you guarantee my earnings?
- ✓ Can I make a lot of money without putting in much work?
- ✓ Can I make a lot of money in a few days?
- ✓ How fast can I make \$10k per month?

Did you notice that none of the above questions ask about what they would need to put in to earn their desired income?

Truth is....

The people who fail and those who succeed and build successful publishing businesses will be given the exact same information. The only difference will be their mindset and the actions they take.

### **The 5 Essentials of Success With This Program:**

1. Work hard at your normal job and save as much as you can
2. Invest and reinvest (both time and money)
3. Focus and become obsessed with achieving your goals
4. Don't stray from the path
5. Learn from your mistakes and implement

You need the *“nothing will stop me”* mindset. When a problem arises, you find a solution and keep on going. Name any problem that you can have in publishing, and this course has the solution to it. Have this mindset and nothing else will matter.

Don't see roadblocks, just see speed bumps. Problems will arise everyday but they don't matter

'No excuses' is the way to success

Now that we have that out of the way, let's see an overview of the ***Automated Book Income Publishing System (ABIS)***, which is the publishing system that this book explains in full.

Note that I will be using the abbreviated version, ABIS, in the rest of the book to refer to this system.

## **The ABIS Publishing Process**

I need to mention also that the ABIS takes you through publishing your book as an ebook first, and then as an audiobook

Why?

One, you get two streams of income for the same book (smart, eh?) Also, in order to publish your audiobook on audible, you are required to have it published as an ebook first

However, we are going through this process keeping 'audiobooks' in mind. And what this means is that, we are more focused on creating a killer audiobook than a killer ebook.

There are about 19 steps in the ABIS process, summarised below (this includes the process from keyword research to publishing your ebook to your audiobook.

### **1. Account creation and setup**

- Before anything, you need to set up your various accounts that you would be needing

### **2. Keyword research**

- Before you can begin creating your book, you need to do keyword research to know what your book will be about.

### **3. Create your book title**

- Choose a title for your book that sounds appealing and let it be something that people are searching for.

### **4. Write your book outline**

- Your book title and outline will be created together. This includes doing the research for everything you want included in the book and filling out the ABIS outline template.

### **5. Have your book written**

- Create your book yourself for free OR
- Hire a ghostwriting company or a freelance writer to write your entire book for you.

### **6. Create your front book cover**

- This includes the rectangular front cover for the ebook and the square front cover for the audiobook.

### **7. Build your Automated Review System**

- This includes creating your business email address, lead magnet, landing page, email list and email sequence. You can easily complete all of this in 1 week.

### **8. Proofread and edit your book**

- You have to proofread and edit the entire book until you are 100% confident and satisfied with it.
- Slacking on this step will be detrimental to your publishing business.

### **9. Format your book**

- Format the inside of your ebook so it looks attractive and professional.

**10. Write your book description**

- This is your sales pitch. A very well-written description can literally double your book sales.

**11. Publish your ebook to Amazon**

- This includes uploading your covers, book files, choosing your price and entering all metadata.

**12. Gather reviews for your ebook/paperback book on Amazon**

- You need initial reviews because it will take some time for your ARS to take effect.

**13. Begin the narration process for your audiobook**

- Claim your book on ACX as soon as it's published on KDP and begin your search for a narrator (or narrate yourself). Once you find the perfect fit for your audiobook, agree on a price and send them the manuscript.

**14. Run AA ads for your ebook**

- This is how you will drive consistent traffic to your books.

**15. Create the ebook version of your bundle**

- This includes creating a brand new title, new cover, new description, formatting the 2 books together as one, getting the paperback cover made and publishing it on KDP as a brand new ebook and paperback book

**16. Review the narration audio files and submit them for review**

- When narration is complete, and you confirm that the audiobook meets all of the quality standards, your audiobook will be up for sale on Audible.com about 2-4 weeks later. Almost same timeline with Author's republic and other platforms.



**17. Gather reviews for the audiobook**

- Once your audiobook is live, use your ACX codes to gather reviews for your audiobook.

**18. Create the audiobook bundle and submit it to ACX for review**

- As soon as both your audiobooks are narrated, download the audio files for both books and upload them for your bundle audiobook.

**19. Make money and repeat until satisfied**

There you have it. That's everything that goes into the ABIS publishing process

Next, we will examine how long the publishing process takes

### **The Publishing Timeline**

I do not know what your publishing timeline will be because it will be different for everyone.

But based on someone who takes action and continues taking action, the timeline below would be feasible and reasonable.

- ✓ Keyword research: Max. 1 week
- ✓ Writing an outline: ~ 1-2 days
- ✓ Writing of your book: ~ 3 weeks (depending)
- ✓ Proofreading and editing: ~ 2-3 days or 1 week if revisions are needed
- ✓ Publishing and KDP review: ~ 12 hours

**TOTAL: 6 - 7 weeks**

It will take about 6-7 weeks from when you start doing keyword research to when your first ebook is published and making its first sales.

## **Publishing your audiobook**

Like I said before, you cannot begin the production of your audiobook until your ebook is published to Amazon. As soon as that happens, the audiobook publishing process begins, and the following timeline is feasible.

Finding the right narrator: ~ 2-4 days

Narration of your audiobook: ~ 2 weeks

ACX (or other) review of your audiobook: ~ 2-4 weeks

**TOTAL: 4 - 6 weeks**

It will take about 4-6 weeks from when your ebook is published to when your audiobook is available for sale on Audible and making sales.

From start to finish, the entire publishing process takes about 10 - 13 weeks.

Trust me, this is an acceptable time to start and run a high quality publishing business that works!

## **Publishing expenses and budgeting**

### **How Much Does It Cost To Create An AudioBook**

The answer is..... it depends. It depends on a few things, but the main factor is how much of the work you decide to outsource, and how much work you want to do yourself

Everyone has a different amount of starting capital. Some people have a lot of money to invest which is a big advantage and some people barely have any money. And that's ok.

### **Publishing expenses**

Let's go through all of the expenses you will encounter, broken down into categories. The majority of these expenses will be if you decide to outsource

everything. However, you can do all these yourself, you will spend NOTHING to get your books published.

### **Cost to create your ebook**

- ✓ Keyword research (\$97 or use free resources and spend \$0)
- ✓ Book writing - \$300 to \$600 (if this is outsourced or you do it yourself for \$0)
- ✓ Front cover - \$7 (do it yourself for \$0 with canva.com)

**TOTAL:** About \$400 - \$700 per book or \$0 if you do it yourself

**Note:** Writing your own book is easier and faster than you think (more on this later)

### **Cost to create your audiobook**

- ✓ Narration - About \$150 (at the minimum) or do it your self
- ✓ Audiobook cover - \$7 (or do it yourself for \$0)

**TOTAL -** \$157 per book to create your audiobook (or \$0 if you do all yourself)

**Note:** Narration is the one area where I don't recommend anyone do it themselves (unless you are an experienced narrator and have the right equipment) because it's so important and not that expensive.

However, you can use the infamous royalty split if you are really pressed for cash! (More about that later)

Okay, I know what you are thinking – this may seem like a lot of expenses, but actually, it is not, especially when you understand that you are creating an asset that can make you money for the rest of your life.

Don't be afraid to invest in your publishing business, but also don't be afraid to write your books yourself. The only way you are screwed is if you are afraid to do both of these.

It's all about having your priorities straight and having a long term perspective and be patient.

## **How to avoid account termination with AMAZON/AUDIBLE**

*This is an insanely important lesson!!*

I just wanted to emphasize again that, in order to publish an audiobook to audible (which is owned by amazon), you need to publish it as an ebook to KDP first (which is also owned by amazon). However, to publish to Author's republic and all other platforms, you can publish straight as an audiobook.

However....

The only thing that can stop your publishing business from making you royalties every month for the next 10+ years and achieve your ROI is account termination, especially with amazon.

So, we need to make sure that never happens.

There are a few major rules that you must follow at all times. These are very easy to follow, but you need to know them now.

These are rules that you must follow for your entire publishing career. Here they are:

1. No Plagiarism (do thorough plagiarism checks, cite references)
2. No Infringing on trademarks (do trademark searches)
3. NO multiple accounts. Under any circumstances. (Same IP address)
4. No manipulation of reviews (no reviews swaps or fake reviews)
5. Producing low quality content
6. Manipulating Amazon's algorithm (getting fake downloads for your book)
7. Taking advantage of loopholes (price striking, the KDP page reads loophole)
8. Leaving negative reviews on your competition
9. False or misleading metadata
10. Using pen names that are the same or similar to other famous authors

11. Publishing your book outside of Amazon or Audible while being enrolled in KDP Select
12. Any other funny business

That is all for Module 1. We are moving on to Module 2

## Module 2: Starting Your Publishing Business

In module 2, we will discover everything you need to set up the foundations for your publishing business.

Let's go.....

### What You Need To Set Up Your Amazon Accounts

Although Nigerians are allowed to have KDP amazon accounts, the platform (ACX Audible) where audiobooks are published is open to ONLY four countries – UK, Ireland, Canada and USA.

So, before you create a KDP or ACX account, we need to get you a legal address from US, UK, Canada or Ireland.

The below is the process to get a UK, US, Canada or Ireland address if you do not live there...

- Log into [www.reship.com](http://www.reship.com)
- Click on 'get your virtual address' now
- Sign up – choose your country and you have a UK, USA and Canada address (USA recommended)
- Copy the address generated

### Get a USA Bank account

Next, you need to open a USA bank account via [www.payoneer.com](http://www.payoneer.com).

- Log into [www.payoneer.com](http://www.payoneer.com)
- Complete your details (Use your own local address and details because you need to submit an identification)
- Copy the bank account generated and keep your password safe

**Note:** Every Bank has its own SWIFT code. Google your bank's swift code

## **Get a Tax ID Number from the US**

You need to complete your tax information when you set up your publishing accounts.

You can either get an EIN (if you have a business name for your publishing business) or an ITIN for individuals outside the USA. You get them for FREE.

### **Get an EIN for your business**

Anyone in the world can get an American EIN number by calling the IRS and applying. However, you need to register your publishing business first in your own country.

I suggest that you go download and fill out form SS-4 from the IRS before calling them. Get the form here:

[https://kdp.amazon.com/en\\_US/help/topic/G201622280](https://kdp.amazon.com/en_US/help/topic/G201622280)).

Fill the form before calling because many of the questions you will be asked on the phone will be on this form. This way you know what to expect and which answer to give when they ask you certain questions.

After completing the form, you are ready to call the IRS! (All networks have options for international calling)

IRS phone number - +1 267 941 1099 then choose option 1.

They are open Monday to Friday from 6am to 11pm ET.

It may take a few minutes or 30 minutes or longer to get connected with someone.

Once you get connected, just answer all of their questions truthfully. Don't stress out, it shouldn't take more than 10 minutes.

You will get your US EIN number at the end of the call. Be sure to write it down.

You will get official documentation in the mail a few weeks later.

## **How To Get A Taxpayer Identification Numbers (TIN)**

Use Form W-7 to apply for an IRS individual taxpayer identification number (ITIN). You can also use this form to renew an existing ITIN that is expiring or that has already expired.

An ITIN is a 9-digit number issued by the U.S. Internal Revenue Service (IRS) to individuals who are required for U.S. federal tax purposes to have a U.S. taxpayer identification number but who do not have and are not eligible to get a social security number (SSN)

Website: <https://tinyurl.com/getanitinnnumber>

### **Do I need an ITIN?**

Does the following apply to you?

- ✓ You do not have an SSN and are not eligible to obtain one, and
- ✓ You have a requirement to furnish a federal tax identification number or file a federal tax return, and
- ✓ You are in one of the following categories:
  - Nonresident alien who is required to file a U.S. tax return
  - U.S. resident alien who is (based on days present in the United States) filing a U.S. tax return
  - Dependent or spouse of a U.S. citizen/resident alien
  - Dependent or spouse of a nonresident alien visa holder
  - Nonresident alien claiming a tax treaty benefit
  - Nonresident alien student, professor or researcher filing a U.S. tax return or claiming an exception

If so, then you must [apply for an ITIN](#).

Complete the form and submit it



Now that we are done with the preliminaries, we are ready to set up your accounts.

## **Publishing Accounts To Set Up**

In this section, we will set up your accounts. This is a practical part so you need to implement as you go.

### **Set up your KDP account (Kindle Direct Publishing)**

This is the publisher's side of the Amazon Kindle store and where you publish all e-books and paperback books.

- Go over to [www.kdp.amazon.com](http://www.kdp.amazon.com) and open an account. This first step is necessary so you can commit yourself to the project. (If you already have an amazon account, then that is what you want to use)
- Use an email that you open frequently because they will communicate with you.
- Use your real names, generated USA address and other relevant details. Use your local phone number that you receive sms on – you need this to receive your OTP
- If you're doing this from Nigeria then you'll need a US bank account to receive payment. You can get a free US Bank account from Payoneer (already covered earlier)
- Amazon deposits your royalty into your Payoneer account. You can then withdraw the money from your payonner account to your Nigerian Bank account

**Note:** You should put the exact same information in both your KDP and ACX accounts.

### **ACX account (Audiobook Creation Exchange)**

This is the publisher's side of Audible and where you publish all audiobooks.

- ✓ Go to [www.acx.com](http://www.acx.com)
- ✓ The information you put in here will be similar to the kdp account above
- ✓ Click to sign up now and use the same email you used to set up your KDP account
- ✓ Fill out all your personal information where it is asked.
- ✓ Indicate that you are a publisher
- ✓ Then set up your payment information and tax information
- ✓ Use the details of your payoneer account here – google the swift code of your bank
- ✓ For tax information, click 'complete tax interview' and choose 'individual' and complete the other information asked
- ✓ Review and submit after validating your tax information

### **Author's Republic**

This is another audiobook publishing platform that is unrelated to Amazon.

- ✓ Log into [www.authorsrepublic.com](http://www.authorsrepublic.com)
- ✓ Log in and register an account.
- ✓ Complete your details and information and you are good to go

### **FindawayVoices.com**

This is another audiobook publishing platform that is unrelated to amazon. the publisher's side of Audible and where you publish all audiobooks.

- ✓ Log into [www.findawayvoices.com](http://www.findawayvoices.com)
- ✓ Log in and register an account.
- ✓ Complete your details and information and you are good to go

## Module 3: The ABIS Approved Keyword Research Method

### Introduction to keyword research

Keyword research is the most important step in the entire publishing process.

You could have the most informative book with the best cover and an award winning narrator, but if your book is not about a subject that people care about, no one will buy it.

### Mistakes Beginner Publishers Make

#### 1. They never do adequate keyword research.

Most people get all excited about publishing and then rush off to publish a book on a topic they're EXCITED about without knowing beforehand whether the topic is profitable or not. Then after the book is published and they see no sales they get discouraged and say that publishing doesn't work.

Let me ask you, would you sell a block of ice to the Eskimos? do you think they would buy? probably not.

Why? because ice is abundant around them....there's no demand for it (i.e. they're not going to pay for your ice when they can get it free)

It's the same in business and certainly in publishing. You have to confirm people are willing to PAY money to purchase books on the topic you want to publish a book in **BEFORE** you commit money

You need to do accurate research to figure out which keywords are profitable with good demand.

Your title needs to be optimized for keywords.

I see plenty of people make the mistake of publishing books on a topic they're

passionate about (regardless of whether it's profitable or not). The right way to go about it is to check for topics that are in demand and people are paying for. Once you confirm that the keyword is profitable, you then go ahead and create a book on that topic (making sure your book approaches the topic from a different angle i.e. your own unique value proposition)

For e.g. let's *assume* the keyword "Relationship Advise" is profitable

1. You've checked and found that the keyword is profitable and plenty of books published in it are doing well
2. You want to publish your own book on the same topic but there are already plenty of books on the topic so you have to go one step further - you niche down e.g. yours could be for a very specific market...say Relationship Advise For Ladies Over 30 Years Old or Relationship Advise For Men in Business etc.

That's the idea of keyword research

## **How to do a highly effective keyword research**

To do the best keyword research for your book.....I recommend you use the **SLERP Method**:

What is the SLERP method?

SLERP is my method for keyword research. It is an acronym for:

- Sweep - Sweep for keywords
- List - Compile a list of keywords
- Evaluate - Evaluate profitability
- Remove - Remove unprofitable keywords
- Publicize - Publish your top keywords

It is good to think outside the box with new and original keywords. But do NOT niche down too much. This really is one of the most common mistakes I see students making.

Some people want to publish in keywords that no one has ever heard of because they think they've found some secret gold mine. If that's the case, then there are probably not many consumers that are searching for the keyword either.

One other thing to remember is that you are searching for keywords that would be suitable for **audiobooks**, not just ebooks.

Before we continue however, let us look at niches to avoid and those to be in, for audiobooks

### Niches to be in and niches to avoid

The publishing niches that **you want to avoid are ones that:**

1. Don't work well for audio (requires graphics or can't be consumed while multitasking). For example,
  - ✓ Cookbooks
  - ✓ How to draw, coloring books etc.
2. You need to be an authority to compete (Fiction)
  - ✓ Sci-Fi
  - ✓ Fantasy
  - ✓ Mystery
  - ✓ Crime Thriller

**The Niches to be in for audiobooks are:**

- ✓ Business and money
- ✓ Self help
- ✓ Health, fitness and dieting
- ✓ Computer and Information Technology

What do these niches to be in have in common?

1. They are in very high demand. We always focus on the niches with the very highest demand.
2. The information is more valuable in audiobook format. For example, self development information is more valuable in audio format because it has a greater impact on the listener when it is spoken as opposed to just read off a page.
3. The target audience prefers information in audiobook format. For example, busy people prefer to consume information while they are commuting or running. Business & Money is popular among these people.

## **Tools needed for Keyword Research**

I will recommend some paid tools and some free tools for you to use

### **Using paid software**

For the paid tools, I recommend KDPRocket (\$97) or KDSPY(\$47). These are great software, by the way.

Sometimes manually going through the kindle search bar searching for keywords can be a pain in the behind. If you want this whole process to be a bit easier and automated, you can use the software called "KDP Rocket".

It allows you to research a LOT more keyword ideas (hundreds and sometimes thousands). In addition, it can analyse the keywords at the click of the "analyze" button and give you critical information about it.

It cost \$97 (one-time fee)

See how it looks like:

The screenshot shows the KDPROCKET website interface. At the top, there are navigation tabs for KEYWORDS, COMPETITION, AMS KEYWORDS, and CATEGORIES. Below this is a search bar containing 'back pain'. The main content is a table with the following columns: KEYWORD, NUMBER OF COMPETITORS, AVERAGE MONTHLY EARNINGS, GOOGLE SEARCHES/MONTH, EST. AMAZON SEARCHES/MONTH, and COMPETITIVE SCORE. Each row represents a keyword and includes an action button (CHECK COMPETITION or ANALYZE).

KEYWORD	NUMBER OF COMPETITORS	AVERAGE MONTHLY EARNINGS	GOOGLE SEARCHES/MONTH	EST. AMAZON SEARCHES/MONTH	COMPETITIVE SCORE	
back pain	8,962	\$634	90500	6,467	100	CHECK COMPETITION
back pain permanent healing	21	-	N/A	<100	-	ANALYZE
back pain bible	203	-	N/A	1,108	-	ANALYZE
back pain free book	235	-	N/A	<100	-	ANALYZE
back pain exercises	1,025	-	8100	567	-	ANALYZE
the end of back pain	4,324	-	20	624	-	ANALYZE
back pain cure	355	-	N/A	734	-	ANALYZE
back pain books	8,953	-	N/A	464	-	ANALYZE

At the bottom of the table, there are buttons for EXPORT and VIDEO TUTORIAL, along with an illustration of a space helmet.

## Using Free Tools

The tools below are FREE tools. They are Chrome browser extensions, so for each of them, just google their names and search for the chrome plugin and add to your chrome browser.

I recommend you pin them to your browser so that anytime you are doing keyword research, they will automatically give you the results of your research.

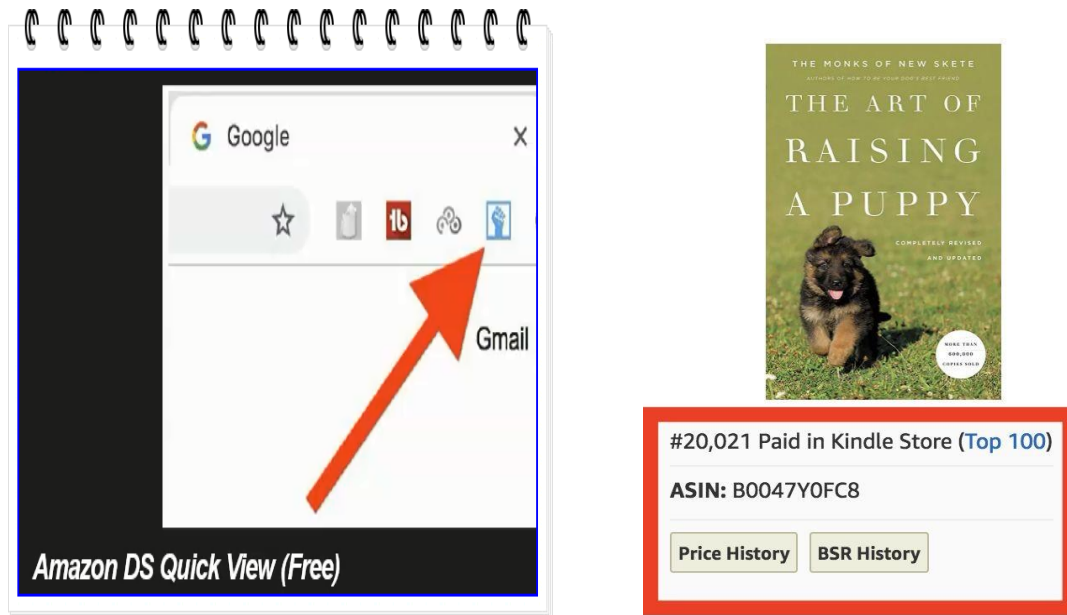
Download and add the following chrome plugin/extensions to your chrome browser

- ✓ Amazon DS Quick View
- ✓ Amz suggestion expender
- ✓ Self publishing titans
- ✓ [www.answerthepublic.com](http://www.answerthepublic.com)



This way, anytime you open up the kindle store to do a research, the icons will be on the right side of your browser and you can click on it there.

***This is how amazon DS looks on your browser:***



***This is how it looks when you are doing keyword research***

## The Process of conducting your keyword research

There are 5 processes involved in the keyword research I will show you, using the acronym SLERP:

### 1. S – SWEEPING FOR KEYWORDS

The sweeping process mostly happens in one place: The Kindle best sellers list

The kindle best sellers list is our most valuable resource for finding keywords that people are buying in the masses

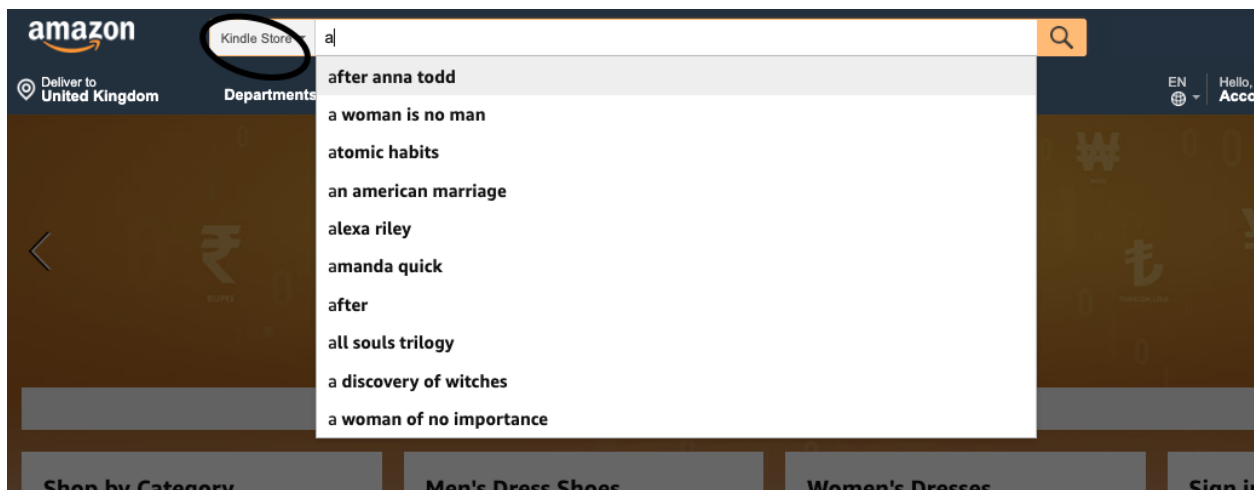
So, you can truly search through the entire Kindle store and find every keyword that is selling well. This is the only resource you need to find profitable keywords

How to do sweep for keywords?

## Use The Kindle Store Search Bar

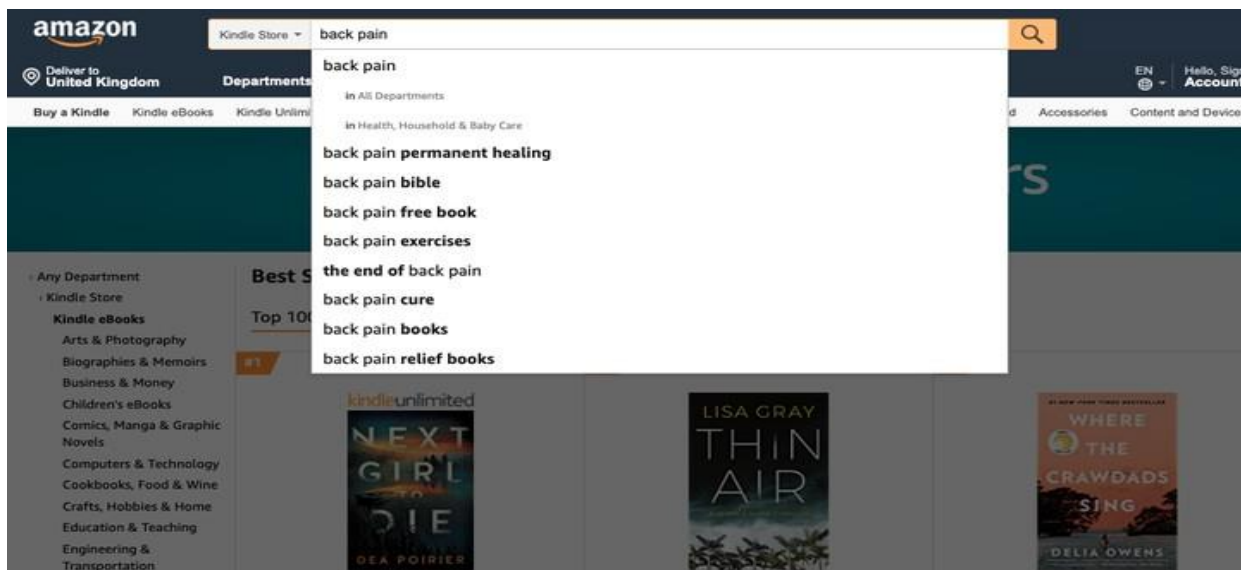
Google 'Amazon best sellers', then select Kindle store, then Kindle ebooks and then nonfiction. These 20 categories in non-fiction are everything you need.

When you go on the Amazon store and you are in the category you are interested in, navigate to the search bar and start typing in letters in the search bar e.g. typing in the letter "a" causes Amazon to reveal keywords customers are searching for that begin with the letter a.



You have to painstakingly go through all the letters a - z and different combinations of it. It helps if you have an idea what you want to publish in e.g. if you're interested in something to do with back pain, you could type "back pain" in the search bar and Amazon will pull up a list of keywords relating to back pain that customers have used to search for books.

You jot down all those keywords and several combinations of them.



Another thing you can do is to hover your cursor over the title of each of the top 20 books (the title and subtitle should give you an idea of the central message of that book) and then add every keyword that you find in these best sellers lists to your list of keywords.

For example, a book that says 'keto diets for professionals', the keyword here is keto diet (get the idea?)

A book whose title is \*money wisdom\* with subtitle \*budgeting for entrepreneurs\*, the keyword here is budgeting

These are just examples

## Niching Down The Right Way

Before we move further, I want to demonstrate one of the key concepts you need to be successful as a publisher - niching down.

Let's assume that the keyword "backpain" or "back pain" is a profitable keyword. We've decided we want to publish a book under that keyword.

Nice...what then?

While some publishers rush off to publish a book titled "Backpain - Your Beginners Guide to Backpain", the savvy publishers out there will dig deeper.

First of all, what do we know about this keyword?

When we run the keyword through KDP Rocket, we discover some more details about it.

1. It's not a very popular keyword (monthly search term is less than 100)
2. People who search that keyword use a longer version e.g. back pain exercises, back pain bible.
3. The extended versions of the keyword are arguably more profitable than the much shorter keyword "backpain"

...so we know that there's a more profitable interest in "back pain cure", "back pain exercises" etc.

However, we notice that **back pain cure** has only 355 competitors when compared to "**back pain exercises**" which has 1028, BUT more people search "back pain cure" each month!

Some publishers will immediately go with a book titled "back pain cure"

But...the truly elite publishers go for MORE...they always think "*how can I get the best of both worlds?*", they want exposure to these two keywords without leaving any out.

Personally, If I was publishing in this keyword, I would go for:

***Back Pain Cure: 20 simple exercises that will help you relieve your back pain in 30 days***

How many keywords do I have exposure to?

Let's see..

1. Back Pain
2. Back Pain Cure
3. Back Pain Exercises

### **What does your book title convey to the customer?**

1. They know exactly what the book is all about (back pain)
2. They know exactly how many exercises you're showing them
3. They know the exercises won't be too complicated (you said its simple)
4. They know when they can expect to start seeing results if they follow through (you set a 30 days expectation)

This is an example of a compelling book title...coupled with a great book cover, description and price, you can expect this book to do well (*if the keyword backpain is a profitable one*)

If you want to take it a step further and differentiate yourself, you could niche down even further to "***Back Pain Cure For Pregnant Women***"

Other places you could search for keywords include:

### **Book Stores**

Another place you can get keyword idea is in shops/book stores. When you go to some stores and head to the magazine/book section, keep your eyes peeled for the books that occupy the front shelf. Do they have anything in common?

Is it a popular diet? Is it to do with gardening? etc. Those books that usually occupy the front shelf do so because they sell very well. If it does well in an offline store, what's to say it cannot do well in an online store?

Once you identify what the keyword is, you've checked and confirmed that the keyword is not trademark protected and you know the keyword is profitable, you're good to go.

So yeah....offline bookstores/shops is also a place to look for keyword ideas

**N/B:** It's not entirely far fetched to apply this concept to other stores like Shoprite. You can head to the nearest Shoprite store next to you, call one of the salespeople to one side and ask them what their best selling products are.....and go over on Amazon and see which ones lend themselves to a book.

### **How to check your keyword for trademarks**

You must be absolutely sure that the keyword you have selected is not trademarked. It is absolutely important and the video (also attached to your purchase) will show you how to do the trademark clarification.

## **2. L – COMPILING A LIST OF KEYWORDS**

The second step in the SLERP keyword research process is compiling a list of keywords.

Your list is super important to keep track of all of your keywords gotten during your research

This is where all your documentation will take place.

Use the attached SLERP sheet to save your keywords

## **3. E – EVALUATING PROFITABILITY**

You want to publish ONLY profitable keywords.

### **What makes a keyword profitable?**

It has high demand and low competition. Which means there are a lot of people buying books and audiobooks on this topic and not a lot of people selling.

Ultimately, its demand and competition that determine the profitability of a keyword

Look at the BSRs (Best Sellers Rank) of other published books in the keyword, in the Kindle store (The BSR is one of the information your keyword research tools will show you)

### How To Determine High Demand.

See the number circled in red below? You can view demand with the Amazon DS Quick View.



The smaller the number, the more competitive the keyword. For example, this book at No. 5 is more competitive than a book at No. 20

### ***The lower the average BSR, the better the keyword***

This determines that there is a market for people buying books on the keyword. It is the only number you need to determine if there is demand or not.

### Disclaimer

However, this is not a definitive science, but a “rule of thumb”.

Seriously, one person can have no success in a keyword and another person can have massive success in the same keyword. The difference in results is because of their execution.

## How To Determine Low Competition

We do this on the audible website, using 2 factors:

1. How much competition is there?
2. How strong is the competition?

Go to [www.audible.com](http://www.audible.com) and search for your keyword

Sample result for 'puppy training' search below:

The screenshot shows the Audible search results for "puppy training". At the top, it says "Showing results for 'puppy training'" and "All Categories 104 results". A red arrow points to the "104 results" text. Below this, there are filter options for Categories (Self Development (104), Kids (1), Teens (1)), Filter By (New Releases, Length, Language, Program Type, Program Format, Whispersync), and a list of audiobooks. The first audiobook is "Potty Training: How to Potty Train Your Puppy in Just 7 Days" by Ethan Adrian, with a regular price of \$3.95 and a "Free with 30-day Trial" button. The second audiobook is "The Puppy Training Handbook" by Kaelin Munkelwitz, with a regular price of \$19.95 and a "Free with 30-day Trial" button. The third audiobook is "Dog Training: How to Train a Dog and Puppy" by Cybophobia, with a regular price of \$14.95 and a "Free with 30-day Trial" button.

This search has 104 results

The number of Audible search results determine the competition for the keyword.

< 50: **Very little competition**

50 - 100: **Minimal competition**

101 - 200: **Low competition**

201 - 300: **Medium competition**



301 - 500: **High competition**

> 500: **Too much competition**

## How Strong Is The Competition?

Strong competition is when you are competing against authority figures.

An authority figure is an established author with a brand and audience.

How can you spot a book by an authority figure? Look at how many reviews their books have. If an audiobook has 50+ reviews, it is more likely an authority figure.

The fewer authority figures in your search result for your keyword, the better for you.

Search the keyword on Audible.com and look at how many reviews the audiobooks on page 1 have. You want 3 or less authority figure books on page 1.

See image below:

The image shows a grid of audiobook listings on Audible.com. Each listing includes a cover image, title, author, narrator, length, release date, and a star rating with the number of ratings. Two red arrows point to the books 'The Book on Rental Property Investing' (4,087 ratings) and 'Real Estate Investing in 2019' (24 ratings).

Book Title	Author	Reviews
The Book on Rental Property Investing	Brandon Turner	4,087 ratings
Real Estate Investing in 2019	Brian Ferrandino	24 ratings
Rich Dad Advisors: ABCs of Real Estate Investing	Ken McElroy	1,820 ratings
The Weekend Millionaire's Real Estate Investing Program	Roger Dawson, Mike Summey	647 ratings
The Book on Investing in Real Estate with No (and Low) Money Down	Brandon Turner	2,135 ratings
Real Estate Investing for Beginners: Earn Passive Income with REITs, Tax Lien Certificates, Lease, Residential & Commercial Real Estate	Michael Ezeanaka	1 rating

The books with 50+ reviews are usually by authority figures.

Use the key below to determine the competition level of your keyword:

Numbers of audiobooks with 50+ reviews:

0-3: ***Weak competition***

4-6: ***Medium competition***

7-9: ***Strong competition***

10 or more: ***Filled with authority figures***

***So lets recap.....***

The 3 profitability factors are:

1. Avg. BSR
2. # of Audible search results
3. # of audiobooks with 50+ reviews

These 3 factors will tell you how competitive your keyword is.

Your SLERP sheet will also be useful in keeping track of these numbers for you. Include these numbers in your list and the sheet will assign a score to each of your keywords

#### **4. R – REMOVE UNPROFITABLE KEYWORDS**

Now, you need to eliminate the keywords that “don’t make the cut”.

So, from your master list of keywords (already listed on your SLERP sheet), trim it to a final profitable list that contains your top 10 keywords. Do your elimination based on the 3 factors already discussed (BSR, No. of search results and no. of reviews)

The final score will be calculated on your SLERP sheet

#### **5. P – PUBLISH YOUR FINAL KEYWORDS FOR YOUR BOOK**

You are going to select two keywords from your Final List to turn into audiobooks.

For your first round of publishing, you are going to create and publish 2 separate ebooks/audiobooks with your final set of keywords. Then these 2 audiobooks will be bundled together to create a 3rd audiobook, and you get 3 for the price of 2.

Bundles (more than 1 book sold together as a bundle) are free to make and can make even more money than your singles

Think about your future bundle so that the 2 keywords you choose must be related and work well together as a bundle. The 2 audiobooks you create can be about the same keyword, but then the books themselves must be different from each other.

Now that we have chosen our keywords, we need to craft the title of our books and we will learn that in the next module

## Module 4: Title Creation

### The importance of your title

The title of your book is so so super important as it is the single biggest factor in rankings for keywords on Audible.

Your title serves two purposes and two purposes only:

1. SEO (search engine optimization)
2. Hook the customer

You need to optimize your title accordingly and every word in your title should serve one of these two purposes.

**At the end of the day, it's all about visibility.**

You can have the best quality book BUT if it's not visible i.e. if your customers can't find your book in the OCEAN of books, you won't be successful.

**Poor Quality Book + Excellent visibility** = Good initial sales (eventually sales will drop due to lots of negative reviews on it)

**Poor Quality Book + Poor Visibility** = No sales (Why bother? you might as well not have spent anything!)

**Good Quality Book + Poor Visibility** = Little or No sales (you might make some sales initially but your book will start spiralling downwards to no sales land)

**Good Quality Book + Excellent Visibility** = This is the sweet spot (Get this right and you'll make an ungodly amount of profit!)

## Search Engine Optimization

The goal is for your audiobook title to show up when popular search terms are searched in Audible. Good SEO helps you show up for your desired search terms.

How do you practice good SEO and rank for a desired keyword? You have it in your title or subtitle. The Audible search engine is unique in how it needs the exact keyword in the title or subtitle to be able to rank for it.

For example, “Keto Diet” vs “Ketogenic Diet”

The words that make a keyword don’t even need to be consecutive and in order. The purpose of SEO is to get your audiobook in front of as many shoppers as possible by appearing for many popular search terms. In order for your audiobook to get even more exposure, you need to use related keywords in your title.

We will talk more about related keywords in the next lesson.

## Hooking The Customer

“Hooking the customer” means getting the customer to notice you.

First you want to rank on the 1st page for a keyword, then you need the customer to click on your audiobook as well.

Let’s talk about some specifics.....

If your book title is **“keto diet, ketogenic, weight loss, burn fat, six pack abs, eat healthy”** you will rank a lot of places, but no one will buy (or even click) on your book

You ask why?

Because it looks spammy, unappealing and unprofessional

Let's look at an average title and see how we can make it much more appealing to the customer.

*Example:*

### **The Ultimate Side Hustle Guide**

Discover How 'Stay At Home Mums' Can Use Simple Side Hustles To Earn Extra Income From Their Couch!

Keywords – *stay at home mums, side hustle, earn extra income*

This title is a good example of using copywriting skills to sell a book

Let me pause here to recommend some copywriting resources that can help with this:

- ✓ <https://copywritematters.com/>
- ✓ <https://www.honeycopy.com/>
- ✓ <https://www.creative-copywriter.net/>
- ✓ <https://www.splashcopywriters.com/>

### **The importance of balance**

Some people know how to go to the extreme and you don't want to do that. You want to be able to balance everything.

*Too much keywords:* People will find it, but no one will buy it because its unprofessional

*Too much copywriting:* People want to buy it, but no one can find it because you don't have any keywords in the title

*Perfect balance of SEO and copywriting:* People will find your audiobook and they will want to buy it

Now let's talk about.....

## Finding Related Keywords

Related keywords are keywords that are related to your main keyword. They are more words that shoppers might also be searching for to find your book.

They could be synonyms or very similar to the main keyword.

You should have 2 - 4 related keywords that you will include in your book title. Not too many because we do not want to keyword stuff your title. This is very unappealing to potential customers.

For example: If the title of my book is '***Puppy Training***', someone might search "dog training" to try to find my book. Since I want to appear when someone searches "dog training", then I have to include it in my title. Thus, making "dog training" one of my related keywords.

Get it?

## How to find your related keywords

There are 2 ways to do this:

1. Audible auto-suggestions
2. Brainstorming

Auto suggestions are your most popular related search terms so you want to show up for them.

To find them, search your main keyword in Audible and kindle search bar and see which other words appear in the drop down menu. Find out how to include these in your title or a variation of it

Avoid author names and keywords that are a part of a book title.

Example: as you are typing in puppy training, see the additional words (in red below) that are populated for you. These are additional key words (...for beginners, guide)



## 2. Brainstorming

If you feel like you haven't gotten enough keywords from the auto-suggestions, nothing works better than a good old brainstorming session.

Think of synonyms or words related to your main keyword.

For example: When I search "puppy training" into the Audible search bar, "dog training" did not appear. I just asked myself the question "what else could people be searching for to find a puppy training book"? I would include those in my keywords as well.

Compile your related keywords in a list. Create a sheet in the SLERP spreadsheet where you can compile all of your related keywords in a list and refer to it when you are creating your title.

### Formulating your title

#### Things to avoid

Don't list off your keywords separated by commas - this looks spammy. You have to slide them in there sneakily.



Avoid making your title similar to your competitor's books. Yours need to stand out from the rest.

Avoid using the same plain words as everyone else. Use descriptive nouns, verbs and adjectives. You have 200 characters for your title + subtitle – use them well!

### **Resources you will need**

1. Your list of related keywords (that you have already made)
2. A tab open with all of your competitor's books

### **Creating your own book titles**

We will be creating 2 books from scratch and taking them through all the lessons in the course so you can see each step in the publishing process in action.

Starting with keyword research, we will use the puppy training/dog training keyword.

We chose to go with 2 different, but highly related keywords in order to get more reach. The 2 of them are:

- Puppy training for beginners
- Dog tricks

With these 2 keywords, our bundle will target puppy owners AND adult dog owners, not just one or the other

Hope its clear?

Our related keywords for our puppy training book are:

- ✓ Puppy
- ✓ Training
- ✓ Train
- ✓ Dog
- ✓ Beginners

- ✓ Guide
- ✓ Tricks
- ✓ 101
- ✓ Basics
- ✓ Behavior
- ✓ Positive

Based on all this information, let us now create our title:

### **Perfect Puppy Parent Guide**

*Discover the Secrets to Training any Puppy in just 7 Days, Even if You're a Clueless Beginner.*

### **Dog Training 101**

*10 Must-Have Dog Tricks Every Dog Owner Needs (Beginner's Guide)*

These titles have most of our related keywords in them – so these are for our 2 books

Do the same with your own related keywords.

Now we need to create the book outline

## **Module 5: Writing your book outline**

This lesson has a lot of information, so you may want to get a glass of water first and please, pay attention.

Please read this over again when you need to and use the notes and resources provided. A lot of the information here is for your writer (if you are outsourcing) and for you if you are writing your book yourself. These are all in the book outline template that is part of the bonuses you get (attached with your purchase).

### **Purpose of your book outline**

You are creating this outline for your writer so that they can focus on the quality of the writing instead of on what to write. If you are writing the book yourself, you will need this outline for the same reason.

An outline will help your writer to:

1. Eliminate writer's block
2. Write a better book
3. Write your book faster
4. Have more confidence in the book

Spending the time and energy to write an in-depth outline is an investment in your book. In fact, it is the most crucial part of getting your book written and plays a massive role in getting and nailing the 5 elements of a high quality book

### **Chapter by chapter outline**

You need the following for your chapter by chapter outline:

- ✓ Introduction
- ✓ ~10 body chapters (for a 30,000 word book)
- ✓ Conclusion
- ✓ Resources

## **Importance of your introduction**

The introduction is the most important chapter in your entire book. Why? Because it sets the tone for the rest of the book

A bad introduction sets a negative pre-frame for the reader, and negative aspects about the book will be more profound. A good introduction sets a positive pre-frame for the reader. Positive aspects of the book will stand out more.

And anyone can preview and read the introduction with KDP's "look inside" feature.

So, you want to nail the introduction and make sure that it's done right, because the first 1,000 words are the foundation for the rest of your book

### **The Introduction**

Your introduction is your hook. The introduction sells the rest of the book so that readers are inspired to actually read and finish the book.

A great book is set up with a great introduction that makes the reader want to binge read the entire book. The same goes for movies. The introduction should be around 1,000 to 2,000 words. Short enough so that the entire introduction can be read with KDP's look inside feature.

Whenever you are in doubt about how to do anything, look at the best selling books in your niche.

## **Structure of a powerful introduction**

It is possible you outsource the writing of your book which means you aren't going to write your own introduction, but I am showing you what goes into a powerful introduction so that you know what to look for when you get your introduction back from the writer. If you will write your book yourself, then you really need to know this even more, so pay close attention!

Here are the 8 steps to a powerful introduction. We will be using the puppy training book as an example.

1. **Identify and state the problem.** Your readers want to know the specific problem that this book will solve for them. Be straightforward and concise.

*You just got new puppy, and you want it to be well behaved so you can confidently take her anywhere. You don't want a puppy that you can't control and shits everywhere.*

2. **Present the solution.** Tell them why this book is the solution. And present exact examples of solutions. See below:

*In this book, I am going to enable and empower you to train your own puppy. With just 15 minutes a day, I will show you how to take your puppy from a blank slate to a fully trained and well behaved puppy, in less than 30 days. If your puppy has a bad habit like peeing in the house or barking at every guest, I will show you how to put an end to that behavior immediately.*

I got inspiration for that from one of the best selling dog training books.

3. **Assert credibility.** Convince your readers that you are qualified to help solve their problem. Tell a bit about yourself. People resonate with personal stories. When they feel like they know you, they will trust you. Answer these 3 questions:

- Why should people trust you?
- How do you know about this topic?
- Why are you passionate about writing this book?

See example below:

*Over the years as a dog trainer, I've trained hundreds of dogs of all different breeds and sizes. It might seem like a strange job, but working with and training dogs is what I love to do. Being that my parents were avid dog lovers, I've been always been around dogs since the day I was born.*

*My love for my 3 babies Moxie (Boxer), Bailey (Husky) and Rocket (Border collie) is what inspired me to turn my passion into my career. I want to show people that, with a little bit of training, dogs really are a man's best friend.*

4. **Show them the benefits of the solution.** Sell them on how reading your book is going to change their life for the better. The benefits go a level deeper.

See example below:

*Once you have taken your puppy through my 30 day puppy training protocol, you will have a little pup that you can take anywhere and be proud of. Trust and respect are core characteristics of a strong relationship with your dog. Train your puppy the right way from a young age and you will have a loyal and dedicated doggy sidekick for life.*

5. **Give them proof.** Show your readers the proof of why your book holds all the answers.

Examples of people's results from the information in this book.

*People thank me for how my training has changed their life, and has helped them build a deeper and more meaningful relationship with their dog. This is the exact same training that I will be unveiling in this book.*

6. **Make a promise (the bigger the better).** But obviously, don't make a promise you can't keep. Circle back to the books problem and promise that this book will solve their problem.

See example:

*With my help and expertise, you will be fully equipped with the skills and knowledge you need to be able to take your puppy from a naughty little trouble maker to an obedient and loyal canine companion.*

7. **Create a sense of urgency.** If you don't read this book now, you will regret it. Tell them what will happen if their problem doesn't get solved.

See example:

*Ever heard the saying “old habits die hard?” Well... its true, especially when it comes to training your dog. Your puppy’s brain is like a sponge, and over time it’s brain will fill up and new habits and skills become harder to learn. So it’s very important to train your puppy as early and young as possible, or you will miss out on the most valuable time to train your dog. It is crucial that you don’t wait around to train your puppy, and put your new dog through the 30 day puppy training protocol.*

8. **Call to action.** You want readers to continue reading the book the second they finish the introduction. Hint at the juicy secrets your book will reveal to them that will change their lives.

See example:

*The puppy training tips and tricks that you’re about to read are proven to yield incredible results for puppies of all ages, breeds and sizes. Every chapter in this book will provide you with actionable steps that will help you to get rid of your puppies undesirable habits and behaviors and instill good values and doggy qualities so you can take your dog anywhere and show him off to the world. If you follow the 30 day puppy training protocol, it is very likely that you will never have to train your puppy ever again.*

### **Creating a powerful introduction**

You will fill out every one of these 8 steps in the book outline template so that your writer knows what kind of book you want them to write for you.

I have included a checklist for you to use when you get your introduction back from your writer. This is not a definitive science, your introduction does not need to include all of these things in this exact order for it to be really good. This is to give you something to work with and make your job easier.

### **Body Chapters**

A 30,000 word long book has about 10 body chapters that are about 2,000 - 4,000 words each.

A 10,000 word long book has about 4 body chapters that are about 1,000 - 2,000 words each.

The body chapters are what will contain and deliver all the information and content. Your body chapters create a structure and a map for your book.

Your 10 body chapters will be the 10 main topics of discussion that will support the book. Every chapter needs a thesis and a clear purpose.

Figure out your 10 main topics of discussion and then put them in the most logical order that someone would expect. Then turn those 10 topics into compelling chapter titles and that is your table of contents.

You want interesting chapter names that tell you what the chapter is about. For example:

*Chapter 1: The Basics* → *Chapter 1: Puppy Training Basics You NEED to Know About.*

Sell each chapter! It makes the TOC (table of content) look much more attractive which can be seen in the KDP preview. This is all just copywriting magic, so use the copywriting resources already provided earlier.

Every chapter is going to have ~3-5 key points which will all support the chapter title.

Chapter 1: Puppy Training Basics You NEED to Know About

- ✓ Key point #1 - Why is it important to train your puppy?
- ✓ Key point #2 - Why breed matters
- ✓ Key point #3 - The best approach to dog training
- ✓ Key point #4 - How to prepare you and your puppy for training

All the key points support the chapter and all the chapters support the book. Every chapter and key point must provide value towards solving the reader's problem.



Each key point is an ingredient, and each ingredient is a question about the topic that is answered

Repeat this for all the body chapters. Then your outline will be loaded with information and have so much for the writer to work with so they can focus on quality of writing instead of what to write, because you already did that for them.

## **Conclusion**

It's important to write a good conclusion to end the book on a high note. Your conclusion should make the reader feel satisfied and glad that they read your book.

The purpose of your conclusion is to wrap up the book and summarize what has been talked about. We also want to encourage readers to leave a review, but we will add that separately later.

## **Structure of a strong conclusion**

Structure of a strong conclusion should look something like this:

1. Restate the message of the book using new language. Make sure to not be redundant!
2. Summarize some of the most important things you have talked about, but don't just repeat what you've already said.
3. Paraphrase how you have delivered on your promise and provided the solution to their problems.
4. What is the one thing that you want the reader to take away from your book?

## **Resources Page**

It's important to keep track of where you get your information from so you can cite it and have a fully complete and professional book.

Have your writer create a resources or citation page in APA format, using the list of resources you have provided for them in your book outline as well as any additional resources that they use.

Then that is the end of your book.

The ABIS book outline template is also attached with your purchase. I have also attached a completed book outline of the Puppy Parent book

### **How to do research for your book outline**

The purpose of your research is to help you fill out and create the best book outline you can.

The objective of your book research is to figure out:

1. 10 body chapters of your book
2. 3 - 5 Key points of each chapter
3. Resources so the writer has the information they need

### **Your 2 main research tools are:**

1. Best selling books in your niche
2. Google

When doing research for your chapter outline, your best research tool is the best selling books in your niche. They already have the success you want, so find the 5 most successful books in your niche and use them as a model for success while learning from their mistakes.

Every topic has already been talked about 100 times before, so don't feel like you have to reinvent the wheel.

See the 5 best selling books for the puppy training research:

1. [https://www.amazon.com/Lucky-Dog-Lessons-Train-Your-ebook/dp/B01AFYCN3C/ref=tmm\\_kin\\_swatch\\_0?\\_encoding=UTF8&qid=1552528203&sr=1-1-spons](https://www.amazon.com/Lucky-Dog-Lessons-Train-Your-ebook/dp/B01AFYCN3C/ref=tmm_kin_swatch_0?_encoding=UTF8&qid=1552528203&sr=1-1-spons)

2. [https://www.amazon.com/Art-Raising-Puppy-Revised-Skete-ebook/dp/B0047Y0FC8/ref=sr\\_1\\_3?keywords=puppy+training&qid=1552528203&s=digital-text&sr=1-3](https://www.amazon.com/Art-Raising-Puppy-Revised-Skete-ebook/dp/B0047Y0FC8/ref=sr_1_3?keywords=puppy+training&qid=1552528203&s=digital-text&sr=1-3)
3. [https://www.amazon.com/Training-Best-Dog-Ever-Reinforcement-ebook/dp/B0091LQJS6/ref=sr\\_1\\_4?keywords=puppy+training&qid=1552528203&s=digital-text&sr=1-4](https://www.amazon.com/Training-Best-Dog-Ever-Reinforcement-ebook/dp/B0091LQJS6/ref=sr_1_4?keywords=puppy+training&qid=1552528203&s=digital-text&sr=1-4)
4. [https://www.amazon.com/Zak-Georges-Dog-Training-Revolution-ebook/dp/B015BCX05S/ref=sr\\_1\\_1?keywords=dog+training+revolution&qid=1552702672&s=digital-text&sr=1-1](https://www.amazon.com/Zak-Georges-Dog-Training-Revolution-ebook/dp/B015BCX05S/ref=sr_1_1?keywords=dog+training+revolution&qid=1552702672&s=digital-text&sr=1-1)
5. [https://www.amazon.com/How-Raise-Perfect-Dog-Puppyhood-ebook/dp/B002QE3CU8/ref=sr\\_1\\_7?keywords=puppy+training&qid=1552528203&s=digital-text&sr=1-7](https://www.amazon.com/How-Raise-Perfect-Dog-Puppyhood-ebook/dp/B002QE3CU8/ref=sr_1_7?keywords=puppy+training&qid=1552528203&s=digital-text&sr=1-7)

These are the books I have used to create the outline form for this book

### **What to look for**

When researching the best selling books in your niche, you want to look at:

1. Book description - Overall message of the book and what their selling points are
2. Table of contents- The actual contents of the book for inspiration and a guideline
3. Reviews- See what people like and don't like about the book

### **Looking at reviews**

You want to figure out why people are leaving bad reviews and record it in the book outline so that your writer knows.

A lot of 1 star reviews are left because of printing defects and malfunctions caused by Amazon, ignore those. But also look at 2 and 3 star reviews and see what they say. Because 1 star reviewers are generally just pissy people who are always mad, but a 3 star review normally has more constructive criticism.

Then look at the positive reviews after to cheer yourself up. This is all about gathering valuable intel and adding it to your outline.

### **How to find resources for your writer/you**

The internet has all the information you need for your book. So, once you have determined your chapters and all the key points of each chapter, then you need to find the information that you want in your book for your writer.

You can determine for yourself which information and resources you like and which you don't like. Facts are all the same, but how they are presented aren't.

The best places to find the information you need will depend on your niche but when in doubt, Google is your best friend. Use Google and Google Scholar to search all of the chapter titles and key points that your book is about.

Google Scholar is a search engine that specifically searches scholarly literature and academic resources. In addition, read blogs, articles, research papers, case studies or even buy your competitor's book. Always link your resources in your book outline

## Module 6: Cover Creation

You only need 2 cover formats:

Audiobook format - Square dimensions 2400 x 2400. This will be the first cover you have made because it is the most important.

E-book format - Rectangle dimensions 5 x 8 recommended.

### How much does your cover impact sales?

A LOT.

People judge a book by its cover. 93% of purchasing judgment is based upon the visual perceptions of the logo, product, cover, packaging, etc.

1. It catches the shopper's attention and makes them curious to learn more
2. It asserts you as a professional with high quality information inside the book

### Should you make your own book cover

You can find high quality cover designers on Fiverr for \$5 or \$10. A great book cover will make you \$1000s more in the long run. Just get a professional to design it for you.

## Elements of a great book cover

### 1. Attention-grabbing

Getting potential customers on to your book's sales page is half of the battle. Your book cover needs to be eye-catching so shoppers will click to see your sales page.

### Features that help your cover grab attention:

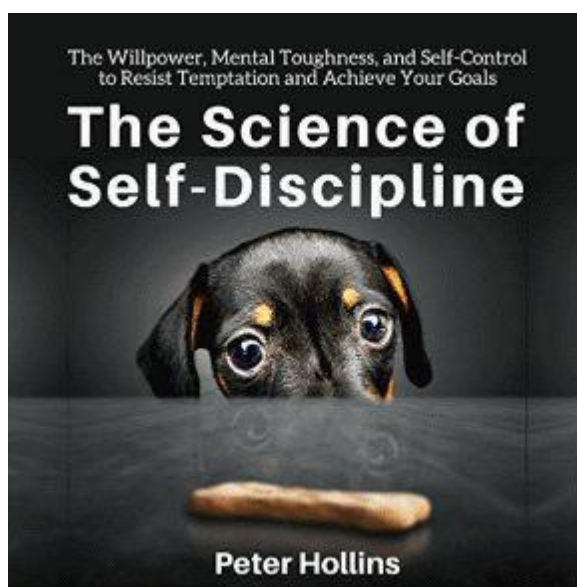
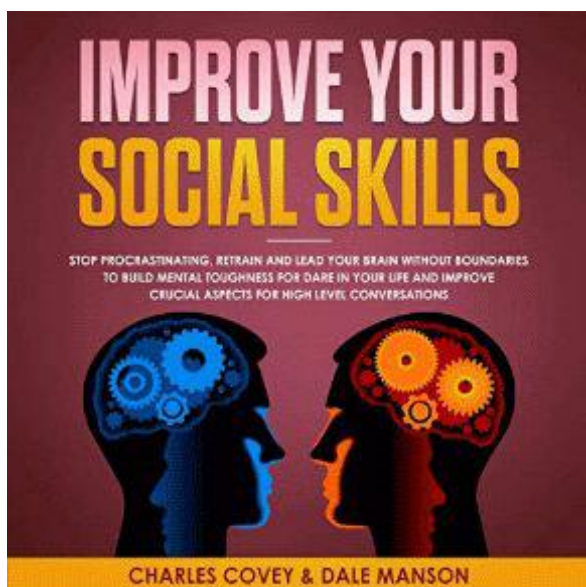
- Big letters
- Bold colors (Be different from your competitors)
- Compelling stock images

## 2. Looks professional and neat

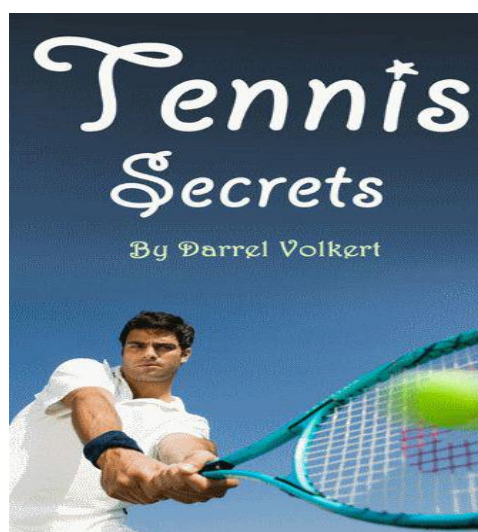
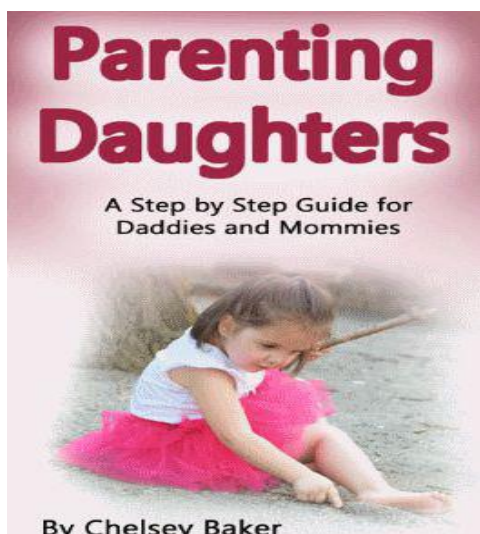
Once the shopper is on the sale's page, they need to be convinced that the book is high quality and it will solve their problem. A professional-looking cover will be associated with professional writing and information.

The shopper needs to think *“this is a professional looking book cover that the author spent a lot of time creating. If they put in so much time and effort into creating a great book cover, then they must also have spent many hours writing the very best book possible”*.

Examples of good covers:



Examples of bad covers:

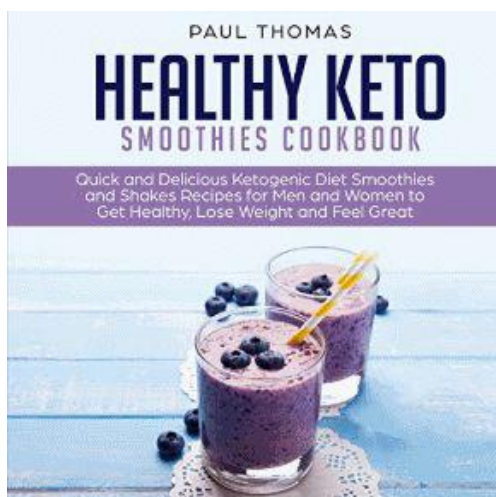


### 3. It conveys your message

When a shopper sees your book cover, they should know what the book is about, and it should contribute to convincing them that you have to solution to their problem.

*For example:* If your book includes high level information about psychology, you should not have a cartoon on the cover and the title written in bubble letters.

Examples of good covers that convey the message:



## Recommended text size

In most cases, your title should be big and easy to read. Make the words that you want to focus on the largest.

**Subtitle:** It is important to know your title and subtitle needs to be written letter-for-letter on your cover. A cover with too much text on it is unattractive, so you should typically use a smaller font size for your subtitle.

**Author name:** Make this small, but readable anywhere on the cover. It's most common on the top or bottom of the cover.

## Where to find the best stock images

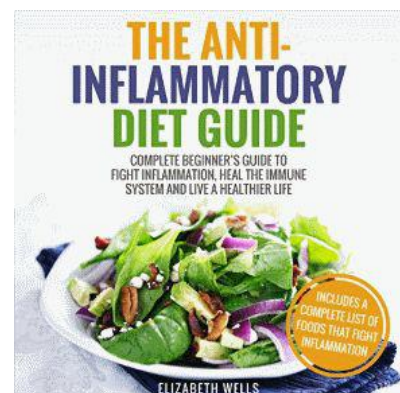
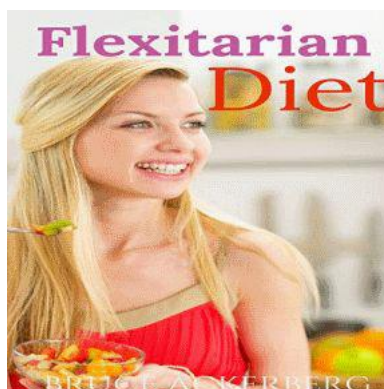
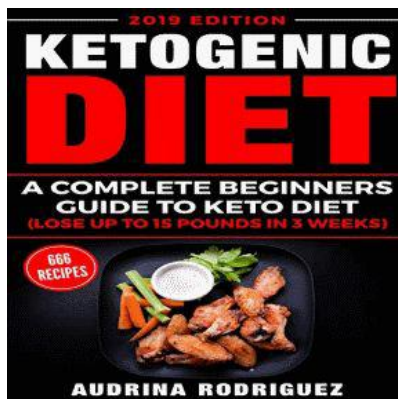
**Disclaimer** - Do not use free images from Google. You most likely do not have rights to use the images for commercial use. It could lead to a strike on your KDP account.

Some places to find great images are:

- ✓ Pexels
- ✓ Pixabay
- ✓ Shutterstock.com
- ✓ Depositphotos.com

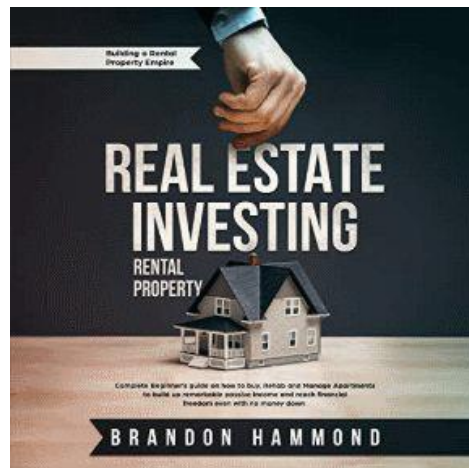
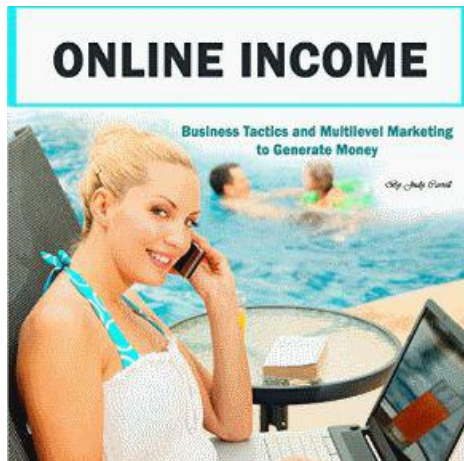
## Comparing and contrasting different book covers

Diet Covers

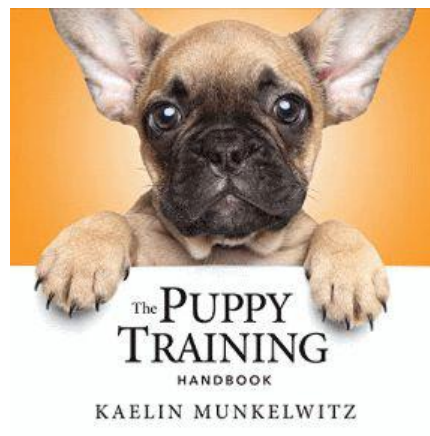
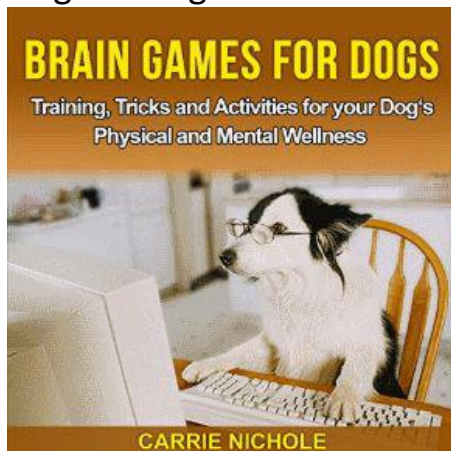




## Business and Money covers



## Dog training covers



### Have your book cover made by a professional

You can hire someone on [fiverr.com](https://www.fiverr.com) to design a professional book cover for you. This is pretty simple. Just log into [fiverr.com](https://www.fiverr.com) and search for a freelancer that can make a book cover for you.

### How to create a stunning book cover for free on canva

This lesson is most useful for creating your ebook cover, and if you feel comfortable, even your audiobook cover.

### What is Canva?

Canva ([www.canva.com](https://www.canva.com)) is a simple to use, drag and drop design editor you can use to build your book covers and more. It has thousands of pre-designed

templates that you can use to get started right away. Best part is, you can use most of their app for FREE.

### **Let's look at canva.com**

Log into [www.canva.com](http://www.canva.com). Look for “Book Cover” template. Click on the option you want, and it will load the Canva editor. On the left side you can scroll through hundreds of different templates.

### **For custom size**

Set your own custom dimension, for example, 5 x 8. When the Canva editor loads, search for book cover templates. You might get less results this way compared to opening from the “Book Cover” template option.

This is what you would do as well if you want to create your audiobook cover.

### **How to use canva**

Canva is really easy to use. It's intuitive, and when you are a first time user, there is an onboarding that teaches you how to use the system. Its on the website

All canva templates are FREE. What you pay for are the stock images you use in your design file. So, when you see a template that doesn't say free, just substitute the images or vectors with one of your own files, or another free image instead.

Assets that have the “Canva” watermark are paid assets. Canva has a One-Design Use License, making their assets cost \$1, or \$10 with the Multi-use License. You pay every time you export a file, so normally a One-Design Use License is enough. You can't copy and paste designs from one file size to another. That's a feature from the paid plan.

### **Things to consider**

This tool is free, and many people have purchased this course. So, don't just go in and change the title of a design. You might end up creating a book cover that looks exactly like someone else's.

Export your file as a .jpg file for your ebook cover and for your audiobook cover. Use your own photos or stock images from other resources if you want

to keep costs down, and have less of a chance of creating the same cover as someone else.

If you are making A LOT of covers, I'd consider purchasing Canva Pro for a month or two and building out all your covers. It's worth it for the magic resize tool so you don't have to recreate everything.

### **Should you create your own book cover?**

Use the following to decide whether or not to design your own book covers:

- **Time:** Do you have time to make your own? Do you want the covers completed asap, and don't want to deal with revisions with someone on Fiverr?
- **Cost:** If money is an issue, then perhaps making your own book cover is a good solution to lower costs.
- **Dealing with someone from Fiverr:** I personally hate doing feedback rounds with people on Fiverr. I rather do it on my own schedule. If you know exactly what you want and have the means to do it, I'd rather do it myself quickly.
- **If you are picky:** This one's me. Rather than being disappointed with work for someone else, just do it yourself.

Ultimately, its FREE, so why not try it and see if it works for you?

### **What goes into a great book cover?**

#### **Your cover meets all KDP requirements**

The most important thing before you begin is to make sure you have all your KDP requirements ready. If you don't even have these, it won't be approved and you would have wasted a lot of time and resources.

- Your entire title needs to be visible on your cover
- Don't use any misleading language or false claims (e.g. Bestseller, #1 Top rated, etc). People have gotten emails from KDP about this, showing they need to prove it.

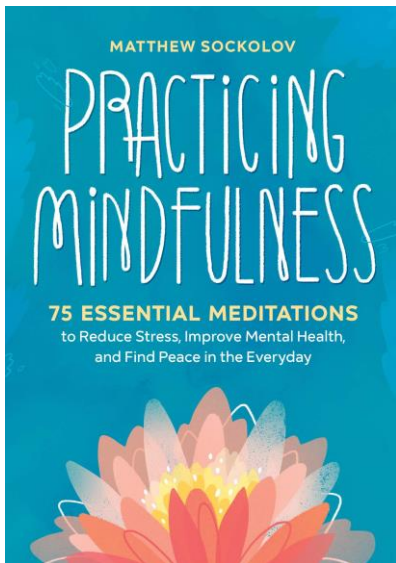
## Think about your niche and target audience

You did your keyword research earlier for a reason. Your cover needs to appeal to your target audience and match your niche.

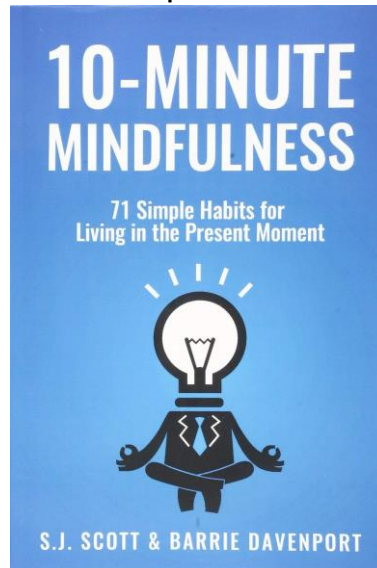
- **Your colors matter.** (e.g. lots of meditation books use shades of blue or purple since they are “calming” colors, business books are dark blue, money books have green)
- **Your font matters** (e.g. using a strong bold font for business related books, and a cursive flowy font for mindfulness books)
- **Your imagery matters** (e.g. an adult fantasy book for women should have a man on the cover, a recipe book should have food, not just ingredients)

Let’s go through some examples...

An example that matches:

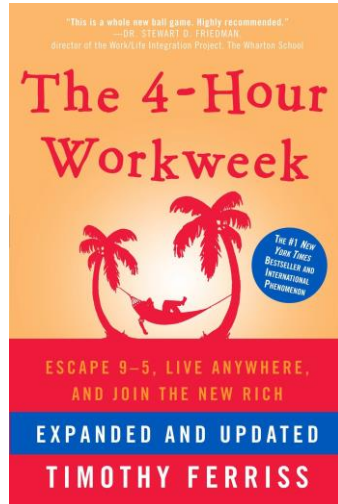
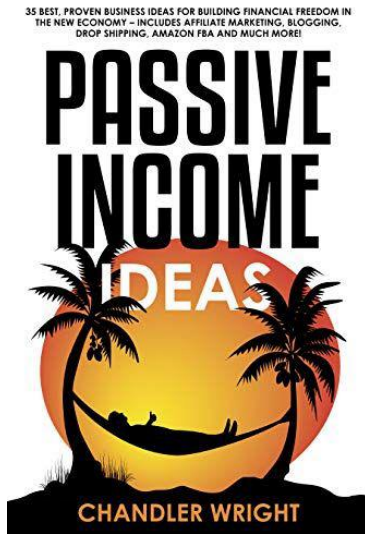


An example that doesn't match:



## You want to grab attention

The Passive Income Niche (for example) is littered with books that look the same. Which would you pick?



Make yours different to grab attention!

Next, we will start getting into the actual writing of your book. Yay!!

## Module 7a: Getting your book written

In writing our book, we need to focus on quality, so for now we need to assess why **quality is king**

### How to identify a high quality audiobook

1. The quality of the written material of the book
2. The quality of the narration of the audiobook

But the focus right now is getting the best damn book written.

### What makes a good book?

People buy nonfiction books because they have a problem, and they want a solution to their problems. You want your customer to think, *'wow, that was a great book. I am very happy with my purchase!'*

A high quality book is a book that is

- ✓ Informative
- ✓ Educational
- ✓ Interesting
- ✓ Engaging
- ✓ Fun to read

### What makes a bad book?

A bad book is a book that has all these things that you want to avoid to:

- ✓ Filled with fluff - sentences, paragraphs or pages that serve no purpose to the book.
- ✓ Writing that never gets to the point
- ✓ Not informative or educational and does not solve the reader's problem
- ✓ Does not deliver on what is promised in the title and description
- ✓ Confusing and all over the place. No organization or flow
- ✓ Redundant information
- ✓ Poor sentence structure and incorrect language
- ✓ Boring to read. Reads like a book report
- ✓ Wrong information
- ✓ Poor and boring narration

Your book is bad if the customer thinks, *'wow, that was a bad book. I am not happy with my purchase'*. The entire purpose of publishing high quality books is to limit bad reviews and promote good reviews.

## **Let's talk about the 5 elements of a good quality book:**

### **1. Information**

- Needs to have the information that the reader is looking for
- Your book is an information synthesis
- All the information is freely available on the internet, but people buy books for the convenience of getting all the information they need in one place
- A book goes deeper than articles and blog posts do

### **2. Focus**

- No fluff and straight to the point
- Deliver what the reader wants
- Not redundant

### **3. Organization**

- The information needs to be presented in a logical order
- It's how all the facts are assembled that make the difference
- Nonfiction readers aren't just paying for information; they're paying for information organization
- Organized in a way that is most useful, accessible, and helpful for them.
- Start with the basics and progressively build on top of it

### **4. Flow**

- Every chapter leads into the next and flows with one another
- The content works together and doesn't contradict itself
- Information synthesis needs to be done right. Not just a collection of random information

### **5. Language**

- Language brings it all together.

- Your book has a personal touch. People fall in love with authors for their unique language. This is what makes the book enjoyable to read and separate itself
- Easy to understand with good grammar and sentence structure. This is the most difficult to control with a ghostwriter

Ensure you have these elements at a proficient level and your book is guaranteed to be of extremely high quality nonfiction book. Use these 5 elements as a checklist

## **Building A Brand**

### **What does building a brand mean?**

A brand is the name, term, design, symbol or any other feature that identifies a specific product, service or business from other sellers. Creating an image that identifies and differentiates you and your work from everyone else.

The biggest reason why people buy from a brand is trust. Having a brand immediately establishes a level of trust through perceived credibility. People resonate with brands and will even pay extra just to buy from a brand name. So, you always want your books to be a part of a brand.

### **How do you build a brand?**

Building a brand in your publishing business can be as simple as using the same pen name across different books.

Ways to convey your brand:

- ✓ Pen name across all your books in the same niche
- ✓ Branded theme or look on your covers
- ✓ Logo

The only minimum requirement to build a brand is using the same pen name. A pen name doesn't need to be an author name. It can be a brand name, such as Keto Lifestyle

### **Why build a brand?**



Biggest reasons why we want to build a brand:

- ✓ Establishes credibility and trust
- ✓ Books feed each other, more repeat customers
- ✓ People are more inclined to give you their email, so you can keep in touch with them

When you don't convey a brand, you are just leaving money on the table.

### **How to choose the right pen name for your book**

For all of your books in the same niche, use the same pen name.

When people read your book and enjoy it, they will go back to your author name to see what other books you have. They will also recommend your pen name to friends and family.

On the contrary, using the same pen name will be counterproductive to your success if your books are low quality and they don't help the customer solve their problem.

If the customer is not satisfied, they will never buy a book from your pen name again and they will also tell their friends and family to never buy from that pen name.

You can use your own name if you would like, but it isn't recommended. Using a pen name for your books is a common practice.

### **Why do authors use pen names?**

Even further back than modern literature, authors have adopted pen names.

As recently as the 1990s, Joanne Rowling was urged by publishers to publish the Harry Potter series under the name JK Rowling (the "K" was fabricated, Rowling does not actually have a middle name) out of concern that young boys — a large demographic of the books' target market — would not be inclined to read something written by a woman.

While it's less common for authors to publish under pseudonyms, it's still often done for marketability purposes — and sometimes simply for the author's own comfort in anonymity. Finally, authors will often adopt a pseudonym in order to write in various genres without confusing their fans.

### **How to pick a pen name**

If you've created a shortlist of your favorite names from a fake name generator but are struggling to figure out what the perfect nom de plume for your publishing career is, here are a few tips that will help you:

**Consider your genre.** For instance, readers might be more likely to pick up a crime novel by “Ali Knight” than by “Allison Potter” because the former simply fits in more with the expectations of a crime novelist.

**Consider the demographic of your target readers.** How old is your intended reader? Are they from a particular region? For instance, when author Judith Reumlet published the first book of her YA urban fantasy series, *The Mortal Instruments*, she knew her name might not resonate with young readers because it sounds a bit “dated.” So, she decided to publish under the pen name Cassandra Clare.

**Consider whether your pseudonym rings any bells.** In other words, maybe don't go with the name “Steve N. King.”

**Consider the availability of your name for social media and website purposes.** Creating an author website and social media profiles is a key part of book marketing. So, before you decide on a pen name, you might want to check the availability of your name.

### **Examples of famous pen names**

#### **Theodore Seuss Geisel — AKA Dr. Seuss**

- Reason: After being fired from a magazine for drinking during the Prohibition, Geisel decided to adopt the pseudonym “Seuss.” He added the “Dr.” as a poke at his father who'd always encouraged his son to get a PhD.

- Famous works: *The Cat In The Hat, Green Eggs and Ham, How the Grinch Stole Christmas!*

### **Mary Ann Evans — AKA George Eliot**

- Reason: So that her publications would be taken seriously.
- Famous works: *Middlemarch, Silas Marner, The Mill on the Floss*

### **Charles Lutwidge Dodgson — AKA Lewis Carroll**

- Reason: To maintain privacy by separating his public and private lives.
- Famous works: *Alice's Adventures in Wonderland, Through the Looking-Glass, The Hunting of the Snark*

### **Eric Blair — AKA George Orwell**

- Reason: According to the biography, Orwell: The Life, Blair chose his name "...because it's a good round English name." Others have speculated he chose a pen name in order to avoid embarrassing his family while he lived as a poor writer.
- Famous works: *Nineteen Eighty-Four, Animal Farm, Homage to Catalonia*

### **Agatha Christie — AKA Mary Westmacott**

- Reason: Christie had already achieved notoriety for her mystery novels. So, she adopted the name Mary Westmacott to publish romance novels without confusing her existing fans.
- Famous works: *Murder on the Orient Express, And Then There Were None, Death on the Nile*

### **Currer, Ellis, and Acton Bell — AKA Charlotte, Emily, and Anne Brontë**

- Reason: In order to avoid the prejudice critics displayed towards women writers in 19th century England.
- Famous works: *Jane Eyre, Wuthering Heights, The Tenant of Wildfell Hall*

## **Stephen King — AKA Richard Bachman**

- Reason: King explains that “back in the early days of my career there was a feeling in the publishing business that one book a year was all the public would accept.” So he adopted Richard Bachman to be able to publish several novels a year without judgment — until, of course, “Richard Bachman” was uncovered.
- Famous works: *It, The Stand, The Shining*

## **Male or female?**

Whichever is better for credibility sake, or whichever you would like. Just choose a random pen name that you like. That’s it.

You want your pen name now, so your writer knows your name and gender. We are going to create an author’s page and bio later.

This is the best random pen name generator: <https://blog.reedsy.com/pen-name-generator/>. Kindly use this to generate a pen name that you love.

## **How long your books should be and why**

Your book should be around 30,000 words (recommended). This is only recommended – your book can be less! Especially since you are focused on audiobooks

## **Why 30k words?**

A 30k word book is about 120 - 150 pages. This makes an approximately 3 hour long audiobook. 3 hours in length is the magic number for audiobooks because of Audible’s tiered pricing system. You cannot choose the price of your audiobook, it is automatically given a price based on its length.

See the price range for audiobooks on audible below:

0 - 1 hour: \$3.95

1 - 3 hours: \$6.95

3 - 5 hours: \$14.95  
5 - 10 hours: \$19.95  
10 - 20 hours: \$24.95  
20+ hours: \$29.95

The \$14.95 price point gives you the best return on your investment. In addition, some people don't buy really short audiobooks.

**NOTE:** I always advise beginners to shoot for 10,000 words book. This should give you roughly 60-100 pages depending on how you format it.

Going for 10,000 words means you don't invest too much money initially as you're still learning the business and getting a feel for it.....as well as, giving the customer some value for their money....no one wants to pay for a 10-20 page long pamphlet. That's first-class ticket to negative review

~70% of sales on Audible are made on credits. 1 credit can be used to purchase any audiobook on all of Audible. That is why people are not spending their valuable credit on a short and cheap audiobook.

They want to spend it on longer, higher priced audiobooks.

Which is why longer and more expensive audiobooks actually sell better. This is why your bundle will probably make more money than your singles (I will explain this later). People are buying bundles because it gives them 2 audiobooks for the price of 1.

### **Should your books include pictures?**

It depends!

The ultimate question you have to ask yourself is “will it create a better experience for the customer?”

If you have a cookbook, then it's necessary for the customer to see an image of what they will be cooking.

If you have a stock market investing book, then no pictures is fine.

If you have a puppy training book, showing pictures of what different dog breeds look like might be helpful.

In the end, it depends. But only use pictures to improve the book and not to make it longer.

### **How to get your book written?**

Who is going to write your book?

You have two options: You or someone else!

The someone else is a ghostwriter (This is what I would recommend but of course, there is the option of writing it yourself)

A ghostwriter is a person whose job it is to write material for someone else who is the named author. In other words, ghostwriting is writing a book on someone else's behalf. If you can afford it, and need your book written fast and with quality, this is the path I would recommend, especially at the beginning

Don't ever think that there is anything wrong with using a pen name or using ghostwriters for your books. What's important is delivering value in your books, not who put the pen to the paper.

The 2nd most wealthy and successful author of all time (behind J.K Rowling, net worth over \$1 billion) James Patterson, is famously known for having used tons of ghostwriters for his books.

Your ghostwriter is a professional freelance writer who will write for you on a ***pay-per-word or pay-per-hour basis.***

## Where do you find a ghostwriter?

1. From a ghostwriting company
2. From an online freelancing platform

These are the two go-to methods of finding a ghostwriter for your book. Let's discuss everything you need to know about them.

### Ghostwriting Company

A ghostwriting company is a company that has a team of vetted ghostwriters (anywhere between 5 and over 100 writers) that you can hire and use for your projects.

You go to the ghostwriting company, you tell them what you want and they assign the best ghostwriter to you. They act as a 3rd party provider and everything goes through the ghostwriting company. There are of course pros and cons to this.

#### Pros:

- ✓ Quick and easy to get started
- ✓ No need for extensive interviewing
- ✓ Affordable rates
- ✓ Ghostwriting company handles the headaches
- ✓ More scalable

#### Cons:

- ✓ Less control
- ✓ Slow/limited communication with your ghostwriter
- ✓ Less personal vetting of your writer

Using a ghostwriting company is best for when publishing at scale. To get the best quality from a ghostwriting company, you need to make sure you are hands on and involved

A ghostwriting company simply hooks you up with a writer and takes the hiring process out of it. It does not guarantee a world class writer or a perfect book

the first time around. You can even ask to see writers' previous work before working with them. Or ask for one of their best writers.

### **Some ghostwriting companies you can use**

- ✓ The Urban Writers
- ✓ EWriter Solutions
- ✓ HotGhostWriter
- ✓ The Writing Summit
- ✓ Epic Write

### **Using a freelance platform**

An online freelance platform is a website that connects freelancers with people who need their services. You make a job listing, and people can apply and send resumes for your job listing.

When you use a freelance platform, you are finding your own personal independent writer. You are removing any 3rd party, and working 1-on-1 with your writer. **Upwork** is the go-to spot for finding independent freelance writers

### **Pros and Cons of Finding Your Own Writers**

Pros:

- ✓ Affordable rates
- ✓ The best writers don't work for ghostwriting companies
- ✓ More hands on and more control. No middle man

Cons:

- ✓ Interview and hiring process can take a few weeks
- ✓ Can be frustrating dealing with headaches
- ✓ More risky

Finding your own personal freelance writer is best for when quality is your number 1 priority. Find a balance between quality and price. Once you find a talented writer who will work for a good rate, protect this ghostwriter like a pot of gold.



## **Which route should you choose?**

I would highly recommend that first time publishers go with a ghostwriting company for the simplicity and ease of use.

For your first round of books, it's important that things go as smoothly and stress-free as possible. We don't want anything to discourage you. Take your first 2 books through the entire publishing process using a ghostwriting company and get comfortable and confident in your publishing abilities.

Once you see success with your first 2 books and get a lot of confidence, then you can begin looking for your own superstar ghostwriter or write yourself. Let's talk a bit about the ghostwriting companies I recommended:

### **E-Writer Solutions**

Pros:

- ✓ Very cheap prices (\$1.50 per 100, \$1.80 for technical)
- ✓ Unlimited revisions
- ✓ Owner cares about making you happy

Cons:

- ✓ Inconsistent quality of writers
- ✓ Lacks a good editing team
- ✓ Lack of good management and communication

### **The Urban Writers**

Pros:

- ✓ Good prices (Starts at \$1.99 per 100)
- ✓ Tiered pricing system to guarantee a top level writer (\$2.99/100)

Cons:

- ✓ Inconsistent quality of writers
- ✓ Inconsistent turnaround time
- ✓ Lack of good management and communication

### **Hot Ghost Writer (HGW)**

Pros:

- ✓ Higher end writers
- ✓ Fast turnaround time (21 days expected for 30,000 words)
- ✓ FREE narration (might only be for a limited time)

Cons:

- ✓ Pricey at \$2.90 per 100 words

HGW is an underdog, but price isn't ideal for people just getting started.

### **The Writing Summit**

Some people swear by it.

Pros:

- ✓ Solid price (\$1.99 per 100)
- ✓ Tiered pricing system with low price for a top level writer (\$2.69/100)
- ✓ Good reputation

Cons:

- ✓ No revisions for lowest package

### **EPIC Write**

Pros:

- ✓ Mind bogglingly low prices
- ✓ Professional formatting

Cons:

- ✓ Consistently horrible turnaround time
- ✓ Confusing payment system
- ✓ No communication
- ✓ Must have questionable writers with that price

There are many more ghostwriting companies out there on the internet that I have never tried before. Feel free to go nuts if you want to, you might find a hidden gem.

## How to place your book order with a ghostwriting company

The attached video shows you how to place an order with a ghost-writing company.

Please do not be alarmed that you may have to pay to write your book. You could get it cheaper elsewhere but this is good investment for a book that will earn you royalties for years and years to come.

Think about it like starting an actual business (which it actually is) and you making a very calculated investment into your business.

### Ghostwriting Rates

There are 2 options for pay: pay per hour/word and fixed price. You only want to do fixed price. Calculate your fixed price based on a per 100 words rate for 30,000 words.

**\$1.50 - \$1.99 per 100 words = \$450 - \$597**

**\$2.00 - \$2.49 per 100 words = \$600 - \$747**

**\$2.50 - \$2.99 per 100 words = \$750 - \$897**

**\$3.00 - \$4.00 per 100 words = \$900 - \$1200**

**\$4.00+ per 100 words = \$1200+**

It's all about balance. A higher rate does not always mean higher quality, and you don't need to pay a ton for a great writer.

### How to find your superstar ghostwriter on Upwork

Upwork is an amazing place to meet good ghostwriters. It is the best place to meet freelancers who have all kinds of skills and services to offer your business, not just ghostwriting. But ghostwriting is all that we are going to use it for.

Rates and writing skills will vary a lot on Upwork so this route does take a lot more time to get your book written. Finding a ghostwriter on Upwork will be more time consuming and frustrating than using a ghostwriting company, but it is worth it when you find an amazing writer.

I recommend to begin experimenting and searching on Upwork once you have confidence in the publishing model and your publishing skills.

There are 2 ways to meet writers on Upwork:

1. Job listing (they come to you)
2. Explore profiles (you go to them)

Do both. Create a job listing and explore profiles on Upwork. Each approach attracts very different kinds of writers.

Generally speaking, a job listing attracts writers who are:

- ✓ Looking for work
- ✓ Cheaper
- ✓ Not as good

When exploring profiles, you will find writers who are:

- ✓ Not advertising themselves, because they get plenty of work
- ✓ More expensive
- ✓ Better

Remember you are working with people. Some have egos and many will overvalue their own abilities. They are just trying to make money too. It's all a negotiation.

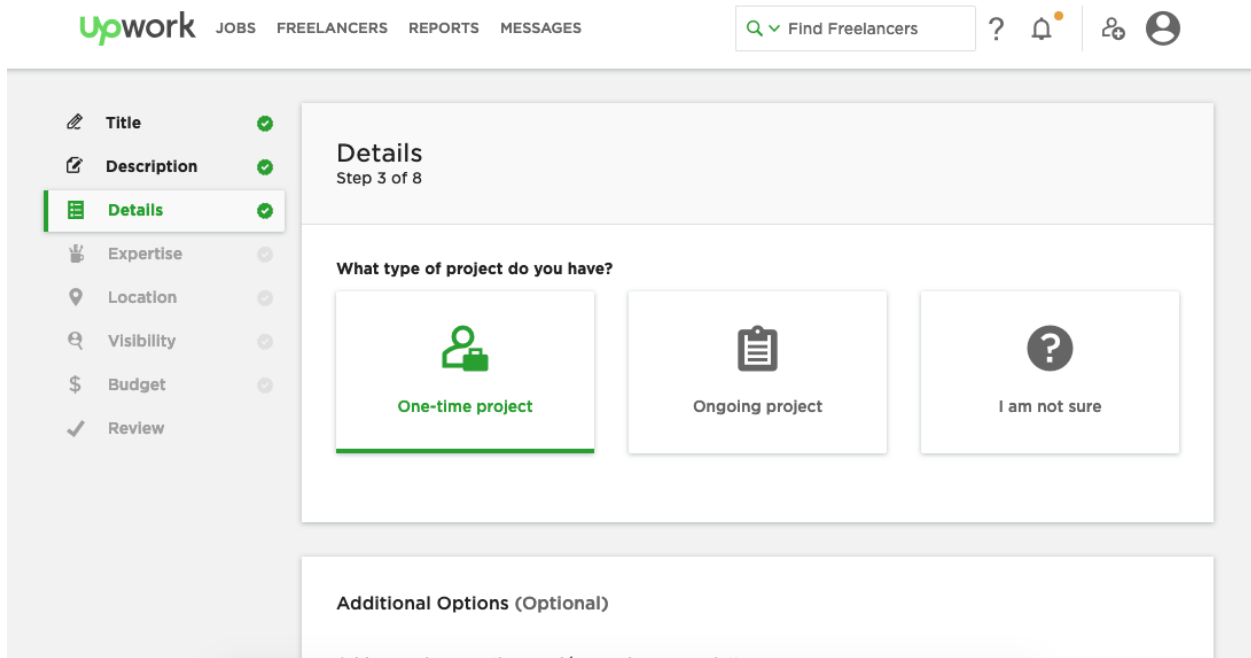
When searching for a writer, you are just exploring profiles and reaching out to those that look interesting. Start a conversation and discuss the project.

You are literally hiring someone for a job, so treat it that way. Inspect and analyze resumes and writers' previous work. There are so many good writers on Upwork, so keep looking until you find the right person for the job.

How do you know who is the right person for the job? That is for you to find out.

Whoever you like the most and want writing your book. You don't truly know until you've worked with them. When hiring writers be on the lookout for the following:

- ✓ Look at their reviews and profile history. If they have good, relevant and recent reviews from customers saying they did a good job for them that's a good start.
- ✓ Looking at their profile history, have they been around for a long time? if so, then that's another good sign (just use your judgement, unscrupulous sellers frequently get their accounts terminated so the longer a seller has been around the more likely he/she is legit)
- ✓ Do they have a history of doing a similar job for other people?
- ✓ Do they have samples?
- ✓ Ask specific questions in the job post. From the response you get, you'll be able to pick out the ones with a keen eye for detail (hint: most times, scammers are always in a hurry to get your money they skip answering questions you posed in the job post)
- ✓ Agree to a fixed rate beforehand. Hourly rates are a very ambiguous metric so you don't know someone's actual price until you talk to them. You can explore upwork at [www.upwork.com](http://www.upwork.com)



## What to do while your book is being written?

*Note that this only applies if you are outsourcing the writing of your book*

Book writing can take anywhere from 4 to 8 weeks and is by far the biggest hold up in the publishing process. You might just have 4 to 8 weeks with seemingly nothing to do other than wait to get your book back.

It is very important to be proactive and not reactive in your publishing business so now is not the time to relax because there is actually a ton of work that can be done.

There are enough tasks that can be done right now to work 40 hours a week on your publishing business until you get your book back.

*I just ordered my 2 books, what should I do now?* There are a few things you can prepare.

1. Check in with your writer
2. Get your cover made

3. Get your description written
4. Continue and finish the course

And then there's one big thing you can spend all your time doing.

*Start writing books yourself.*

These are streamlined books that you write yourself, not your standard 30,000 word books that I have been talking about. By the time your book is done being written by your writer, you can write 10 audiobook manuscripts yourself.

Most of these may not work well for kindle ebooks but will be great as audiobooks.

## Module 7b: Writing your own book

### How to publish the free way

Publishing the “free way” is the way recommend for people who don’t have money to invest in their business. It is also for those who have the time to invest in writing. Its pretty much a simple process too.

Every single step in the ABIS publishing process, from nothing to having books and audiobooks live and making sales can be done for literally \$0.

DO publish the free way while you make money at your job and save up that money to invest into your publishing business.

Despite everything that has been said here about the power of outsourcing to professionals, doing everything yourself is such an underrated approach because it allows people who have nothing to have an opportunity to get started and make serious money.

You can do all the following for free:

- ✓ Keyword research - No softwares. You don’t need them. They just speed up the process. **(\$0)**
- ✓ Book writing - Write it yourself **(\$0)**
- ✓ Book covers - Make them yourself in Canva. **(\$0)**
- ✓ Narration - Royalty split. This should be the last publishing expense to go **(\$0)**
- ✓ Email automation - Use Mailchimp’s forever free plan where you can set up a 1 email sequence. Aweber also offers a free plan **(\$0)**

Writing your own books can make a huge difference in your success and how quickly you are able to scale your publishing business. More books mean more potential income streams.



It's important to note that with everything we say in this lesson, never sacrifice quality. More books is better, but only when quality standards remain the same. Otherwise, more is less.

Writing your own books is just that extra step you can take that will separate you from the rest and expedite your results. Writing your own books is easy but it's easy by an entrepreneur's standards. It does require time and effort and critical thinking. You are about to receive the tools you need to succeed with writing your own books.

### **Who Should Write Their Own Books?**

Everyone... when they have the time.

Your ghostwritten 30k long nonfiction books should always be your top priority because they have the highest earning potential. But when you are waiting for those to be produced, that is the time to write your own books.

The intelligent and free thinkers are the ones who will excel here, while the "employee mindset" people will struggle and not execute. A person with an employee mindset is someone who needs to be told exactly what to do and can't problem solve and think for themselves.

### **What Makes Writing Your Own Book So Great?**

1. **Cheaper** - No writing costs, saves you money per book. You are only investing your time, not your money
2. **Faster** - When you know what successful publishers know
3. **More control** - No one will ever care about your books as much as you do. You have all the skin in the game

Writing your own audiobook manuscripts is super conducive with scaling your publishing business, while writing your own books is not.

***What is stopping most people from writing all of their own 30k word long books?***

1. **Time** - Writing a 30k long book takes at least 1 month
2. **Writing skills/expertise** - You must be a great writer to write a great book. Most people are not great writers, which is why people hire

But time and lack of skills are the 2 factors that make writing your own 30k word books a bad business decision.

But what if we could write books that:

1. Didn't require 1 - 2 months of our time?
2. Didn't require expertise as a writer to provide massive amounts of value to our customers

That's where writing audiobook manuscripts comes in.

If you flip your approach to writing for audio consumption instead of writing for visual consumption, it changes everything. You need this mindset shift to understand how to efficiently write your own books

Writing ebooks is a bad idea, but "writing" audiobooks is a good idea.

Let's solve the two things stopping us from effectively writing our own books.

**How do you write an audiobook that don't require at least a month of our time?**

Creating 3 hour audiobooks is still the focus, that doesn't change. Writing 30,000 words takes a long time, but a 3 hour audiobook doesn't have to be 30,000 words. A 3 hour audiobook can be just 3,000 words.

How do you stretch 3,000 words to 3 hours while keeping quality as the top priority? You create audiobooks where adding elongating elements (like spacing and repetition) actually **increase the quality and value** of the audiobook, and make it a better final product.

## **Elongating Items**

What are elongating elements? They are elements that lengthen the duration of an audiobook while simultaneously adding value and quality. Such as:

- ✓ Music or sounds (using music in the book at intervals)
- ✓ Spacing (using spacing in your book)
- ✓ Repetition and recapping (repeating what you said for emphasis and recapping at the end of a chapter)
- ✓ Pacing (slowing down the pace of speaking but be careful here so you don't speak like a zombie)
- ✓ Interaction (telling the reader to do something, or repeat something)

There are many topics that call for elongating elements.

An example of this is a geography quiz or trivia audiobook. It uses music and sounds, spacing, repetition and recapping, and interaction.

A book that teaches a language is also a good book to use some of these elements.

Think of topics and information that is easily and readily found on the internet but is only properly consumed when it is read out loud to you, and not read off of a piece of paper.

An example of this is an audiobook teaching proper pronunciation of English words. Incredibly helpful as an audiobook but makes no sense read as an ebook. You understand?

If your audiobook doesn't work as an ebook, that's okay. Just don't publish the ebook or paperback book. You are focused on audio here.

*The secret to writing your own books is being audio focused*

This course already gave 2 very specific examples (*geography trivia and teaching pronunciation audiobook*). Another example is animal sounds for kids.

But I will not be giving everyone a long list of ideas for books you can easily write yourself.

I want you to be able to think outside of the box and take action and execute on your own good ideas. This course has provided all the guidelines you need, but you MUST brainstorm for yourself because I don't want all of you to now publish only on books that I recommend here.

Aim for something you can write in 3 days or less. The secret to streamlining is audiobook series. Think of templates. Create many variations that feed each other. Then you can create a massive series bundle. This is how you build a brand quickly.

For example, your first book might be '*How to pronounce verbs in English*' and the next in the series could be '*How to pronounce nouns in English*'

This is just an example, but you get what I mean right?

Good

Now I have also attached a video that shows you *where to get copyright free music for your books if you need them*. While looking through the site (sound types), if you are smart, you should get lots of ideas for audiobooks

Now, lets talk about plagiarism

## **How to check for plagiarism**

### **What is plagiarism?**

It is when you have copied someone else's work verbatim without giving them credit. IT IS NOT ACCEPTABLE!

There are many different software that work great to check for plagiarism, but see the suggested ones below:

1. Grammarly premium (\$29.95 per month or \$11.66 per month with the annual plan)
2. PlagScan (\$12.99 for 25,000 words)
3. Quetext (\$9.99 per month)

You can also use <http://www.copyscape.com/>

**NOTE:** Copyscape has its limits. There are special characters these scammers can insert in your manuscript to help it evade detection. You just have to "shine your eyes" and keep your wits about you in this business. In addition, Copyscape only detect stuff lifted from websites, blogs etc.....not stuff lifted from other books

You can get any plagiarism checker *for free* on google (example <https://smallseotools.com/plagiarism-checker/>). But all free online plagiarism scanners have a limit of 1,000 words per search.

Google.com is the number FREE plagiarism tool. Just copy a portion of your content, put it in inverted commas, use it to do a search on google.com, if the content has been used elsewhere before, you will see it. If not, you won't.

It would probably take you 2 hours to scan one 30k word book using a free software. To use a free software, simply google 'free plagiarism checker'. You will now have the opportunity to copy and paste your book into the checker to determine if your book is free from plagiarism.

If you have plagiarised materials in your book, it will be rejected and not published

### **Writing your book yourself**

In this section, I will be sharing with you some hacks on how to easily create your own book using easily gotten information on the internet and still avoiding plagiarism.

The method I am sharing is ***the Content Mint Method***. I have attached a video that explains the step by step way on how to use this hack/method. One other method (video) for writing your own books is provided with your purchase

Some places to get content for your book are:

- ✓ Word Hippo - <https://www.wordhippo.com/>
- ✓ Google Translate - <https://translate.google.com/>
- ✓ Articles Directory
- ✓ [www.google.com](http://www.google.com) (do a search with your keyword and you will get unlimited articles)
- ✓ Ezinearticles - <https://ezinearticles.com/>
- ✓ eHow - <https://www.ehow.com/>
- ✓ Wiki how - <https://wikihow.com/>

## Module 8: Editing and Formatting

### Importance of proofreading and editing

This is the step in this publishing process that ensures quality. At this point if you hired a ghostwriter, you have received your manuscript back, and if you were writing the book yourself, you would be done with your first draft. This is when you check your book for errors

**Proofreading:** you are looking for surface level errors such as mistakes in spelling, grammar and punctuation

**Editing:** you are analyzing the writing itself and the message it is delivering.

You are looking to make sure it has all the 5 elements of a good book:

1. Information
2. Focus
3. Organization
4. Flow
5. Language

You are simply going to read your entire book, from start to finish, and you want to take on the role of a customer and go through the entire customer experience. Basically, you step into the customer shoes.

The proofreading and editing process requires close and careful reading, so go to a completely quiet place where you can focus and concentrate. **Read slow.**

It is a tedious process that can be done in less than 1 day if the writer did a great job and it requires minimal edits, or it can take days if you have a lot you want to change.

Read through your entire book with an editing software like Grammarly, which is a grammar checking software (free and paid versions). Grammarly is an online grammar checking, spell checking, and plagiarism detection platform.

**Note:** You don't NEED Grammarly, but it is *highly highly recommended* for such an important step. This is an investment that serious people will make.

However, Grammarly is not meant to be used to replace your editing job, it is only there to help you be a better and more thorough editor.

What if you are not happy with your book and it is not at all what you were expecting or looking for? What if the writer didn't follow your thorough outline and it is too messed up for you to edit?

In that case, you need a revision. Most ghostwriting companies will provide unlimited revisions until you are happy with the book.

If you hired your own independent ghostwriter, you will need to get them to revise it, and then never work with them again afterwards. But if you are working with an independent ghostwriter, you should have been working with them throughout the entire writing of the book.

### **Proof read and edit your book yourself**

I used to hire proofreaders to go through my books before publishing. That didn't work out so well, so unless you're going to spend thousands of dollars on a high-quality and reputable proofreader, I suggest you do it yourself.

A lot of the proofreaders I hired failed me. There were always issues and negative reviews alluding to poor sentence structures, typos etc. which made me wonder that perhaps these proofreaders simply run your manuscript through a software instead of manually doing the job.

Nobody will handle your work with care as much as you will - experience has taught me that. Being in a profitable niche that you're also passionate about



helps because proofreading the books don't feel like too much work. It just feels like fun.

### **How to professionally format your book**

There is no one correct way to format a book. There is a general a recommended way of doing it, but the specific details are a matter of personal preference.

Whichever formatting style you choose, remember to be consistent throughout your entire book and brand.

I have included a video, showing you how to professionally format your book. I hope you are implementing as we go, because implementation is key!

## Module 9: Book Description

The book description is **the pitch to the reader about why they should buy your book.** ...

Often the description is the factor that solidifies in the reader's mind whether the book is for them or not.

### 2 BIG reasons why your book description is so important

This all comes back to nailing every step in the publishing process. If you want a sustainable and long term publishing business, you have to prioritize every detail.

The ones that invest the most (time and energy in this case) are the ones that will have the greatest returns. Your book description is the most underutilized asset in the entire publishing process. It is the last thing the shopper will see before making the final decision to buy or not.

### Why does your book description matter?

Your description needs to contain a **Unique Value Proposition (UVP)**, which is the main reason they would prefer your own books over others.

### How To Create A Unique Value Proposition (UVP) For Your Books

Your UVP is a clear statement that describes the benefit of your offer, how you solve your customer's needs and what distinguishes you from the competition. Your unique value proposition should appear prominently on your book description page.

### How do you craft your UVP?

Look at the best selling books in the niche you're planning to enter. Go through their reviews - especially the 1 and 2 star reviews. See what the customers are

complaining most about (I usually make a note of all these issues in a word document). Then produce a book that addresses each of the pain points you identified.

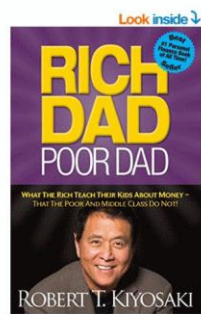
Then find a way to make the customers aware of the benefits your book has. Once your book addresses all of the pain points you identified during your research, it shouldn't be difficult for you to come up with a UVP which will allow you to command a much higher price for your books.

1. The book description is your book's sales page. 90% of buyers will read/listen to the book description before buying. Half will skim read the description, and about half will read/listen to every word of your book description.

10% of people are hyper buyers. Hyper buyers are people who will buy multiple books on what they're looking for as long as the book has social proof, such as 20 reviews. They will barely look at the book.

2. A good description has a much better ROI from AA ads - Ads will take care of the traffic side of things. All that is left is to convert interested people into buyers.

**A good example of a book description is attached**



## Rich Dad Poor Dad: What The Rich Teach Their Kids About Money - That The Poor And Middle Class Do Not! Kindle Edition

by Robert T. Kiyosaki (Author)

★★★★☆ 7,644 customer reviews

Quality issues reported

See all 80 formats and editions

<b>Kindle</b> \$4.82 Read with Our <b>Free App</b>	<b>Audiobook</b> \$0.00 Free with your Audible trial	<b>Hardcover</b> from \$17.12 19 Used from \$17.12 5 New from \$98.12	<b>Paperback</b> \$12.86 46 Used from \$3.74 71 New from \$8.95	<b>Mass Market Paperback</b> \$7.19 49 Used from \$3.82 97 New from \$5.57	<b>MP3 CD</b> \$13.49 2 Used from \$10.09 10 New from \$9.25
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In Rich Dad Poor Dad, the #1 Personal Finance book of all time, Robert Kiyosaki shares the story of his two dad: his real father, whom he calls his 'poor dad,' and the father of his best friend, the man who became his mentor and his 'rich dad.' One man was well educated and an employee all his life, the other's education was "street smarts" over traditional classroom education and he took the path of entrepreneurship...a road that led him to become one of the wealthiest men in Hawaii. Robert's poor dad struggled financially all his life, and these two dads—these very different points of view of money, investing, and employment—shaped Robert's thinking about money.

Robert has challenged and changed the way tens of millions of people, around the world, think about money and investing and he has become a global advocate for financial education and the path to financial freedom. Rich Dad Poor Dad (and the Rich Dad series it spawned) has sold over 36 million copies in English and translated editions around the world.

Rich Dad Poor Dad will...

- explode the myth that you need to earn a high income to become rich
- challenge the belief that your house is an asset
- show parents why they can't rely on the school system to teach their kids about money
- define, once and for all, an asset and a liability

Digital List Price: ~~\$8.97~~  
Print List Price: ~~\$7.99~~  
Kindle Price: **\$4.82**  
Save \$4.15 (52%)  
includes free international wireless delivery via Amazon Whispernet

Buy now with 1-Click

Add Audible book to your purchase for just \$7.49

Deliver to:  
Kindle Cloud Reader

Send a free sample

Deliver to:  
Kindle Cloud Reader

Give as a Gift

Add to List

Enter a promotion code or Gift Card

Share [Facebook](#) [Twitter](#) [Pinterest](#) [Embed](#)

 **READ ON ANY DEVICE**  
> Get free Kindle app

## How to write a book description that sells like crazy

This is a very heavy and detailed lesson, please don't get overwhelmed.

This lesson does get quite advanced, but it's something anyone can learn and apply.

This goes beyond writing book descriptions. Take what you learn in this lesson beyond your book descriptions and apply it to future book titles, and also outside of your publishing business to other online and even offline businesses.

So here we go.....

Your description is going to be slightly different for your eBook and your audiobook. There are differences we have to accommodate to make each book description the most highly optimized book description possible.

This is because the book description is so damn important and plays such a big role in converting an interested browser into a buyer.

You need 4000 characters for KDP (~600 words) - You want to use as much of those 4000 characters as possible.

You need 2000 characters for Audible (~300 words) - You also want to use as much of those 2000 characters as possible.

## Structure of a book description

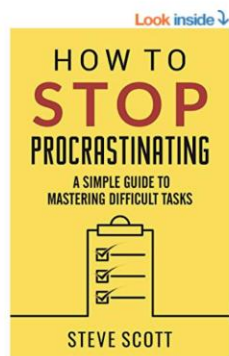
All non-fiction book descriptions can be broken down into the same basic structure, regardless of niche. The main exception being bundles. See the structure below:

- Headline
- Story/lead
- Bullet points
- Dealing with last minute objections
- Call-to-action

This is a plug n' play structure template which I will be providing for you

## Headline

This is the most important part because it's the only part that appears above the fold. It grabs all the attention. See the example below:



### How to Stop Procrastinating: A Simple Guide to Mastering Difficult Tasks and Breaking the Procrastination Habit Kindle Edition

by S.J. Scott (Author)

★★★★★ 106 customer reviews

Quality issues reported

#1 Best Seller in Business Motivation & Self-Improvement

See all 3 formats and editions

<b>Kindle</b> \$0.00 <small>Kindle Unlimited</small>	<b>Audiobook</b> \$4.87 or 1 credit	<b>Paperback</b> \$10.79
---	--	-----------------------------

Read with Kindle Unlimited to also enjoy access to over 1 million more titles  
\$2.99 to buy

or 1 credit

3 Used from \$11.82  
9 New from \$10.79

Want to stop procrastinating? Like to overcome a lack of motivation with your daily tasks? Need to get rid of those feelings of laziness?

The truth is: If you're someone who procrastinates, then this bad habit is limiting your success in a variety of ways. If you don't address this issue, then you'll reduce the likelihood that you'll achieve your  
< Read more

Follow the Author



S.J. Scott

+ Follow

Length: 158 pages  
Page Flip: Enabled

Word Wise: Enabled

Audible book: Available

Enhanced Typesetting: Enabled

Matchbook Price: \$0.00 What's this?



College student? Get FREE shipping and exclusive deals

LEARN MORE

The headline has one job and one job only.....

To make the reader click the “read more” button and read the next line

That's it.

A common mistake that publishers make is that they try to sell their book in the headline.

Having huge claims and benefits in the headline, and pushing for the sale too soon turns customers off because you are pushing for the sale too quickly.

Everyone hates pushy salesmen right off the bat. They will literally become not interested. They won't want to hear what you want to say, and they won't click that read more button.

## Headline Structures

There are a few different ways to structure your headline. These are 4 of the most highly effective headlines:

1. If... then statement
2. Questions
3. How to... even if statement
4. Buzzfeed headline

All 4 kinds of headlines are superbly effective. This gives you a few options so not all your book descriptions are the exact same.

### **If...Then Headline**

This is the most simple kind of headline.

If you want to... [*benefit*]... then keep reading...

Those 3 words: “then. keep. reading.” will suck the reader in

It's simple. It's unexciting. But it works.

Effective copywriting doesn't need to be exciting or complicated, it just needs to work. And this works so don't overcomplicate it anymore. You don't need to be clever or catchy.

Examples....

***For the weight loss niche:***

✓ If you want to [lose up to 10 lbs in 2 weeks], then keep reading...

***For the business & money niche:***

If you want to [make 10% a year in the stock market], then keep reading...

It addresses the reader directly with a benefit that they want from your book, then asks them to take action.

Very simple and works for any niche.

**The Question Headline**

Address your reader directly with a question.

A question is effective because we humans are neurologically programmed to answer questions that are relevant to us. So play on problems that your readers have.

Examples:

Some questions are better than others.

***For the weight loss niche...***

Okay: Do you want to lose weight?

- This is too broad and too obvious

Better: Do you want to lose weight quickly?

- Be more specific for a better result

Best: Do you want to lose weight quickly while still enjoying your favorite foods?

So, dispel objections. Address their fears. Make sure the response is positive, and they will click the “read more” button

### **The How to.....even if’ Deadline**

How to [*get end result*] without [*common sacrifice*] even if [*common objection*]

An objection is a reason to disagree, refuse or not buy.

An example is:

How to [lose weight] without [exercise] even if [you’ve failed at every other diet in your life]

This is a very powerful headline.

### **The BuzzFeed Headlines**

This is a SHOCKING and provocative headlines. It catches curiosity, and can include shocking numbers, facts and statistics.

Example:

*“¾ of Americans are likely to be overweight by the year 2025... keep reading to make sure you don’t become one of them!”*

Use this for ideas: <https://www.buzzfeed.com/>

### **The Story/Lead**

This is the most tricky section because there are so many ways to go depending on your book.

Ease your reader into the description. Open them up and get them interested in what you have to say. Start with something interesting about your niche. Or tell a little story.



People LOVE stories.

Again, a common mistake that publishers make here is that they make giant claims too early. This turns people off because their guard is still up.

The purpose of the story/lead is to:

1. Build trust
2. Establish credibility

### **How to build trust**

People buy from people they trust. You don't trust someone who is trying to sell you something right from the get go. So, don't try to sell anything yet.

You need to build the trust first. How do you build trust?

Focus on problems before solutions. Don't tell them about how your book will provide every solution they need. Show them that you understand the problems they are going through.

State your readers' problems. Be specific rather than vague.

When people can see that you understand their problems, they will automatically think that you have the solution. This part helps to lower the reader's guard and open themselves up to hearing about your solution.

They will become receptive to what you have to say and what you are selling.

### **How to establish credibility**

Use the customer's language. It is very important that you use the language and vocabulary of your readers to show you know who you're talking to. This demonstrates credibility.

Example....

**Women vs men.** Women want to be "toned" but men want to be "shredded".

Women want to be Victoria's secret model, while men want to be muscle machines.

If you are in the bodybuilding niche: "losing weight vs burning fat"

It shows that you know what you are talking about.

The right vocabulary for the investing niche: *assets, capital gain, dividends, equity, securities, interest, yield.*

The wrong vocabulary for the investing niche: *make money, get rich, financial freedom. That's not how you talk to an investor.*

### **Provide a figure of authority quote.**

*"The Mediterranean diet is a really nice example of the potential to love food that loves you back."* - Dr. David L. Katz, founding director of Yale University's prevention research center.

### **Use facts, statistics and numbers.**

*"According to the CDC National Center for Health Statistics, 39.8% of American adults are obese."*

This sentence tells the reader that I have done my research and I know what I'm talking about. Also be sure to credit highly credible and official sources. Building trust and establishing credibility is how you build rapport that you want.

### **Bullet Points**

The 2nd most important part after your headline are your bullet points. This is where you pack in the benefits of your book. Someone might buy because of one single bullet point that resonates with them.

A common mistake that publishers make here is giving away the solution in the book description. Please don't give away the content before they buy the book.

Example of what not to do with a book about weight loss:

- ✓ Use intermittent fasting
- ✓ Go on the keto diet
- ✓ Portion control
- ✓ Do high intensity interval training

If you do this, the reader now has all the answers they need, and they can just google the rest.

This is your opportunity to sell. Do a lot of selling in a short amount of words.

People love to read bullet points and might only read your headline and your bullet points.

Start the bullet points with:

- “In this book, you will discover:”
- “In [book title], you will discover:”

People don’t want to learn, they want to discover.

Tell readers what to do, not how to do it. Give away a taste of what is inside the book. Think of samples of wine at the supermarket. Spike curiosity. Curiosity is the most powerful selling emotion. Effective sales copy evoke curiosity.

Convey that your book is full of secrets and shortcuts.

### **Bullet points to use and not to use**

Add flavor to your bullet points. Make the reader need to learn more.

- ✗ How to lose weight by eating cabbage
- ✓ The one green vegetable you should eat to lose up to 4lbs per week
  
- ✗ Why Stellar Lumens is the next 100x cryptocurrency

✓ This coin (currently trading at less than \$1) has the potential to become the next Bitcoin

✗ Why you should use the word “you” a lot in book descriptions

✓ The single most powerful word you can use in your book descriptions to produce an avalanche of sales (hint: it's not “free”)

✗ Why you should never paint your home bright colors

✓ Why adding improvements can actually lower the value of your home

### **What to note about bullet points**

Use a minimum of 7 bullet points. This is your opportunity to sell, so go crazy.

Your first and last bullet point should be your “best selling” ones.

If you use bold, use them on your more powerful bullet points as well.

### **Dealing with last minute objections**

An objection is a reason for someone to disagree, refuse or not buy. Reasons that someone won't buy your book.

Even after reading your bullet points, many readers will still have objections. The goal here is to address them, deal with them, and get rid of these objections that are stopping people from buying.

3 of the most common objections for buying books:

1. Is it true?
2. Does this person know what they're talking about?
3. Will the information in this book work for me?

Let's deal with these 3 common objections.

#### **1. Is it true?**

This is easy to overcome.

Make believable and realistic claims. A bigger and crazier claim is not better, it might be worse if it's unrealistic. If you make completely reasonable claims, there's no reason to think you can't deliver on what you're saying.

You only ever want to make honest and reasonable claims that your book content can back up, or else they won't trust you. Don't tell people that you will get them results that aren't possible.

This is a huge mistake that people make in sales. They think that a bigger, more exaggerated claim will make people buy more. It won't. If it's too big, people won't trust you and won't buy at all. Spammy, shit books have exaggerated and illegitimate claims.

## **2. Does this person know what they are talking about?**

Do this by demonstrating and proving the claims that you've made by showing results. Use real life numbers, like the actual return that people have made by investing in stocks, for example

Or use scientific studies to prove claims and make them into facts. Tangible evidence is key in demonstrating credibility.

For example:

### **in the weight loss niche:**

*"Studies have proven to show that, people on this diet are losing an average of 17% more weight than people on the ketogenic diet."*

### **In the investing niche:**

*"In 2018, people made an average of 3.2% capital gains in the stock market."*

## **3. The information wont work for me**

This is the strongest often times the most difficult objection that needs to be overcome. This objection stems from a place of "I can't do it."

Someone can know that your product works for other people, and that you know what you're talking about. But can I get results? Tell them that YES! Even you can get results.

But if they don't think that it will work for them, then they still won't buy. Convince the reader that this will work for them personally.

Address the biggest reason why your reader thinks it won't work for them.

You need to figure out the biggest reason why your readers are skeptical that your book will not work for them. Put yourself in the shoes of someone who is interested in buying your book. It varies for every book.

Here are examples of the biggest reasons why your reader will think that your book won't work for them.

**Weight loss niche:** *This won't work for me because I've failed at every other diet I have ever tried.*

**Guitar niche:** *This won't work for me because I've never even picked up a guitar before.*

**Investing niche:** *This won't work for me because I literally have no money.*

**Dating niche:** *This won't work for me because I'm ugly.*

**Programming niche:** *This won't work for me because programming is complicated and I don't have any technical or computer skills.*

**Even if...** statements are great, but you can also just address the reader's objections head on.

**Investing niche:** *Even a broke teenager can start investing today.*

**Programming niche:** *So simple that your grandma could do it.*

If they can do it, then so can you. Again, give extremes. That is how you deal with and overcome last minute objections. Now the reader has no reason not to buy.

### **Call To Action**

The CTA is the easiest step, you just ask for the sale. All the work has been done, you just need to tell them what to do, which is to buy your book.

Tell the customer exactly what you want them to do. Use the exact language of Amazon. Word for word, tell them:

*“If you want to [big benefit], then scroll up and click the Add to Cart button.”*

Add to cart is a better CTA than “buy now” because it is asking for less. This has been proven to increase conversions.

A common mistake that publishers make is giving a weak close like “this book is for you” or “you need this book.” These are not specific and direct call-to-actions.

Example:

*“Click the Buy now with 1-Click button to get your book instantly”*

### **Recap of book description structure**

#### **Headline**

Make the reader want to “read more”.

#### **Story/lead**

Get the reader interested in what you have to say. Show that you understand their problems by stating their problems.

#### **Bullet points**

Sell your book and peak the reader’s curiosity.

### **Dealing with last minute objections**

Address and get rid of objections.

### **Call-to-action**

“Scroll up and click the buy now button.”

### **2 Rules to End on**

When you finish writing your description, apply these 2 rules:

1. Talk to the reader, not from your perspective. Turn your “I” to “You”.
2. 90% rule. 90% of the times “that” can be deleted. Use CTRL + F to search “that” in your description and delete all the unnecessary “that”

### **Book Description**

Just write your book description in Word or Google Docs, it doesn't matter. Don't worry about formatting or anything right now, just write a damn good book description that will sell like crazy.

See a sample book description – word document (attached)

## **How to edit and format your description for ACX**

### **Audiobook description**

ACX only allows 2,000 characters... including HTML tags, which is about 300 words

This is not a lot to work with, so you will probably have to remove parts of your ebook description to get it under 2000 characters.

### **How to cut down to 2000 characters**

Remove the least essential parts of your description. Things to remove (if necessary):

- Parts of your story/lead, just don't remove everything from there.
- Reduce down to 5 bullet points

Make your sentences less wordy if possible.



**Thing you need to keep:**

- Headline
- Top 5 best bullet points
- Call-to-action

Once the description is under 2,000 characters, now you need to format it.

**Audiobook Description**

Formatting for your ACX description gets funky.

ACX books can get stuck in review for weeks and it may be because of overly formatted descriptions.

So we want to keep the ACX description as simple as possible. Which is okay, because people are primarily listening to the RAS as opposed to reading the description anyway.

KDP likes blocks of HTML codes but ACX does not like it.

**Keeping your audiobook description simple**

Create a new line by hitting “enter” or “return”. But don’t create line spaces.

ACX does not like complex HTML. ACX only allows very basic HTML tags. No <h2> tag allowed. Use the <b>bold tag instead.

ACX does not like the use of many tags. So, keep the bolding and underlining to a minimum. ACX sometimes just removes tags if they think it's too much.

ACX does not like certain CTA’s because your description goes on different platforms with different button actions. Sometimes they will just delete it. So, keep your CTA super vanilla.

**Final thing to know**

ACX will automatically change words like “read” to “listen” and “book” to “audiobook”.

[https://docs.google.com/document/d/1THWKLNox1l68JR-tzLZRpn\\_XKOBwu7-AP4OzcBHPuhs/edit?usp=sharing](https://docs.google.com/document/d/1THWKLNox1l68JR-tzLZRpn_XKOBwu7-AP4OzcBHPuhs/edit?usp=sharing)

A sample ACX description formatting template is provided with your purchase

## Module 10: Build your Automated Review System

### Introduction to list building

This module will be all about how to build an email list and use it to gather reviews for your books. There is a different module dedicated entirely to getting reviews for your books, and that is not this module.

All the in-depth things you need to know about reviews will be covered further in that later module.

List building refers to building an email list. You've probably heard about the importance of building an email list for your business. Doing it for your publishing business is no different.

This entire module will be super valuable for you in any business you ever begin. Building an email list allows you to communicate 1-on-1 with your customers outside of Amazon. It's your only form of communication with your customers.

An email list is an asset that you own that can never be taken away from you. Whatever happens with Amazon or any publishing platform, if you have an email list, you will still have contact with your customer base. Without an email list, you own nothing.

### Purpose of your email list

There are many ways to use an email list to help your publishing business make more money. But right now, there is one and only one purpose of your email list.

And that is to get ***more reviews for your ebooks***. This will make your publishing business more money than anything else your email list can be used for.

You can later build on your email marketing strategy by using it for book launches and affiliate marketing, but for now, your email list will be used to simply ask for a review on your book.

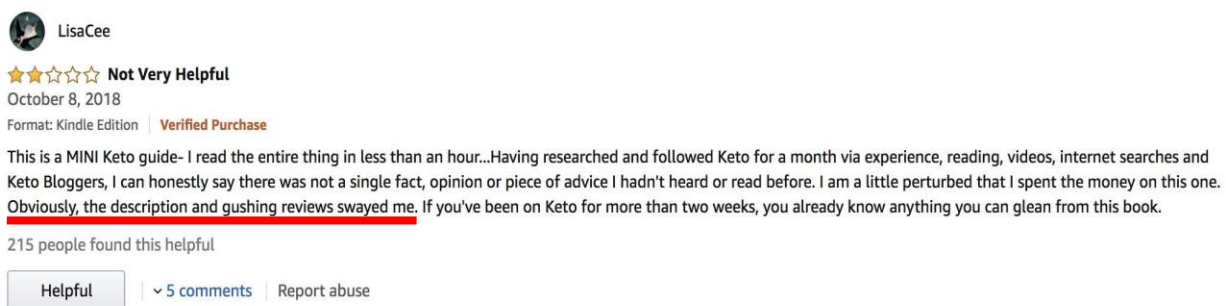
People have no problem leaving reviews. They will gladly do it if they like your book, they just need to be asked. Everything you do with this module needs to come back to getting more reviews on your books.

Having a number of good reviews on your book is incredibly important to the success of your book. 10+ good reviews is all you need, but more is of course better.

People only buy products with social proof. Good reviews on your book is probably going to be the biggest conversion booster that you can add. More than any description you can write.

95% of people will read the reviews on a book before they purchase. Which is why we say that bad reviews will send your book to the publishing graveyard.

Some people buy books solely because of it's raving reviews even if everything else doesn't look that great. See below:



The screenshot shows a review by LisaCee for a book. The review is dated October 8, 2018, and is marked as a 'Verified Purchase'. The reviewer gave the book a 2-star rating, labeled 'Not Very Helpful'. The review text states that the reviewer read the book in less than an hour and was perturbed by the description and gushing reviews. A red underline is drawn under the sentence: 'Obviously, the description and gushing reviews swayed me.' Below the review, it says '215 people found this helpful' and there are buttons for 'Helpful', '5 comments', and 'Report abuse'.

You will be using your email list to set up an Automated Review System that will reach out to your customers via email and ask for a review on the book that they purchased from you. People just need to be asked.

If setting up your Automated Review System sounds intimidating... it's not! You are going to learn **exactly** how to do everything. Step. By. Step. Every book needs its own ARS and it needs to be set up before you publish your book.

Why are we using our email list to ask for reviews?

1. Reviews are insanely important for your book.
2. Organic reviews don't come fast enough.

It's the best "legal" way of getting reviews. Amazon has so many rules against getting reviews, but this way is perfectly acceptable

Traditionally speaking, there are 2 big things that generally stop people from setting up email lists and email marketing sequences in their businesses.

1. Costs and fees associated with it.
2. Confusing and difficult to set up.

So many loops and moving parts. Admittedly, not easy for a beginner... when you don't have good guidance

The ARS is both free to set up and easy to set up. So you have absolutely no excuse to not implement effective email marketing into your publishing business.

***This is a MUST.***

This is about to be broken down as simple as humanly possible. Email marketing can't be made simpler than what you will learn here. So simple, so easy and so free that you'll be able to set it up with as many different niches and pen names as you want.

Full break down of the Kindle ARS

1. Customer purchases your book

2. Customer sees your lead magnet at the beginning of the book
3. Customer clicks the lead magnet which takes them to your landing page
4. Customer gives you their email address in exchange for your lead magnet (and consents to being sent emails from you)
5. You send customer the free bonus that they were promised
6. You later ask customer for a review on your book
7. The end.

Repeat with every customer you get. This is all automated and requires just a one-time set up.

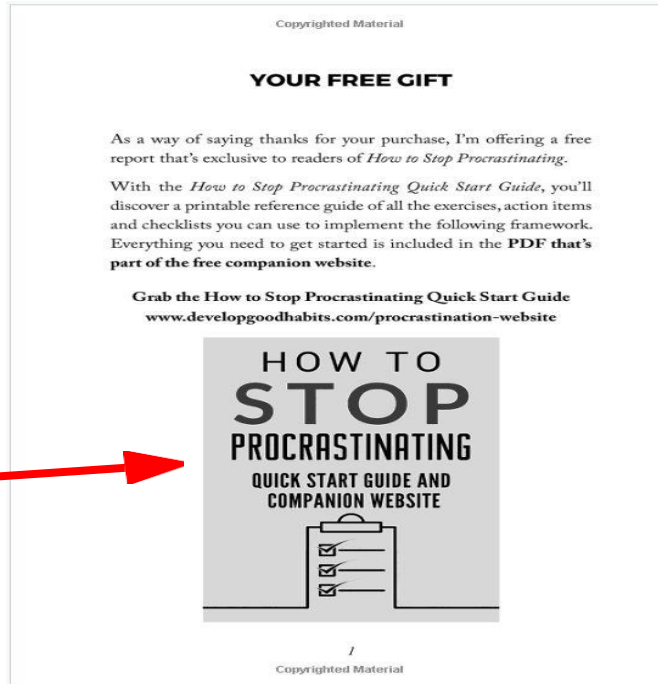
Want to start an email list account? I suggest starting with the FREE Aweber account (register with a VPN/non-Nigerian IP, for your registration only). With this free account, you get up to 500 subscribers before you start any payment.

Register here: [getyouraccess for aweber.com](https://getyouraccessforaweber.com)

## What is a lead magnet?

**A lead magnet** is an incentive that marketers offer to potential buyers in exchange for their email address, or other contact information. **Lead magnets** usually offer a piece of digital, downloadable content, such as a free PDF checklist, report, eBook, whitepaper, video, etc. **Why Every Business Needs a Lead Magnet.** Mar 1, 2019

See below example of a lead magnet:



The sole purpose of your lead magnet is to offer something that will make your readers think:

***“Okay well I NEED that. Even if I have to give my email, I don’t care. I’d be an idiot to not take advantage of this free offer!”***

Someone’s email is a personal matter. People don’t just give out their email address on the internet without a good incentive. It is your lead magnet’s job to give them a compelling reason to do so.

## **5 Aspects Of An Irresistible Lead Magnet**

1. Solve a real problem that your customers have. Business is about solving problems for customers. That’s why they bought your book in the first place.
2. Promise (and deliver) a quick and easy fix. People love instant gratification. Quick and easy in terms of the solution and the accessibility of it.

3. Be specific and descriptive with your offer... not generic. Tell them the exact benefits your bonus will give them.
4. Short and easy to consume. A 200 page ebook is not the answer. This is just overwhelming. People don't want to spend hours reading. Can be consumed before they read your book.
5. High value. Both high perceived value and high actual value. You are being judged by your lead magnet.

### **3 Ideas For Your Lead Magnet**

#### **Printable Checklist.**

Statistically shown to actually have the highest conversion rate of all lead magnets. Probably because it is so handy and can be consumed so quickly.

A checklist condenses everything your reader needs into one actionable list that is super quick and easy to make.

#### **Cheat sheet.**

Similar to a checklist, but written as a short guide. Gives your reader all the important information they need on one or two pages. Like a super condensed version of your book. Even better, make it printable too. People love infographics.

#### **Template.**

This is anything that is completely done for you. This can be super high value, but doesn't apply to every niche.

- Meal plan template for a weight loss book
- Email sequence template for a business book
- Done-for-you workout plan
- Web design templates



Once you have chosen your epic and amazing lead magnet, now you have to sell your readers on it. The ingredients your lead magnet should have includes:

### 1. **Headline: Bold and attention grabbing**

Learn How to **Double your Opt-In Rate**, Get Thousands of New Subscribers... and **Grow your Email List** Faster than Ever Before!"

You'll learn:

- How to build lead magnets in *13 seconds*
- 3 "dead-simple" tactics that will INSTANTLY grow your list
- The simple A/B test that increased conversions 91.06%
- How to get 12.24% opt-in rates
- How to turn readers into revenue...in minutes
- How to get over 1,000 new subscribers in 60 days
- BONUS 3-step formula that will turn your blog into a list-building machine

THE **ULTIMATE**  
**THRIVE LEADS**  
**PLAYBOOK**  
*By Robbie Richards*

Email

**Download the Playbook >>**

### 2. **Description**

After you have caught your reader's attention, you need to tell them why they should take you up on your offer. This is where you sell them on the value. Give as much information as they need, but no more. Less words is better.

Your description needs to:

- ✓ Short and to the point
- ✓ Use bullet points to make it easily readable (3 to 4 bullet points)
- ✓ Convey the value

- ✓ Address problems and solutions

CHALENE JOHNSON

## 30-DAY CHALLENGE to master organization and achieve your goals

Join now for daily videos and my 30-day system for:

- ✓ Organizing your life
- ✓ Creating better habits and healthier habits
- ✓ Improving your relationships
- ✓ Increasing focus
- ✓ Goal-setting
- ✓ Reaching your goals faster than you ever dreamed possible...and so much more!

Join now to watch the first video!

**SEND ME THE VIDEO >**

Privacy Policy: We hate SPAM and promise to keep your email address safe.

### 3. Call To Action

A simple CTA telling them exactly what to do to get their bonus offer.

- ✓ “Click to Access”
- ✓ “Click here to get your bonus”

### How to create a high converting landing page

A landing page, in this case, is the webpage that collects the emails of your readers and adds them to your email list and automated email sequence.

When your readers click on your lead magnet in your book, they will then be sent directly to your landing page where they will enter their email in exchange for your free bonus.

First Name

Last Name

Email\*

Enter Your Email Address

SUBMIT

**Download our Free Guide on How to Be Awesome**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vitae mauris arcu, eu pretium nisi. Praesent fringilla ornare ullamcorper. Pellentesque diam orci, sodales in blandit ut, placerat quis felis. Vestibulum at sem massa, in tempus nisi. Vivamus ut fermentum odio. Etiam porttitor faucibus volutpat. Vivamus vitae mi ligula, non hendrerit uma. Suspendisse potenti. Quisque eget massa a massa semper mollis.

This is the headline text.

- ✔ This is the headline text This is a link
- ✔ Active Link This is the headline text.
- ✔ Here is a link This is the headline text.

TopLine leadership,inc.  
Sales Managers 360 Evaluation  
Free Sample

The goal with your landing page is to have the highest conversion rate possible.

### **What is a good conversion rate?**

It depends massively on so many things. The industry, your offer, your niche, your funnel... everything! But the biggest determining factor is the quality of the traffic you are sending to your landing page.

You are going to be sending very high quality traffic to your landing page, because it is only people who are willingly going to your offer page because they are interested. So a conversion rate anywhere between 40% to 50% would be really good.

### **How do you make your landing page convert at a high rate?**

You need to start by understanding that your landing page has one job and one job only... collect that email! So make that the only thing anyone can do.

Eliminate all distracting elements. Forget any other nonsense that you think would make your landing page look better like reviews, or testimonials, or cool pictures or an author biography etc. This just gives people an opportunity to get lost reading something else and then lose interest and click out.

Your landing page needs to be as direct and to the point as possible. Just have your headline, image, description and call-to-action... that's it!

4 elements of a powerful landing page:

1. Clear and focused on your offer (no distractions!)
2. Good image of your offer
3. Compelling copy (headline + description)
4. Strong and specific call to action

See examples below:

Join the LitFam  
**Mastermind Group** and  
meet other ambitious  
entrepreneurs JUST LIKE  
YOU!

Enter Your First Name Here...

Enter Your Best Email Address Here...

**GIVE ME ACCESS NOW!**

\* we will not spam, rent, or sell your information \*

Logo

## A big enticing headline goes here.

Use this space to tell people what they get for signing up. Maybe tell them how great it'll be once they're signed up, and how their lives will change forever. Or just tell them about how they're signing up to win a free t-shirt. Or a downloadable PDF. Your call!

Email Address

Subscribe

## Module 11: Publishing to KDP

A video is provided that walks you through the KDP dashboard.

### Pricing your ebook

**Royalty Rates** - This is the rate out of your book price that you are paid

eBooks priced between \$2.99 and \$9.99 and will earn 70% royalties.

eBooks priced less than \$2.99 or more than \$9.99 will only earn 35%.

Always price your e-books between \$2.99 and \$9.99.

### Ebook Pricing

30,000 word e-book - \$2.99 (About \$2.03 royalty per sale)

Two book e-book bundle - \$4.99 (About \$3.43 royalty per sale)

For any bundle beyond two e-books, add \$1 or \$2 but never exceed \$9.99.

Even for books shorter than 30,000 words, price them at \$2.99.

### International Pricing

Besides the US marketplace, Kindle has 12 other international marketplaces (UK, Canada, Australia, Germany, France, Spain, Italy, Netherlands, Brazil, Mexico, India and Japan)

For all of these marketplaces, choose the minimum price (will be populated for you) to be eligible for the 70% royalty rate.

### How to choose your book categories

On the KDP website, you can select the category you want to publish to (see diagram below)

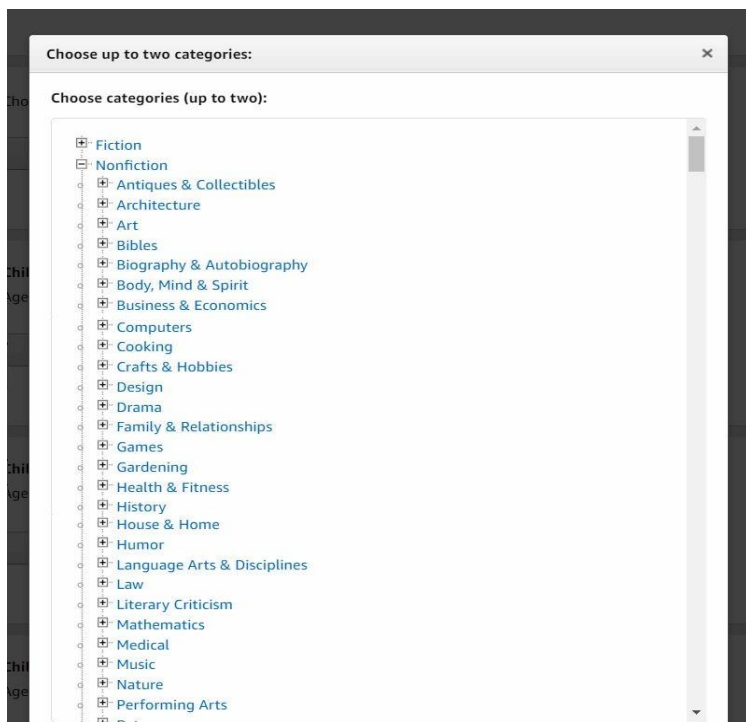
The screenshot shows a web form for book metadata. At the top, a red-bordered box highlights the 'Categories' section, which includes a breadcrumb trail: 'Nonfiction > Business & Economics > Advertising & Promotion' and 'Nonfiction > Business & Economics > Marketing > General', along with a 'Set Categories' button. Below this is the 'Age and Grade Range' section, containing two optional fields: 'Children's book age range' and 'US grade range', each with 'Minimum' and 'Maximum' dropdown menus. The 'Pre-order' section features an information icon and the text 'This book was released on Wednesday, January 2, 2019.' At the bottom right, there are 'Save as Draft' and 'Save and Continue' buttons.

Think of these categories like sections in a bookstore or library. In which sections do you want your book to appear?

You are choosing which best sellers lists that your book should be in.

3 tips when choosing your categories:

- ✓ Be accurate - Do not choose misleading categories. Choose the most relevant categories.
- ✓ Do not be redundant - Choose 2 different broad categories for more reach and exposure.



- ✓ Be specific - The more specific you are, the more categories your books will be listed in.

## Back End Keywords

We have heard of people getting in trouble (and even getting their accounts banned) for misusing and abusing the back end keywords. So, to avoid any sort of trouble...

- ✓ Only put one keyword in each box. There are 7 boxes so you can enter 7 keywords in total
- ✓ Only include relevant keywords
- ✓ And do NOT include any of the following words in your back end...

## Words To Avoid In Your Backend Keywords

- ✓ Free, book, amazon, kindle unlimited, KDP select, paperback, new, on sale, available now, buy now, best selling, lowest price



- ✓ Information covered elsewhere in your book's metadata such as your title and author
- ✓ Any other famous book titles or famous author names (this will get you banned)
- ✓ Plural variants of the same word ("dog" and "dogs" = the same thing)

## Best Practices

Ask yourself "what might customers search to find a book like mine?"

Enter keywords in the most logical order. Use "dog training for beginners" and not something like "beginners training for dogs".

Do not use quotation marks. If you enter: "dog training for beginners", then only people searching exactly that will be shown your book. If you enter: dog training for beginners, your book will be shown when customers search variants of that phrase.

Make all of your keywords different. There is no point in repeating words.

## How to run a Free Book Promotion

What Is A Free Book Promotion?

After your eBook is enrolled in KDP Select, you can run a Free Book Promotion by offering it for free for up to 5 days out of each 90-day KDP Select enrollment period.

KDP Select is a **free 90-day program to Kindle eBook**. It gives you the opportunity to reach more readers through Amazon and Kindle promotions. All authors and publishers, regardless of where they live, are eligible.

KDP Select allows authors to tap into more expansive Amazon benefits for their eBooks including: Higher Royalties in Select Countries - Enrolling in KDP Select makes your **eBook eligible for 70% royalty earnings on sales** to international customers in Brazil, Japan, India, and Mexico.

## Benefits of A Free Book Promotion

**Gather emails** - Hundreds or even thousands of people will download your e-book and see your lead magnet. This is a great way to kickstart your email list building.

**Gather reviews** - If you put in all the time and effort necessary to create a super high-quality book, then there is a very good chance you will receive a few organic 4 or 5 star reviews. Especially if you email them a few days later kindly asking them to leave a review.

Boost the organic ranking of your book once the free promo ends. You can have your book on free promotion for 5 days. Use them wisely. Your Free Book Promotion should be run in the first week your e-book is available for sale.

When doing a Free Book Promotion, it's normal to have a spike in downloads on first 2 or 3 days and then a pretty steep drop off. We suggest setting your free promo for 3 days and then using the other 2 days at a later time during your 90 day contract.

**Pro tip:** Time it so that your free promo ends on a Friday because book sales are usually highest on the weekends.

**Another pro tip:** Up the price of your book eBooks to \$9.99 while it is on free promo. This gives the book a higher perceived value which will lead to more downloads.

## How To Maximize Downloads

When you run your Free Book Promotion, you want to get as many free downloads as possible. But there really aren't many different things you can do to increase your free downloads when your book is on free promo.

You could try sending out a tweet or making a post about it on Instagram... But that doesn't work. The only effective method that actually works is using book promotion websites.

I recommend using a software called **KDROI**

KDROI is a software that will submit your book to 32 different free book promo websites for you in just 15 minutes of work. It costs a one time fee of \$47.

There are many promo sites that KDROI does not submit to, but your time is better spent elsewhere. KDROI does the job good enough. It's possible to get over 1,000 downloads for a book in 3 days using KDROI.

## Module 12: Audio Book Narration

For this lesson, we will be looking indepth at how to carry out the narration for your audiobook.

So here we go...

To get your ebook turned into an audiobook, you need someone to narrate it.

There are 2 people who can narrate your audiobook using 2 routes:

1. Someone else narrates your book... aka a professional narrator
2. You do a Royalty Split
3. You Record it Yourself

We will look at each option individually but first why we need to cover a few things

### Length Of Your Audio Book

Your audiobook should be at least 3 hours, because of ACX's tiered pricing system.

- ✓ 0 - 1 hour: **\$3.95**
- ✓ 1 - 3 hours: **\$6.95**
- ✓ 3 - 5 hours: **\$14.95**
- ✓ 5 - 10 hours: **\$19.95**
- ✓ 10 - 20 hours: **\$24.95**
- ✓ 20+ hours: **\$29.95**

ACX projects a narration speed of 9,300 words per hour, so 30,000 words/9300 = 3.2 hours. A 30,000 word book projects to be a 3 hour 15 minute audiobook.

3 hours 15 minutes is just a projection so the narration of your 30,000 word book can range anywhere between 2:30 and 4 hours depending on how fast or slow your narrator talks.

If your audiobook falls short of 3 hours, that's not a problem. There is an easy way to add 15-20 minutes to the length of your audiobook to get over the 3 hour mark.

This is why we publish 30,000 word long books because it's the best balance between length and production cost. 30,000 word books give you the best return on investment. It's just the perfect length.

### **Audio Book Royalties**

You only keep between 20% and 40% of the list price of your audiobook, depending on the kind of sale that you make. If your audiobook is under 3 hours, your royalties are tiny.

There are 3 kinds of sales you can make on ACX:

1. AL - Audible Listener (~20% royalty)
2. ALOP - Audible Listener Off Plan (~28% royalty)
3. ALC - A La Carte (40% royalty)

Most sales will be AL, followed by ALOP and ALC

AL - An AL purchase is a person that is an Audible member purchased your book using a membership credit that they receive on a monthly basis for a fee. Since credits can purchase a book of any price, they have a different value than someone who paid cash for the book. Audible uses an allocation factor to determine the value for the credit each month.

ALOP - This type of purchase is made when an Audible member purchases the book without using a credit. Audible members receive 30% off the retail price for all books, so you can usually assume the amount paid will be 30% less than retail, so you will receive royalties based on that amount.

ALC - This indicates that someone purchased your book A La Carte, without any discounts or promotions. Most ALC purchases come from iTunes, but can also indicate that someone bought the book from Amazon or Audible that is not a member, so they paid the regular retail price for the book.

## How Long Does Narration Take?

How long it takes your narrator to narrate your audiobook depends on how fast the narrator works. 14 days is a good rough estimate for how long it should take your narrator to finish your 30,000 word audiobook

As a part of the audiobook contract, you will select a deadline for the project before any narration begins, so your narrator knows how fast they need to finish the job.

### **Option1: Someone narrates your book for you - Hire a narrator**

With this option, you hire a narrator to narrate your book for you.

#### ***The Benefits:***

1. Lowest time investment (you audition the narrators and make a choice)
2. Professional quality
3. You keep more royalties – you don't have to pay your narrator on an ongoing basis

#### **The Cons:**

1. The most expensive option (in most cases)

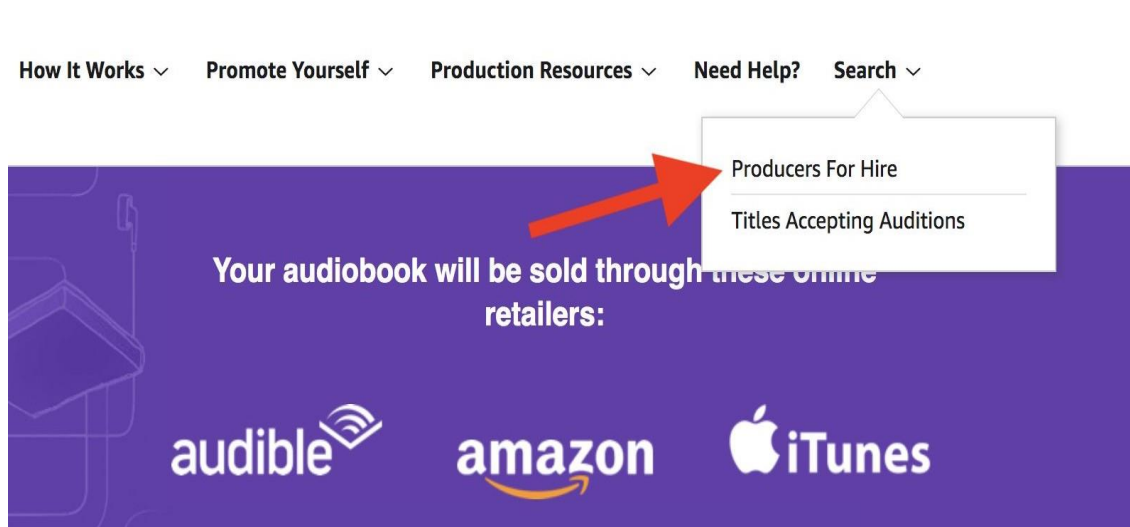
### **Recommendation (Who would this make the most sense for)**

1. If you absolutely cannot narrate yourself
2. If you can afford it
3. If you don't mind waiting a while to get your narration back (and to start seeing ROI)

## Finding a Narrator

1. Use [www.acx.com](http://www.acx.com) or any of the other platforms like authors republic or findawayvoices by submitting a narrator bid
2. You can go directly to a narrator if you know one (listen on audible and maybe search on google for the narrator and reach out to them directly)

3. Hands down the best place to find a great narrator is on ACX. ACX has a database of thousands and thousands of narrators that are ready to work. So, no need to look anywhere else, although Author's republic does offer this service as well
4. So, on the audible website, You just search for 'producers for hire' ....see picture below.



## Cost of Hiring A Narrator

There are 2 ways of paying for narration on ACX:

1. Per Finished Hour (PFH)
2. Fixed Pricing

### **Option 2: Doing a Royalty Split/Share (available on acx.com)**

Royalty share is where the narrator will narrate your audiobook for no upfront cost, in exchange for 50% of the royalties earned on the audiobook.

Your royalties will be cut in half! As you share your books, half of your royalties go to the narrator as well.

Think about it – potentially you would be paying much more!! And you will be locked into a contract with ACX – for 7 years!!! You cannot sell the book anywhere else – you cannot give the book away for free – you can't do a lot of things!!

So,

***Do not do royalty share***, unless you literally have absolutely NO money and cannot narrate yourself. I know of many horror stories of people losing thousands and thousands of dollars on a successful audiobook because they did a royalty share.

You want to pay your narrator upfront on a PFH basis. PFH stands for “per finished hour”. Paying PFH means paying a fixed rate that was agreed on beforehand for every hour of fully edited narration.

You pay for the length of the finished narration, not how much time they used to narrate it. Example:

\$50 PFH x 3 hour long audiobook = \$150. It's that simple. No other fees apply. ACX does not take a cut because you pay your narrator outside of ACX

Professional audiobook narration is not as expensive as you would think. The fees are usually:

- ✓ \$25 PFH = \$75
- ✓ **\$50 PFH = \$150**
- ✓ **\$75 PFH = \$225**
- ✓ **\$100 PFH = \$300**
- ✓ \$150 PFH = \$450
- ✓ \$200 PFH = \$600

You can find a great narrator in the \$50 PFH range. But do your due diligence to make sure you are hiring a great narrator, and not just a cheap narrator.



Personally, my budget is around the \$100PFH range now because I want to work with more experienced narrators.

### **Option 3 – Record/Narrate the audiobook yourself**

Narrating your audiobook yourself may not be recommended because we want super high quality narration, and most of us are not professional narrators with the skills and voice of a professional voice actor.

However, it is still an option.

Benefits of narrating yourself:

- ✓ You save money.
- ✓ You have full control over the rights of the book
- ✓ You can have it done on your own timeframe
- ✓ You create a deeper connection with your audience (you know how you want the book to be expressed in a way a narrator may not know how to)
- ✓ Its easy if you know what you are doing? It can be challenging if you don't know what you are doing.

### **How narrating yourself will be successful – things to consider**

1. It will take time to read, record and edit unless you hire an editor. You can have someone else do the editing for you
2. You need the right equipment
3. It may take 5 hours to produce 1 hour of final audiobook, especially when you start learning

**NOTE:** Recording your own audiobook is a form of proofreading. Reading your book aloud helps you to catch mistakes you may not have caught otherwise

So just go ahead and hit the record button

***Some people say....***

1. I don't like the sound of my voice (or for some, selling to foreigners, they worry that they may not like their accent). Truth is everyone doesn't like the sound of their voices, and truth also is you may actually not sound right or don't have the right voice.

2. Get unbiased feedback. Record a quick sample and send to some people (you don't have to tell them its you) and ask them if they would listen to a book narrated by this person.

However, in order to narrate successfully, you need a home studio

### **Setting up your home studio**

This is what you will need:

1. **The right microphone** – Use an Audio Technica ATR2100x or the AT2005 or Samson Q2U, but these are only my recommendations. **Just use a dynamic microphone** which will not pick up background noise, except you are in a recording studio
2. **A pop filter** – it's a circular strain that goes in front of the microphone
3. **A microphone stand** – might be optional but is more convenient
4. **Monitor headphones** – goes over your ears and removes noise when you are editing and listening back
5. **Music stand (optional)** – so you can stand while recording if you are capable of. Easy to put your manuscript there to read

You just make a one time investment in these and you can use them for podcast or anything else audio.

### ***Other things to do about your home studio***

1. Record in a small room and point the mic away from noisy sources like windows or the A/C
2. Hang thick clothes or blankets behind you (to block out noise). DO NOT USE a bathroom as it is reflective
3. If you can't get a small room, you can record under a patio umbrella with a thick blanket thrown over it. So, it's wrapped around you and you have just created a perfect recording area.
4. For software, I recommend [www.audacityteam.org](http://www.audacityteam.org). It comes with the plugins you need. There are a host of other great programs you can use apart from audacity

### **The READ Production Process**

Read, edit (any noises or paper shuffling), apply effects (for the right volume and quality) and then upload to a distributor.

If you are narrating, take note of the following requirements:

- Audiobooks need to be consistent in overall sound and formatting
- Include opening and closing credits
- Be comprised of all mono or all stereo files
- Include a retail audio sample that is between 1 and 5 minutes long

There are other requirements like the below:

#### **Files Need To...**

- Contain only one chapter/section per file, with the section header read aloud
- Have a running time no longer than 120 minutes
- Have room tone at the beginning and end and be free of extraneous sounds
- Measure between -23dB and -18dB RMS and have -3dB peak values and a maximum -60dB noise floor
- be a 192kbps or higher MP3, Constant Bit Rate (CBR) at 44.1 kHz

Now let's do a walkthrough of the ACX dashboard and how to get your book on ACX. Refer to the video attached (ACX Dashboard walkthrough)

## Retail Audio Sample (RAS)

The retail audio sample is a 1 to 5 minute sample of your audiobook

The screenshot shows the Audible product page for 'Harry Potter and the Philosopher's Stone, Book 1'. The page includes the Audible logo, navigation links (Library, Wish List, Browse, Audible Originals, Gifts, Inside Audible), a search bar, and a category breadcrumb (Kids > Ages 8-10). The book cover is displayed on the left, with a red arrow pointing to the 'Sample' button. The book details on the right include the author (J.K. Rowling), narrator (Stephen Fry), series information, length (8 hrs and 44 mins), release date (11-20-15), publisher (Pottermore Publishing), and a 4.9 star rating from 3,235 reviews. Pricing information shows a regular price of \$29.99 and a member price of \$20.99 or 1 Credit. Purchase options include 'Buy Now with 1 Credit', 'Buy Now for \$20.99', 'Add to Cart', and 'Add to Wish List'. A 'Give as a gift' link is also present.

95% of people will listen to the retail audio sample before purchasing.

It gives the listener a preview of the narrator as well as the content inside the audiobook.

So, it's obviously **super important** to have a great RAS, because it plays a massive role in boosting your audiobook conversions.

You want to give the listener a sample that shows off how great the narration of your audiobook is, as well as the content inside.

The RAS needs to get the listener excited and make them want to buy.

You want to have your narrator (or you) read your amazing book description (the full one) and use that as your RAS.

Let the narrator know that this will be used as the RAS, so they need to give it extra attention to make sure it sounds great.

It's that simple, but super effective.

## **5 Elements of high quality narration**

Finding a good narrator is very very important. You can have a great audiobook, but if it has poor narration, some people will leave bad reviews.

Every audiobook gets rated on the performance of the narrator, and like with writers, the skills of a narrator can vary massively. So, take the time to find the right narrator for your audiobook. Invest the extra money if you have to. It's an investment!

Just like there are 5 elements of a high quality book, there are also 5 elements of high quality audiobook narration. And they are:

1. Voice
2. Articulation
3. Tone
4. Pacing
5. Audio quality

A lot of these qualities come with an experienced narrator. You can't go in and edit the audio files yourself like you can with your book, so you just have to let the narrator know what you expect from them and let them run the show.

Narrating a non-fiction book is much easier than a fiction book.

### **Voice**

Choosing the right voice depends on your book. Think about who your listeners are most likely to be, and find the kind of voice that will best deliver your information to them.

### **Things to consider:**

- Gender
- Age
- Vocals

### **Find a narrator that fits your audiobook.**

The gender of your narrator doesn't have to be the same as your pen name. Accents? That's for you to decide because it plays a very small role in nonfiction.

Think about what gender, age and voice your listeners would want narrating the book to them. With most books, you can go in many different directions.

See some examples below:

**Stock market investing:** Middle-aged male with a deeper voice of authority.

**Pregnancy guide:** Younger female with the voice of a mother.

**Children's book:** Female with the voice of a kindergarten teacher

**Skateboarding tricks:** Male with a more adolescent voice

**How to learn Italian:** Italian accent

**Beer brewing guide:** Male with an Irish accent

**Book about retirement:** Using a young voice will destroy you

Listeners will hear your narrator before they purchase, so they will not buy your audiobook if the narrator isn't someone they want to listen to. You want a voice that someone can listen to for 3 hours straight.

### **Articulation**

*This is the formation of clear and distinct sounds in speech - "the articulation of vowels and consonants"*

You need clear and concise pronunciation of every word. No slurring, no lazy words, narrating is not like talking normal.

Good articulation is very important so that everything is heard and grasped by the listener. The worst thing is having to hit the 30 seconds back button because you missed what the narrator said.

## **Tone**

Tone is the way words are said. The emotion. The enthusiasm.

A good tone (and changes in tone) keeps the listener engaged. No monotonous and robotic voice. Think of this as the voice acting aspect of the narration. This applies much more to a fiction book with a storyline and different characters than it does to non-fiction.

## **Pacing**

The narrator needs intuitive pacing. The ability to have variations in pacing when necessary. Though this doesn't apply as much to non-fiction, but it still applies.

The narrator should know when to speed up a bit, when to slow down, when to provide a 2 second pause to emphasize a point.

Pacing is important for articulation so that the listener hears and can digest every word that is said. Narration is supposed to be slower than how people normally talk. The listener can put the audiobook on 1.25x or 1.50x speed if they need to.

## **Audio Quality**

This can obviously ruin a narration. Your narrators needs the right audio equipment and set up. The editing and everything is the narrator's job. You are pay for a completely final and ready to publish narration.

ACX will quality control everything, but they'll still accept audio quality that isn't spectacular.

## **How to find the right narrator**

### 3 Steps To Approaching Narrators

The goal is to get into talks with highly qualified narrators that you really like.

You don't want to spend tons of time talking to 50 different narrators, so you need to filter out and qualify narrators before you talk to them.

This is how you want to approach every narrator:

- ✓ Listen to a sample
- ✓ Vet the narrator
- ✓ Contact the narrator

## **Finding your narrator**

ACX is the best place to find your narrator. The first step is listening to samples.

There are 2 ways to get narrator's samples on ACX:

1. Auditions (they come to you)
2. Exploring samples (you go to them)

Do both. Go through auditions and explore samples on ACX.

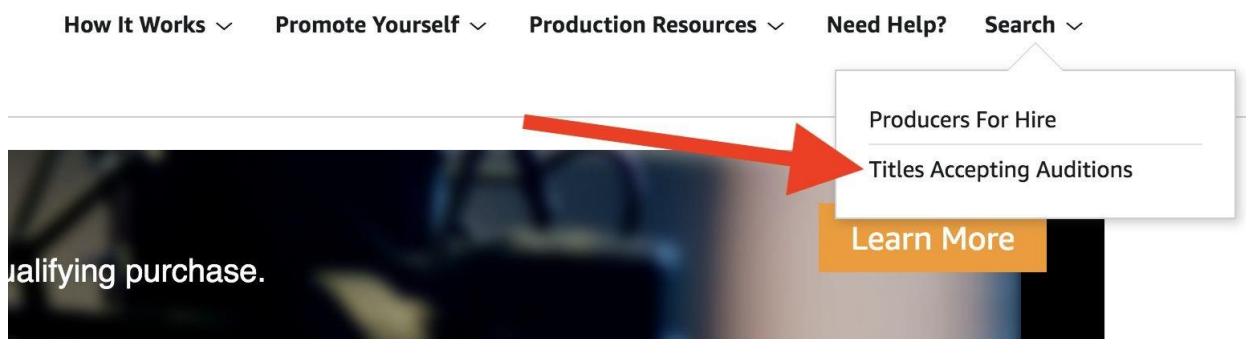
There are about 20,000 narrators on ACX, looking for work. So the right person for you and your book is there on ACX, you just need to find them. ACX has made the narrator hiring process so fast and easy.

## **Getting Auditions**

When you post your book to ACX, it will automatically be posted on ACX as "*accepting auditions*".



Narrators will submit auditions to titles they are interested in narrating.



## Narrator Auditions

With narrators submitting auditions for your audiobook, you can get anywhere between 0 and 10 samples to listen to. The more attractive the book, the more auditions you'll get.

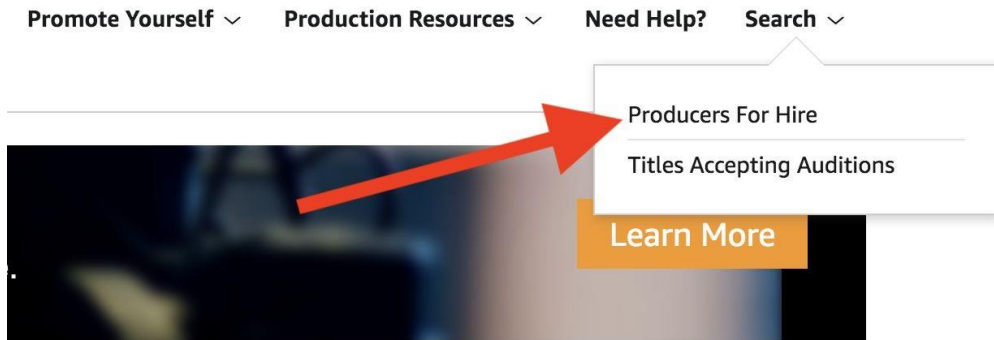
With every audition, the narrator submits an audio sample of them reading your audition script. Listen to these samples in a quiet room with your eyes closed.

If you don't like the audition, ignore it and move onto the next one -They didn't make the cut. If you like an audition, favorite it. Then you need to vet the narrator.

Some may be good, and some may be complete and utter trash. There are "narrators" on ACX that should not be narrating anything. If you don't get any auditions, don't worry. That's perfectly fine. You just need to go out and explore and contact narrators yourself. This is the better method anyway.

## Exploring Samples

Go into ACX's database of thousands of narrators and search through samples



## Vetting Narrators

Once you have a sample that you like, you want to do more in-depth research and figure out if this narrator is the right person for the job. This is where vetting comes in.

You can either find samples and vet narrators one at a time, or in bulk, whichever you prefer.

1 Sample → Vet 1 narrator → Contact 1 narrator → Repeat bunch of samples → Bunch of vetting → Bunch of contacting

Vetting is doing in-depth research on a narrator before working with them. You want to do everything you can to make sure that they are going to do a damn good job for you.

Along with having experience and all the qualities of a good narrator, you also want to see that the narrator gets:

### ***Consistently good feedback from listeners***

Because the important thing is having a narrator that listeners enjoy. So that people will leave good reviews on the narration of your audiobook, and not bad ones.

Look at the performance rating of a narrator's previous work. These are reviews left by the same kinds of real listeners that will be buying your book too.

If they consistently get poor performance ratings, you obviously do not want them narrating your audiobook.

How many audiobooks have they narrated before that are on Audible? Do they have good experience?

Go through all of the samples on their profile, all the RAS of the audiobooks they have narrated, and look at all of their performance ratings on all the audiobooks they have narrated.

Once you find a narrator that you like, send them an offer.

### **How to attach PDF documents to your audiobook**

With ACX, you are actually able to attach a PDF document to your audiobook so that when someone purchases your audiobook on Audible, they also receive a PDF document in their library.

This is a great way to separate yourself from competitors by providing more value and offering a "free bonus". It adds perceived value.

Things you can include as the PDF attachment:

- The entire audiobook in PDF format..... free ebook included!
- Pictures from the ebook and paperback book
- Graphs and charts from the ebook
- Worksheets or something interactive to follow along with (like a meal plan)
- A journal

*Just Get Creative With This!*

### **PDF requirements from ACX:**

1 single PDF document

10 MB or less. Use a file compressor if necessary

Once your audiobook is in review on ACX, email [support@acx.com](mailto:support@acx.com) and tell them you'd like to add this complimentary PDF attachment to your audiobook. Then attach it in the email.

Tell them you'd like to add this PDF document to the customer's library after purchase. That's it.

### **How to make your audiobook longer if it falls short of 3 hours**

If your audiobook is less than 3 hours, all you are going to do is create a bonus chapter at the end of your audiobook that is a "sneak peek" to another one of your audiobooks.

Provide any chapter that you would love for people to listen to. It can even promote one of your audiobooks.

Have your narrator read this bonus chapter to get over 3 hours.

Don't make it more than 30 minutes.

After the conclusion of your book, tell the narrator to read this.....

*"I would like to share with you a sneak peek into another one of my audiobooks that I think you will really enjoy. The audiobook is called "book title" and it's about "one sentence sales pitch". Enjoy this free chapter!"*

Then read the bonus chapter

### **How to pay your narrator**

When your audiobook is complete, ACX (if you used them to get a narrator) will tell you exactly how much you owe your narrator for their work.

*PFH rate x hours = how much you owe (PFH + Per Finished Hour)*

You have to pay your narrator before your book gets submitted to ACX.

Pay your narrator however you want to. I always pay with Paypal, which is by far the fastest and easiest way, and 99% of narrators will prefer you pay through Paypal as well.

Just get their Paypal email and send the money. Then the narrator must confirm on ACX that they have received the payment. Include a little 5% tip if you want to reward your narrator for a job well done.

### **What to do if your audiobook gets rejected by ACX**

This is not uncommon, it's not a problem! It will just delay the release of the audiobook a little bit.

ACX will send you an email telling you exactly what is wrong with your audio files, and what needs to be done to fix it. See a sample email below:

Hello,

The ACX Quality Assurance Team has reviewed your recently-completed audiobook, [REDACTED]. We have found 2 issues that must be corrected before we are able to process your audiobook for retail sale.

**Below, we have listed the requirements not met, the files affected, and our recommended solutions:**

- **Issue:** The following files do not meet our noise floor requirement – *All Submitted Files*
  - **Requirement:** [a maximum -60dB noise floor](#)
  - **Solution:** In post-production, you may use noise gating or reduction to help reduce the noise floor. Please be mindful that incorrect use of this kind of software can lead to poor sound audio. The best way to go about lowering your [noise floor](#) is to identify and eliminate the source of the noise. Often it could be the microphone picking up a loud sound from within the room or it could be a [gain staging](#) Issue with your recording equipment. Please be sure that any noise emanating appliances (*air conditioner, computer fan, fluorescent lights, etc.*) are turned off or isolated so the microphone does not pick up the sound. Our recent ACXU seminar [Studio Gear Series](#) goes over the importance of sound proofing your recording area. The [Mastering topic](#) in our Video Lessons & Resource section contains samples of what a noise floor should sound like.
- **Issue:** The following files do not have required spacing –
  - [Chapter 2.mp3](#)
  - [Chapter 4.mp3](#)
  - [Chapter 6.mp3](#)
  - [Chapter 7.mp3](#)
  - [Chapter 8.mp3](#)
  - [Chapter 9.mp3](#)
  - [Chapter 10.mp3](#)
  - [Conclusion.mp3](#)
  - [Closing Credits.mp3](#)
- **Requirement:** [room tone at the beginning and end](#)
- **Solution:** Please edit your files so they have the required room tone spacing. Each uploaded file must have between 0.5 and 1 second of room tone at the beginning, and between 1 and 5 seconds of room tone at the end. [Learn Editing and Spacing with Alex the Audio Scientist.](#)

**After you have corrected the issue(s) above, follow these steps to submit the project for review:**

**If you are the Producer:**

1. Log into your ACX account, navigate to the In Production tab, and select *Title* from your list of projects.
2. Select "Edit" next to the files listed above to delete, replace, and upload corrected .mp3 files.
3. Confirm the files appear in the order they are intended to be heard.
4. Click "I'm Done" to alert the Rights Holder the corrected files are available for approval.

It's your narrator's job to make the necessary changes and make sure all the audio files get accepted by ACX.

Both you and your narrator will get the email from ACX. Simply message your narrator and make sure they know that ACX didn't accept it, and tell them to fix it as soon as possible.

Then re-submit it.

## **How to edit your audiobook after its published**

This is one of the most frequently asked questions:

People haven't been able to find how to edit their audiobook on ACX after it's already published..... because you can't do it yourself like you can on KDP.

You have to email [support@acx.com](mailto:support@acx.com) and let them know what changes you want.

You can make any changes you want: title, cover, metadata information, description, RAS, audio files etc.

## **How to publish your audiobook to Author's Republic (AR)**

Let's talk about Author's republic.

Author's republic is a platform outside of Audible where you can also sell your audiobooks. They have similar requirements like Audible but you can sell on AR without even being on Audible

A video on how to register on author's republic is attached to your purchase

## Module 13: Getting reviews for KDP and ACX

### Introduction to reviews

A review is a feedback that a reader would leave on the KDP/ACX/AR website after reading or listening to your book.

These reviews are visible to prospective buyers of your book

I want to start by showing you this very interesting study that was done by the Northwestern University Research Center. It is all about reviews and consumer behavior regarding reviews. Highly recommend you give it a read:

<https://spiegel.medill.northwestern.edu/online-negative-word-of-mouth/>

This study researched over 13,500 different products with over 120,000 unique reviews over 22 different product categories.

### 5 Big Takeaways From The Study

5 big things you need to know before you get into reviews.

1. Nearly 95% of online shoppers read reviews before making a purchase. Making them super important for selling yours books, especially if you are running ads.
2. Focus on the first 5 reviews. Five reviews increase conversions by around 270% vs the same product with no reviews.

*“Based on our research, we found that nearly all of the increase in purchase likelihood occurs within the first 10 reviews, and the first 5 reviews drive the bulk of this increase.”*

3. 4.5 avg. rating is better than 5.0 average rating

*“4.7 - 5.0 range are less likely to be purchased than those in the 4.2 - 4.7 range”. Products with too high reviews are seen as “too good to be true” and untrustworthy.*



Negative reviews establish credibility and authenticity. A few negative reviews can actually work to your advantage. Don't seek out bad reviews, because they will come, but don't be afraid of them.

#### 4. Streamline the review process.

“Make the process of posting a review as simple as possible by allowing shoppers to submit reviews with just a few clicks.”

#### 5. Follow up by email.

“Prior research from PowerReviews shows that up to 80% of reviews originate from follow-up emails urging shoppers to review their purchases.”

### **Introduction To Reviews**

The purpose of reviews on your books is to increase sales conversions, and reviews do also play a role in SEO on both KDP and ACX.

There are 3 kinds of reviews you need to care about:

1. Amazon/KDP reviews to sell your ebook
2. Audible/ACX reviews to sell your audiobook
3. Reviews on other platforms

Gathering reviews for KDP and ACX are different thus they require different methods and approaches.

Let's start off by saying that getting reviews for your books (to be completely honest with you) is probably the most annoying part of the publishing process.

It can be quite frustrating, especially for Amazon.

Everything we talk about in this module is your best plan of attack.

But like every other step in the publishing process, getting reviews takes work!

## Terms of Service for KDP and ACX

When gathering reviews, it is important that we do it ethically. We must follow Amazon/KDP's and Audible/ACX's terms of service and make sure our review practices are fully permitted.

Unethical methods involve things like dishonest or biased reviews, paying for good reviews, incentivized reviews, manipulating reviews and leaving negative reviews on the competition.

I am only in the business of teaching you how to gather reviews the legal way, so everything I teach is completely ethical and allowed. It all follows the ToS of both platforms.

I have done due diligence so everything here is completely legitimate.

I will review each of KDP's and ACX's ToS so that we are all on the same page.

## 2 Types of Reviews

There are 2 types of reviews that you need to focus on for both your KDP books and audiobooks and it is important to distinguish the two.

- ✓ Initial reviews.
- ✓ Evergreen reviews.

You need to get both initial and evergreen reviews for the best results. Have one without the other and you are leaving money on the table.

### Initial Reviews

Initial reviews are reviews that you are going to get for your book quickly, within the first few weeks of launching.

Amazon and Audible like to see a strong influx of reviews shortly after launching, and this is a very good indicator for the algorithm that people need to see your book.

You want to collect a baseline of at least 10 initial reviews for both KDP and ACX. Double digit number of reviews gives nice social proof for your book.

10 initial reviews is your bare minimum but after that, you will begin to experience diminishing returns and your time is probably better spent elsewhere.

Without these initial reviews, your ads will convert at a fraction of what they could convert at.

Initial reviews are not passive and not automated at all. You have to actively go out there and seek out these initial reviews because they won't just come on their own.

After getting your initial reviews, you won't have to worry about actively seeking out reviews ever again.

### **Evergreen Reviews**

Evergreen reviews are reviews that will slowly trickle in on your book every month for the rest of its existence.

Amazon and Audible also like to see books consistently collecting new reviews every month. This shows Amazon and Audible that your book is still relevant, and it needs to stay at the top of keyword rankings.

Evergreen reviews will come passively without any added effort for the rest of time so you want to collect as many as you can.

### **Initial and Evergreen Reviews**

The methods for getting initial and evergreen reviews will obviously be different.

Initial reviews you are going out and getting while evergreen reviews will come to you.

### **KDP Reviews**

## **KDP Terms of Service**

When gathering reviews, it is important that you do it ethically. You must follow Amazon's terms of service and make sure your review practices are fully permitted.

KDP ToS: [https://kdp.amazon.com/en\\_US/help/topic/G202101910](https://kdp.amazon.com/en_US/help/topic/G202101910)  
<https://www.amazon.com/gp/help/customer/display.html?nodeId=202094170>

## **What Is Not Allowed**

Let's start with what is not allowed, according to Amazon, so that we get that out of the way.

1. You may not offer anything to reviewers, other than a free or discounted copy of your book
2. You may not demand a review
3. You may not attempt to influence a review
4. You may not break the community guidelines (be respectful, don't post sexual or graphic images, no offensive language, things like that)
5. Reviews from "a relative, close friend, business associate, or employee of the product"
6. Posting negative reviews on a competitor's book
7. An author posts a positive review about a peer's book in exchange for receiving a positive review from the peer - a review swap.

## **What Is Allowed:**

1. Encouraging readers to leave a review on Amazon

2. Providing free or discounted copies of your books to readers in hopes of them leaving a review.
3. Encouraging anyone to leave a review that isn't "a relative, close friend, business associate, or employee of the product"

It all comes back to that Amazon just wants completely honest and unbiased reviews on their books and products.

When you understand that Amazon just wants to maintain the integrity of their reviews, it's not that unfair. Amazon wants good products in the hands of their customers and shit products to be exposed.

### **How To Get Initial Reviews On Amazon**

Initial reviews on Amazon are probably the most difficult because review swaps and reviews from friends & family are not allowed.

Those are 2 powerful and highly effective methods of getting initial reviews that are not available to us on Amazon. This is exactly why an email list and setting up your Automated Review System is necessary.

There is no lazy way of getting Amazon reviews quickly, when you have nothing to work with. All the methods that Amazon suggests are literally impossible with no following. We are told things like:

- Share it on your blog
- Tweet about it on Twitter
- Tell your email list
- Tell your raving fans

All while receiving no reviews from friends & family and no reviews from other publishers in exchange for reviewing their book, the only way to get Amazon

reviews quickly within the first 2 weeks of launching (while following Amazon's Terms of Service to a T) is to compile a launch list for your book.

A launch list or a launch team is a dedicated group of people who have agreed to read your book in advance and follow up with a review immediately after your book is live on Amazon.

*How will you assemble this launch team?* You need to find and reach out to people who are interested in the topic of your book.

**Fair warning:** this is time intensive and takes work. We understand that, but with Amazon's increasingly strict rules, there simply are no better options.

### **How To Get Evergreen Reviews On Amazon**

Getting your evergreen reviews on Amazon is not a problem at all. One way to do this is by using book inserts. A book insert is a message with a call-to-action inside of your book. This book insert will have strong CTA's to leave a review if they enjoy the book.

Anyone who reads your book through a sale, a free download, or AA ads is automatically a strong lead for a review.

### **ACX Reviews**

#### **ACX Terms of Service**

When gathering reviews, it is important that we do it ethically. We must follow Amazon's and ACX's terms of service and make sure our review practices are fully permitted.

ACX ToS: <https://www.acx.com/help/legal-contracts/200485430>

#### **What is not allowed:**

1. Dishonest or biased reviews
2. Leaving negative reviews on your competitor's books

## What is allowed:

1. Offering anyone and everyone a free download of your audiobook in exchange for an honest review on Audible
2. Honest Reviews from friends and family
3. Exchanging audiobooks with peers and trading honest reviews
4. Incentivized reviews, as long as they aren't biased
5. Anything that does not result in dishonest or biased reviews

## Initial Reviews on ACX

Getting your initial reviews on ACX for your audiobooks is completely different and much easier than it is on Amazon. For 2 main reasons:

1. ACX promo codes

An ACX promo code allows you to give out your audiobook for free to anyone. This is amazing and a big reason why I love ACX so much.

2. Less strict rules

Amazon has ridiculously strict and over the top rules regarding reviews but most of these rules do not apply to ACX.

ACX created this promo code system for you to quickly and easily gather initial reviews on your audiobook.

*"Promo codes are a great way to give out free copies of your audiobook and get reviews on Audible."* - ACX

Thank you for contacting ACX.

You are allowed to give the codes to anyone that you may want.

If you have further questions, reply to this email or call us at 1-888-396-6347. We are here Monday - Friday, 9am - 7pm ET.

Have a great day!

Sincerely,

Adele

[ACX.com](http://ACX.com)

Getting initial reviews on ACX is not a huge challenge like it is on Amazon. There are 2 highly effective methods that you should use:

Ask friends and family

“Code swaps” as ACX calls it.

### **How To Get Your ACX Promo Codes**

When your audiobook gets published to Audible, you will have access to all of your ACX codes in your ACX dashboard.

To start with, you will have access to 25 promo codes for the US market and 25 for the UK market. Once 10 of those 25 codes have been redeemed, you will unlock 25 more codes. Then use 10 of those 25 codes and you will unlock 25 more, up to 100 promo codes for both the US and UK market.

That gives you access to 200 unique promo codes.

You can see in your ACX dashboard which codes have been redeemed and which have not.

Plus, your narrator has the exact same opportunity for promo codes so that's actually 400 promo codes you can have per audiobook. Do message your narrator and ask them to send you their codes, unless they want to do the marketing themselves.

Once 10 of your narrator's 25 codes have been redeemed, then ask them for the next 25. This can add up to an insane 400 promo codes.

Let's go to ACX: <https://www.acx.com/>



**3. Swap codes with a fellow [ACX](#) narrator/producer/engineer** – Set up an agreement with a friend or colleague: trade download codes and review each other’s audiobooks on [Audible](#), then expand on that review on your blogs. Offer the unique perspective of one audiobook insider reviewing the work of another, and make sure to include links to the Audible product page in your post. Feel free to give away each others codes as well. Their fans could become yours, and vice-versa.

**5. Swap codes with your peers.** These codes are specific to your ACX audiobook, so find authors and narrators willing to do a “code swap,” where both sides give away codes good for the others’ book. This way, you’ll each expose new audiences to your awesome-sounding audiobooks.

Because we have ACX promo codes available to use for our review gathering efforts, you want to gather more than 10 initial reviews for your audiobook. Even if 10 reviews is enough social proof for 95% of customers, remember that reviews help tell the Amazon and Audible algorithm that your book is relevant and needs to be seen.

Ideally, get as many initial reviews as you can on ACX, but you are of course limited by the size of your network. Your network being your friends, family and peers who are willing to listen to your audiobook (for free or paid) and leave an honest review.

You are allowed to create an agreement where leaving a review is required for the free code and you can be pushy about it.

### **How To Get Evergreen Reviews On Audible**

Once you run out of ACX promo codes, you no longer have them at your disposal. Now it is time to transition to evergreen reviews that will trickle in on your audiobooks every month.

Amazon doesn't really do anything to follow up with your readers and ask them to review the book that they purchased. But Audible DOES actually follow up with listeners automatically for you and ask for a review of the audiobook when they are done listening to it.

Here's a clip to show you what I mean:

<https://docs.google.com/file/d/1nSS9aphk31uOTu9HOw0pcfApJ2Xvo5FE/preview>

This will trigger at any point when listening to the final chapter of the audiobook. Because of this feature, you get organic reviews at a much higher rate on Audible than you do on Amazon.

It's like an ARS that Audible built in for you.

Reviews will trickle in on their own on Audible without you having to do a thing. But we do want to increase evergreen reviews even more, so you do want to include a trifecta of audiobook inserts into the narration as well.

### **Friends, Family And Your Network**

Asking your friends, family or anyone in your network to leave an honest review on your audiobook is a phenomenal option. There isn't too much to say on the topic because it's as simple as just reaching out to people you know.

Mom, dad, brothers, sisters, cousins, aunts, uncles, grandparents, all friends, co-workers, social media followers... anyone in your life can get your audiobook for free to listen to it and leave an honest review.

If you have supportive friends & family that likes audiobooks, you can get 10 initial reviews here. To everyone who wants a free copy of your audiobook and is willing to leave an unbiased review, you need to provide them with:

1. Their unique ACX promo code
2. Link to redeem their promo code

US: [www.audible.com/acx-promo](http://www.audible.com/acx-promo) UK: [www.audible.co.uk/acx-promo](http://www.audible.co.uk/acx-promo)

Then their audiobook will appear in their Audible library and they can now begin listening. Follow up with them in a week to see if they're ready to leave their honest review of your audiobook.

Give each friend or family member 2 promo codes: 1 US code and 1 UK code. So that they can leave 1 review on each platform. Getting people to listen to and review your audiobook is so much easier than to have someone read your free ebook and review it.

2 reasons why some friends & family will actually want to listen to your audiobook and review it:

1. A free audiobook actually has perceived value. A stupid free ebook doesn't.
2. Listening to an audiobook isn't inconvenient. It's a great way to be entertained or learn while you're busy such as driving, commuting to work, eating lunch, doing chores etc.

Reading an ebook is just inconvenient because you can only do it in your free time. Your audiobook won't be a hassle to them if it's on a topic they are interested in.

### **Pro Tip**

Ask your friend or family member what they thought of your audiobook before they take their review publicly to Audible. If they didn't like it, there is no obligation for them to leave a review.

You want to get their feedback on your audiobook, but just keep it between the two of you. Then you can learn from their constructive criticism and get better with your next audiobook.

But if you do want their review on your audiobook, when they are done listening to it and ready to leave a review, tell them to go to the “My library” tab in their Audible app, click the “...” on your audiobook and click “Rate and Review”.

Then they will be brought to this page:

Rocket Fuel: The One Essential Combination That Will Get You More of What You Want from Your Business

By Gino Wickman, Mark C. Winters  
Narrated by Mark C. Winters

Overall : ☆☆☆☆☆

Performance : ☆☆☆☆☆

Story : ☆☆☆☆☆

Write a full review? ^

Enter a headline for your review (required)

Write your review here (required)

What did you like or dislike?  
Whom would you recommend this book to?  
Why did you choose this rating?

This review will post under your Audible display name. To change your display name, go to your Profile Settings page on the Audible website.

Submit

**These are the components of the review:**

**Performance:** For the narration of the audiobook

**Story:** For the content of the audiobook

**Overall:** The overall package put together

## Components of A Helpful Review

You want people to provide reviews that will actually be helpful to prospective customers. You can give them this checklist for their review.

1. One sentence “final thoughts” in the headline
2. Begin with a brief summary of the book
3. What are your biggest takeaways?
4. How did this book impact you?
5. What did you like or dislike?
6. Would you recommend it to others?

The best reviews are thought out and detailed ones. Try to encourage your friends & family to be specific. 200 words is a great benchmark.

People that receive a free copy of your audiobook from a promo code must also disclose this in their review. Something like.....

*“I received a free copy of this audiobook in exchange for an honest review.”*

## How to deal with negative reviews on Amazon

If you get a negative review, your first goal should be to try and get it removed.

If you receive an unjustified negative review on Amazon, you are able to have it removed.

If a negative review doesn't fall under the parameters that we're about to talk about, then it can't be removed.

This will probably work on Audible as well if you just email them.

*Contact KDP On Their Support Page*

How can we help?

- Moving From CreateSpace to KDP
- Account
- Getting Started
- Format Your Book
- Book Details
- Ad Campaigns
- KDP Select & Promotions
- Amazon Product Page
- Linking Print and Kindle Editions
- Update Categories or Keywords
- Listing on the Kindle
- Customer Reviews**
- Book Samples
- Kindle Series Bundles
- Promoting Your Book(s)
- Author Central
- Price Matching
- Sales Ranking
- Other
- Payments, Taxes, and Reports

**Answers to common questions:**

- How do I get a review changed?
- How do I get a review removed?

**Or, ask your question here:**

Subject:

Please fill in the following information:

ASIN or name of book:

Date and title of the review:

Enter as much information as possible.

## 5 Reasons To Remove A Negative Review

**A negative review is considered unjustified and can be removed if:**

1. The review talks about issues not related to your product's quality, like slow shipping, misprinting, wrong delivery etc. Anything that is Amazon's fault.
2. The poor review was an accident.
3. The same person posts multiple negative reviews.
4. You have evidence that the review is written by a competitor.
5. Anything that violates Amazon's [community guidelines](#).

## What To Do If Amazon Won't Remove It

Reply to the negative review and tell them to contact you at [\\*business@gmail.com\\*](mailto:business@gmail.com) and that you can surely work something out to make them happy.

1. It shows interested customers that you care about your readers and you are a good person

2. It allows you to communicate with the reader and try to work out a deal to have them remove their negative review.

You can offer them a refund, another book/audiobook for free, or maybe they were in a bad mood and all they want is some explanation on your end.

The goal is to make them happy and encourage them to remove their negative review.

## **Book Promotion and Review Services**

*Before We Get Into It...*

I want to tell you about book promotion & book review services so that you can use them as a tool in your publishing business.

They are by no means necessary.

I don't have much experience with many of these book promo & review services, so it's not really my place to sit here and preach them but it's a fact that some of them are very good and will make you more money.

I created this lesson after talking around in the community and doing a lot of diligent research, so that you don't have to.

I am simply here to show you what's out there.

### **What Are Book Promotion and Review Services**

A book promotion service is a service that will promote your book (free or paid) to their audience, usually through a big mailing list to get an instant spike in sales or free downloads.

**Goal:** Profit and exposure

A book review service is a service that will give your ebook to their dedicated team of readers with the expectation (but not requirement) that they will

leave a review on your book. If done right, these book review services are still 100% compliant with Amazon's Terms of Service.

**Goal:** Reviews

### **Book Promotion and Review Services**

There are many of these book services available online. Some are trash, and some are really good and you'd be lucky to be a part of. These services are most commonly used during launch week but they can benefit your publishing business at anytime. Even if your book has been up for years.

Use any of these to give your book sales or book reviews a boost. I am only going to talk about book services that are actually worth your time and money.

### **BookBub**

Bookbub is the true holy grail and by far the best book promotion service on the internet. It has email lists with millions and millions of active email subscribers.

For a free ebook, you can expect to get 20,000+ free downloads from Bookbub (\$250 - \$500 for nonfiction)

For a paid ebook, prices can go up to \$4,000 for one promotion. But you are almost always guaranteed to make that money back, and a lot more, in book royalties.

Bookbub receives hundreds of book submissions per day and they are only able to select a small percentage of those books to promote. Which makes Bookbub highly exclusive and difficult to get on.

Your book must be at least 100 pages, have a great cover, and have a fair number of good reviews (20+) to stand a chance at being selected.

**Final verdict:** Bookbub is a must for everyone



## Hidden Gems

Hidden Gems is probably the most reliable book review service available. Very serious about abiding by Amazon's Terms of Service at all times. Specifics are...

- ✓ 10 to 20+ reviews can be expected (80% review rate)
- ✓ Price: \$3 per reviewer
- ✓ Have to book 6 months in advance or more
- ✓ Great option for topping up your book with extra reviews down the line.

**Final verdict:** Everyone should book a slot with Hidden Gems (if you have a good book)

Bookbub and Hidden Gems are the only 2 book services that I can confidently recommend to everyone with a publishing business.

I do advise you to explore Dave Chesson's (The Kindlepreneur) resource where he looks into over 100 different book promotion services and shares his thoughts on each one. Find it here:

<https://kindlepreneur.com/list-sites-promote-free-amazon-books/>

## My Advice To You

My advice is to gain personal experience and try out different services for yourself.

Don't be afraid to invest in your publishing business.

Regardless, if you profit or lose money, you will learn a ton about what works, what doesn't work and then in the future you can replicate and double down on what did work.

## Module 14: Run AA ads for your ebook

### Introduction to AA Ads

AA ads stands for Amazon Advertising (formerly known as AMS ads which stood for Amazon Marketing Services). AA ads allows publishers to advertise their e-books and paperback books throughout the Amazon Kindle search results. AA ads cannot be run to audiobooks... yet. In other words, AA ads are a way to drive traffic to your books on demand.

A book that is using AA Ads will have the word 'sponsored' attached to it:



The image shows a screenshot of an Amazon product listing for the book "Intermittent Fasting For Women 101: The Essentials and 30 Day Challenge For Proven Weight Loss Results Combined With The Ketogenic Diet For Fast Effective Keto Fat Burn! Beginners Friendly" by Will Ramos and Gin Fung. The book cover is on the left, featuring a "Best Seller" badge and a "Sponsored" label. A red arrow points to the "Sponsored" label. The product title and authors are listed on the right, along with a 5-star rating, a price of \$16.12 (discounted from \$17.91), and a Prime delivery date of Thursday, April 18. Below the product information, there are buttons for "Price History" and "BSR History".

What makes AA ads so effective is that you are advertising your books to people that are already on the Kindle store searching for books. Unlike with Facebook or Google ads, they are READY TO BUY.

You don't pay a penny unless someone clicks on your ad and goes to your book's sales page. At that point, it is entirely up to your description, reviews and cover to do the selling for you.

AA ads are absolute key for you to build a full and well-rounded publishing business that has multiple streams of income, because paid advertising is such a valuable skill to have that goes way beyond books.

## **The 3 Amazon Advertising Markets**

Many people don't know this, but Amazon has 3 different marketplaces where you can run AA ads. They are:

- Amazon Advertising US
- Amazon Advertising UK
- Amazon Advertising CA

Everyone knows about the US platform, some people know about the UK platform and very few know about the Canadian platform. They are also tricky to get started with. Each advertising marketplace requires its own separate ad account.

### **The Differences Between The 3 Markets**

All 3 platforms work in the same way... But there is one big, important difference to note.....COMPETITION

The US platform is by far the most competitive. You can get away with bidding half as much on AA UK and even less than that on AA CA. Volume of impressions and sales will be lower, but so will your cost-per-click and ad spend.

But do NOT neglect the UK or CA platforms. They have just as much earning potential at the US platform. If you have 3 high performing AA accounts, you will make a lot of money.

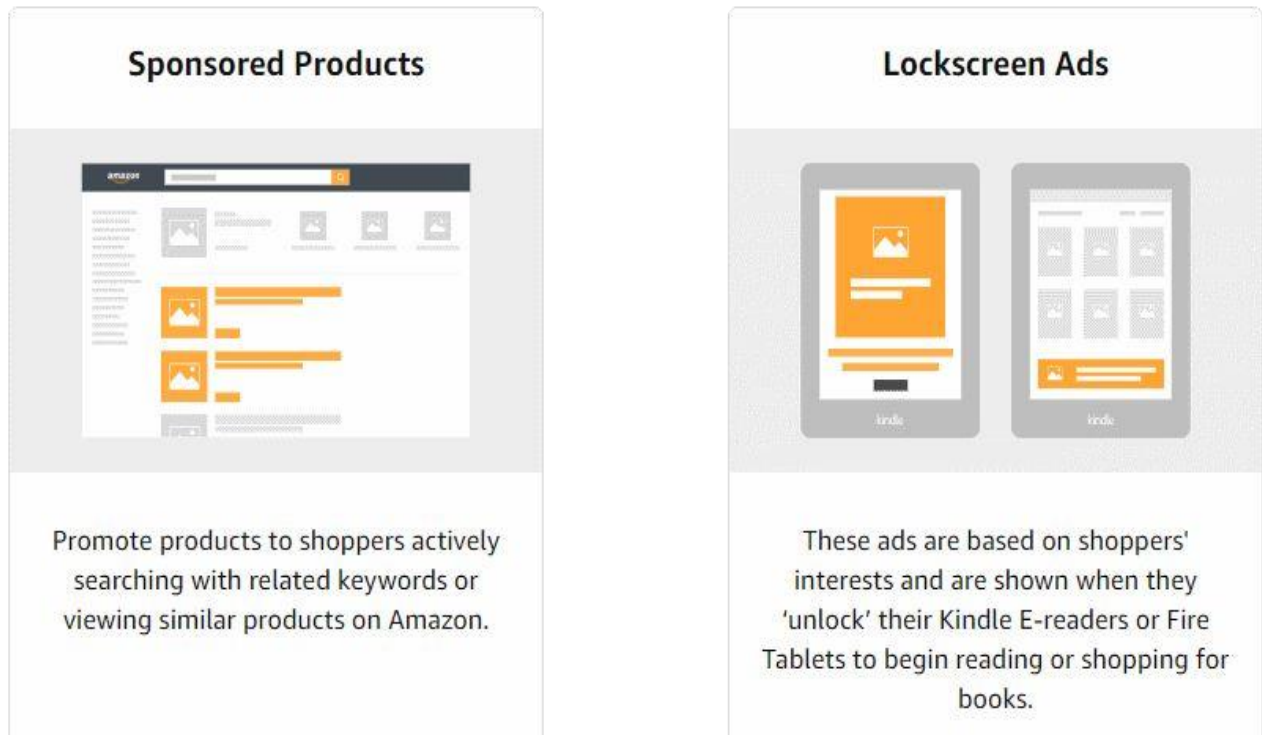
### **The Power Of AA Ads**

AA ads has the potential to take a book from \$100 a month in royalties to multiple thousands of dollars per month in royalties. If the demand for your book is there, AA ads will put your book in front of that massive audience. However, low demand/low competition books won't benefit as much from AA ads.

## AA Expectations

AA ads are NOT something you can just “set it and forget it”. The best results come from continuous maintenance and optimizing. Be ready to set aside time every week to monitor and optimize your ads. You have to consistently make changes and clean up your campaigns

## 2 Types Of AA Ads



## AA Tools You Will Need

KDP Rocket - The only paid tool you need to pay for to run the best ads. It is a must-have.

KDP Rocket will save you countless hours of research and writing down all the best keywords for your books. With just one click on KDP Rocket, you instantly get a list of 200+ of the best keywords (extracted from Amazon) ready to copy and paste from Excel.

Google Keyword Planner (free) - KDP Rocket will miss out on some very good keywords which is why we supplement it with Google Keyword Planner as well. Together, you will gather 99% of the best keywords.

## **The Key to success**

The key to success with any kind of ads is... test, test and test some more.

You never know what the result will be until you test it. Let the market tell you what works. Different variables you can test:

- Keywords
- Bid amounts
- Descriptions
- Book covers
- Ad copy

## **How to optimize your AA Ad campaigns**

Amazon ads are actually pretty simple. Unlike with Facebook ads, there are not dozens of different variables to test and change. When it comes to optimizing a running campaign, there are only a few things you can do.

1. Pause a keyword
2. Raise or lower a bid for a keyword
3. Add keywords

## **Ad Optimization Process**

We have broken it down into a very simple step-by-step ad optimization process. Set time aside every week to go through the optimization process with every campaign.

3 times a week is recommended - Monday, Wednesday, Friday

At the bare minimum, you have to do this once a week. Whatever day of the week works best for you and your schedule. How long this takes will depend

on how many campaigns you have, but it will take only a few minutes per campaign. Do this on all 3 of your ad accounts, if you have them.

First, let your campaigns run for at least 7 days before you start to make any adjustments. Take note of the date every time you make adjustments to your campaigns so you can see how your ad's performance has changed since.

If a keyword has more than 10 clicks and 0 sales = pause it. This keyword has proven to be unprofitable.

ACoS > 40% = decrease the bid by \$0.05. We are hovering around break even point here (or at a loss/slight gain).

The upside for this keyword is minimal at this point, but we can still turn a profit. By lowering the bid, impressions will likely slow down, but so will the cost-per-click so if the same conversion rate remains, our ACoS should drop into the green.

## Module 15: Creating your epic bundle

### Introduction to bundles

This is going to be one of the most exciting modules because of how incredible bundles are. A bundle, also known as a box set, is 2 or more books bundled together into 1. Bundles are a gift from the publishing gods.

Most best performing books have been bundles.

### What Makes Bundles So Great

There's many reasons why bundles are so great, but these are some of the big ones:

1. A whole new book to sell that cost you (almost) nothing to create. 1 new ebook, and 1 new audiobook. Or 2 audiobooks sold as one
2. You can price them higher which means bigger royalties. 3 hours + 3 hours = 6 hours.
3. People *love* bundles, especially on Audible. Some people only buy bundles
4. A bundle adds 3 entirely new income streams from content that you already have.
5. You want to put just as much focus on your bundle as you do on your singles.

Many of the same things that apply to your singles, apply to your bundle as well.

Don't treat your bundle any differently, take it through the same publishing process.

But there are changes that we want to make to the title, cover, formatting, description etc. to best accommodate your bundle.

And that is what this entire module is about: How to nail every step in publishing your bundle, as well as some bundling logistics that you need to know.

## FAQs About Bundles

### 1. *Can I use different narrators in my audiobook bundle?*

Yes... if you didn't do a royalty share. Otherwise, it must be the same narrator, and you'll have to split royalties on the bundle as well.

### 2. *How should I bundle my books?*

2 book bundles are the most effective. The more bundles the better. 2 two-book bundles is better than 1 four-book bundle.

### 3. *Can I bundle unrelated books?*

Yes... but don't.

## Rules You Need To Know

There are a few rules with bundling that you need to know before we get started.

Bundles are not meant to be abused. You cannot create an unlimited amount of bundle combinations. Abusing bundles is a surefire way to get banned from KDP and ACX.

### **Number 1 rule of bundling:**

- Every single can only be a part of 1 bundle. You can't use the same book in multiple different bundles.

This is stated in ACX's terms of service, but not KDP's. But don't do it on KDP either. No funny business, we are in this for the long haul.



## How do I create a bundle version of the audiobooks I have already released?

While you can create bundles of individual audiobooks, there are certain rules that must be adhered to:

- To use ACX, you must have a corresponding product on Amazon.com in print or Kindle edition. Therefore, to do a bundle of your books, you must have a bundled version of your Kindle or print books on Amazon. You will use this bundled item to claim on ACX to start the project.
- You can only have one bundle per series. We do not accept multiple bundles for the same series. For example: If your series contains 6 books total, you may only release a bundle of books 1-6. You may not attempt a bundle of books 1-3, and one of 1-6 if the series continues later.
- Any individual book may only be in one bundle. You may not place individual titles into multiple bundles.
- That bundle must contain all the audio files for each individual book to be uploaded as one project.
- Audiobook listeners strongly prefer to hear the same narrator throughout the entire series; including for bundled titles. However, if you decide to pay your narrators using the Pay for Production deal or upload your own previously recorded audiobooks, you can use multiple narrators.
- If any of the books were completed through the Royalty Share option, both the bundle and each individual book must be done by the same narrator throughout.

### How to title your bundle

The same principles of titling your single, apply to your bundle. So go back to the lesson about “title creation” over again if you need to.

Your bundle title has 2 purposes:

1. SEO and rank for keywords
2. Hook the customer

Find the balance between the two. You can lean a bit more towards the keywords, because people are already sold on value when they see “bundle”.

There are many different directions you can take with your bundle title. Just follow the title guidelines taught here and you will be good. You want to show in your title that this book is a bundle. Create a name for your bundle/box set that shows what it's about.

#### Example:

*“Extreme Weight Loss Bundle”*

*“Meditation Mastery Bundle”*

*“Bob Sledding for Beginners Box Set”*

*Dog Training 2-in-1 Value Bundle*

*Does not need to be fancy, but make it sound good.*

### **Words To Use For Your Bundle**

- Bundle
- Box Set
- Collection
- Series
- Compilation

### **How To Title Your Bundle**

For your subtitle, you want to hook the reader, and include the best keywords from both books. Re-read previous lessons from the book title module to remember how to do that.

Let the customer know what is included in your bundle.

*Dog Training 2-in-1 Value Bundle: Perfect Puppy Parent Guide + Dog Training 101-*

*The #1 Beginner’s Box Set for Impressive Dog Tricks and Potty Training any Puppy*

ACX and KDP can be really annoying when it comes to accepting your bundles, and a common reason for getting your bundle rejected is a “misleading title”.

***See a sample Email from KDP:***

*“Metadata or files should not reference an incorrect binding type, the inclusion of additional materials (such as a multi-set or disc), or falsely represent what the end customer will receive.”*

***Vs KDP’s content guidelines:***

“If you're publishing multiple stories as one book, ensure the contents of your book are accurately reflected both in the title field and on the cover, by including terms such as "Boxed Set," "Bundle," "Collection," "Compilation," or "Series.”

**What do you do if KDP rejects your bundle?**

Keep re-submitting it. Or change the words around a bit

**Creating your bundle covers**

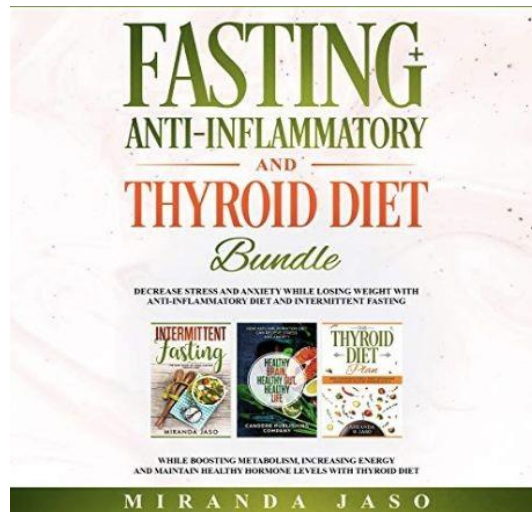
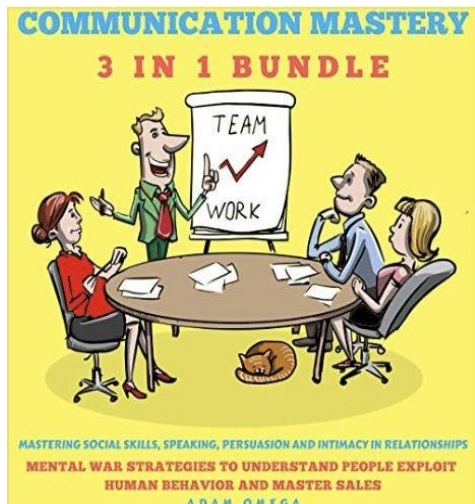
Same things apply to your bundle as to your singles. Re-read the module about cover creation.

You will need 3 different covers for your bundle. You can get a bit creative here. You have the option of creating a 3D cover if you want to. But its by no means necessary.

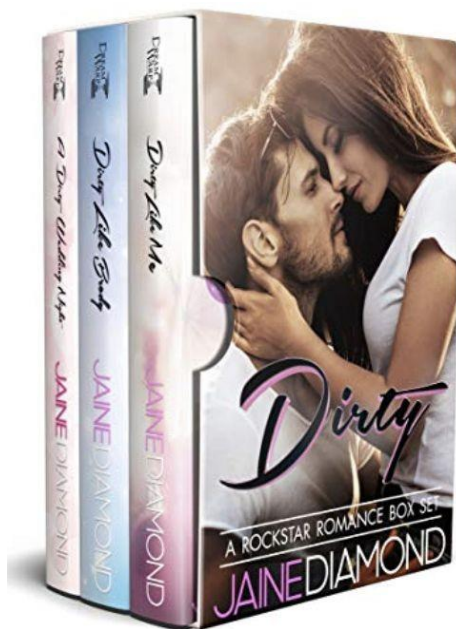
1. Ebook bundle cover - 2D or 3D
2. Audiobook bundle cover - 2D or 3D

Go whatever direction you want with your bundle covers. Your bundle cover must match the title of your bundle. Or it will get rejected.

Examples of 2D Bundle Covers:



Examples of 3D Bundle Covers...



Go whatever direction you want with your bundle covers. Do something that shows off your bundle.

3D covers might get rejected, but just re-submit it. Just make sure you follow all the necessary cover guidelines for each format. All covered in the module about cover creation.

## Book Description For Your Bundle

Your bundle's description will remain similar to your single's book description. But with some changes of course. You want to position your bundle description as *"you get this incredible book, but you also get this one included as a bonus"*.

Use one of your single's book description as the core offer of your bundle description. Use the description of the single that people are more likely to be buying your bundle for. And use the other book in your bundle as the bonus offer.

For example:

For a "Everything You Need to Know About Keto Box Set"

Book 1: Keto Diet Beginner's Guide = Core offer

Book 2: Keto Diet Meal Plan = Bonus offer

Use the description of your "Keto Diet Beginner's Guide" as the core of your bundle description and offer the "Keto Diet Meal Plan" as your bonus.

## Structure of Bundle Description

You can literally copy and paste the book description of your core offer, and edit it from there.

Structure of your bundle description:

1. Headline of core offer
2. Story/lead of core offer
3. Bullet points of core offer

*"Plus as a bonus, you'll also get \*bonus offer\* to help you to [benefit of bonus offer]. In \*bonus offer\*, you'll discover:*

4. A few (3-4) of the best bullet points of bonus offer

5. Dealing with objections of core offer
6. Call-to-action of core offer
7. Bundle Description

You would think that to sell your bundle, you want to focus on the value and discounts they are getting. Which is a good idea, but it is against Amazon's terms of Service to mention anything about price in your book description.

We prohibit including any of the items below in your description:

- Pornographic, obscene, or offensive content
- Phone numbers, physical mail addresses, email addresses, or website URLs
- Availability, price, alternative ordering information (such as links to other websites for placing orders)
- Time-sensitive information (e.g., dates of promotional tours, seminars, lectures, etc.)
- Any keywords or tags

People who are going to buy your bundle are the exact same people who are buying your singles, they have the same problems, and the same objections.

There is no need to change any of the language, or anything.

Due to the nature of bundles, the perceived value of your bundle is already sky high, so just add the best selling points of your bonus book and people will be buying your bundle in a heartbeat.

The same formatting rules apply to your bundle as did to your singles. For your audiobook, just get that description under 2,000 characters.

### **How to Format Your Bundle Manuscript**

Everything remains the same. Same font, same spacing, same margins, same everything, except for the few things that I mention in this lesson.

Reread the lessons from the "editing and formatting" module to recap that.

The foundation of your bundle is basically just putting book 1 and book 2 back-to-back in a new document, and making a few small changes to best accommodate your bundle.

There is no need for a new introduction to your bundle or anything. A bundle is simply getting 2 books together in 1 purchase. You just have to make that happen.

### **Structuring Your Bundle**

This is the recommended structure for your bundle:

- ✓ Title page of bundle
- ✓ Copyright page
- ✓ Table of contents of bundle
- ✓ Title page of book 1
- ✓ All chapters of book 1
- ✓ Title page of book 2
- ✓ All chapters of book 2

### **Formatting Your Bundle**

Use this structure and don't just literally copy and paste each book together into one. You don't want 2 copyright pages and 2 table of contents. You need to combine your table of content into 1.

### **How to get intros and outros made for your bundles**

Intros and outros, also known as Opening credits and Closing credits on ACX, are audio files that ACX requires to... well... intro and outro your audiobook.

Your singles need I's and O's as well, but it's your narrator's job to record and upload those.

### **Audio File Structure For Your Bundles**

Use this structure:

- ✓ Intro to bundle
- ✓ Intro to book 1
- ✓ Chapters of book 1

- ✓ Outro to book 1
- ✓ Intro to book 2
- ✓ Chapters of book 2
- ✓ Outro to book 2
- ✓ Outro to bundle

The intro and outro to your bundle has not been recorded, so you need to hire a narrator to record these 30 second audio files that ACX requires.

Just talk to the narrator(s) who narrated your singles, and ask if they can record these bundle credits for you. Offer them something like \$15-\$20 for them to do this for you. If you are on good terms with them, they should gladly do it for you.

But you can actually hire any narrator on ACX to record your intro and outro for you. It can be a different narrator, but using the same narrator would be ideal.

## **Requirements For Your Intros And Outros**

This is the information that is required in the intro and outro, which you will need to provide to the narrator who is going to record it for you.

### **What should be recorded for the opening and closing credits?**

At minimum, the opening credits must note the name of the audiobook, the name of the author(s), and the name of the narrator(s). Closing credits must, at minimum, state "the end".

*Why?* Opening credits help listeners confirm what they are about to hear, and that they are listening to the start of the audiobook! Closing credits confirm to the listener they have reached the end.

#### Opening Credits Minimum Requirements:

"[title of audiobook]"

"(subtitle if applicable)"

Written by [name of author]

Narrated by [name of narrator]

#### Closing Credits Minimum Requirements:

"The End"



The narrator will already know how to create an intro and outro, but they don't have the information they need because they can't see your bundle's ACX page because you are uploading it yourself.

Provide the narrator with:

1. Title and subtitle of your bundle
2. Author of your bundle
3. Narrator(s) of your bundle

Then they will handle the rest.

### **Intros And Outros For Your Bundle**

Have the narrator send you the 2 audio files on google drive or wherever. They should be able to record and send it to you the same day.

Download the audio files, and then upload them yourself to your bundle's page on ACX.

The I and O of your bundle goes in the "opening credits" and "closing credits" section on ACX, and the I's and O's of your singles go in as body chapters.

### **What to use as your retail audio sample (RAS)**

Use the retail audio sample of the core offer book of your bundle. Or the RAS that you think is better. Download it from ACX, and upload it to your bundle's page.

## How do I create a bundle version of the audiobooks I have already released?

While you can create bundles of individual audiobooks, there are certain rules that must be adhered to:

- To use ACX, you must have a corresponding product on Amazon.com in print or Kindle edition. Therefore, to do a bundle of your books, you must have a bundled version of your Kindle or print books on Amazon. You will use this bundled item to claim on ACX to start the project.
- You can only have one bundle per series. We do not accept multiple bundles for the same series. For example: If your series contains 6 books total, you may only release a bundle of books 1-6. You may not attempt a bundle of books 1-3, and one of 1-6 if the series continues later.
- Any individual book may only be in one bundle. You may not piece individual titles into multiple bundles.
- That bundle must contain all the audio files for each individual book to be uploaded as one project.
- Audiobook listeners strongly prefer to hear the same narrator throughout the entire series; including for bundled titles. However, if you decide to pay your narrators using the Pay for Production deal or upload your own previously recorded audiobooks, you can use multiple narrators.
- If any of the books were completed through the Royalty Share option, both the bundle and each individual book must be done by the same narrator throughout.

## **Module 16: Generating more income with Draft2digital and Author Central**

### **How to upload ebooks on Draft2Digital**

There are other platforms apart from KDP, ACX and AR that you can actually sell your books. Some sell ebooks alone and some both ebooks and audiobooks

Draft2Digital (D2D) is an ebook distribution website that will distribute your ebook to many different online bookstores. Some of D2D's distribution partners are Apple Books, Barnes & Noble, Kobo, Playster, Scribd, Tolino, Google Play Books and more.

#### **Why are we using Draft2Digital?**

We want to use Draft2Digital to add an extra stream of truly passive income to our publishing business. It's a one time set up per book and then you never have to think about it again.

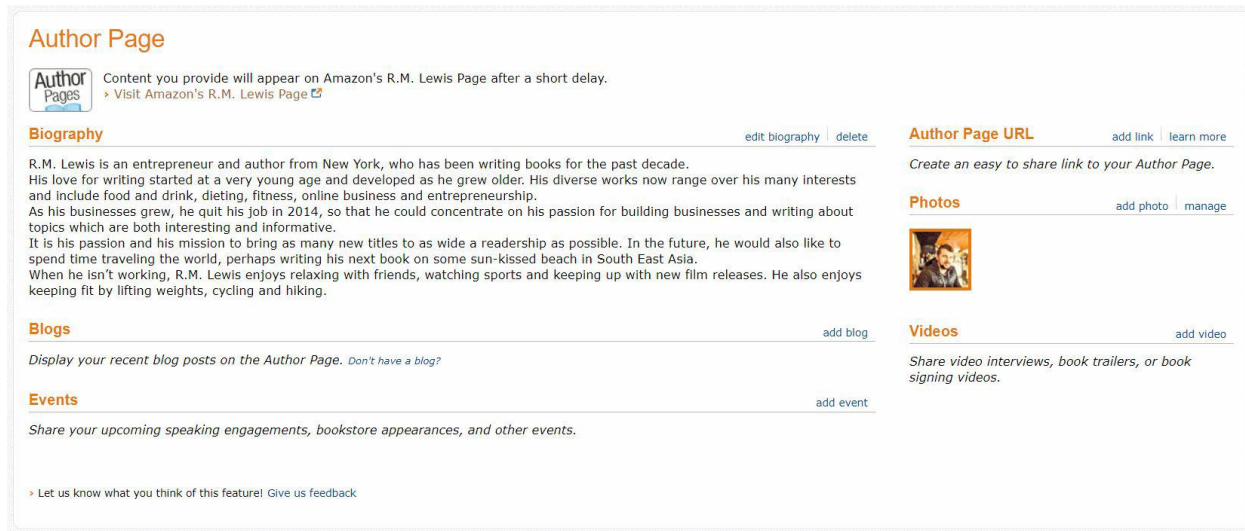
Remember to not upload any of your ebooks to D2D until they have been unenrolled from KDP Select (if you opted for it). If KDP catches you, it's likely they will terminate your account.

#### **How to use Author Central?**

Author Central allows you to create an author page for your pen name that you can share anywhere. This allows you to promote all your books in one place and it gives readers the opportunity to learn more about you. It's nice to have and most people don't use it.

The Author Page on Amazon.com provides a handy place for customers to learn about you. Helping customers get to know you is an effective way to introduce them to—or better educate them about—your books. On the Author Page, we display essential information about authors—including bibliographies, biographies, author photos, and even feeds to blog posts.”

Example, S.J. Scott author page: <https://www.amazon.com/S-J-Scott/e/B00D60KTC0>



**Author Page**

Content you provide will appear on Amazon's R.M. Lewis Page after a short delay.  
Visit Amazon's R.M. Lewis Page

**Biography** [edit biography](#) [delete](#)

R.M. Lewis is an entrepreneur and author from New York, who has been writing books for the past decade. His love for writing started at a very young age and developed as he grew older. His diverse works now range over his many interests and include food and drink, dieting, fitness, online business and entrepreneurship. As his businesses grew, he quit his job in 2014, so that he could concentrate on his passion for building businesses and writing about topics which are both interesting and informative. It is his passion and his mission to bring as many new titles to as wide a readership as possible. In the future, he would also like to spend time traveling the world, perhaps writing his next book on some sun-kissed beach in South East Asia. When he isn't working, R.M. Lewis enjoys relaxing with friends, watching sports and keeping up with new film releases. He also enjoys keeping fit by lifting weights, cycling and hiking.

**Author Page URL** [add link](#) [learn more](#)  
Create an easy to share link to your Author Page.

**Photos** [add photo](#) [manage](#)

**Videos** [add video](#)  
Share video interviews, book trailers, or book signing videos.

**Blogs** [add blog](#)  
Display your recent blog posts on the Author Page. Don't have a blog?

**Events** [add event](#)  
Share your upcoming speaking engagements, bookstore appearances, and other events.

Let us know what you think of this feature! Give us feedback

## Why create an Author Central Page?

A lot of people will do a background check on an author before they buy from them.

If you have your author page set up and someone clicks on your pen name to learn more, they will be brought to your author page. But if they can't find anything about the author, it may turn them off. Creating a nice author page will help convert those shoppers into buyers.

Creating an author page will also add more credibility to your pen name and book brand.

## Editorial Reviews

Another awesome feature in Author Central is editorial reviews. In the editorial reviews section, you can add unique reviews from blogs, other websites, customers or anyone else.

Adding editorial reviews will instantly increase your book's conversion rate. You can add up to 5 editorial reviews for each book with a limit of 4000 characters in total.

Use HTML to italicize the quote and bold the name just like this...

*"Ever since I started mini habits, my life has been changing exponentially. [...] Mini Habits is the most life-changing book I've ever read."*  
- **Jason** (verified purchase)

*"I've exercised every day since reading this book."*  
- **Suzanne Riffel** (verified purchase)

## Setting up your account

To create your Author Central account, go to <https://authorcentral.amazon.com/> and click join now.

You can only create 3 author pages with each Author Central account, but you are allowed to create multiple Author Central accounts if needed. You must have a book on Amazon before you can create your Author Central page and it may take a few days before your account is verified, but don't forget to do this!

Once you create your Author Page, you can:

- Add your books to your Author Page
- Add your biography
- Add photos
- Add videos
- Add events
- Share your blog feed
- Link to your Author Page on your website and social media
- Encourage readers to follow your Author Page

In your Author Central account, you can:

- See your Amazon Best Sellers Rank for all your books
- See your Amazon Author Rank
- Add editorial reviews for your books

- Update your book's description

**Note:** If you update your eBook description through Author Central, the changes won't be visible in your KDP account unless you also make the update in KDP. If you republish your book, you'll need to update the eBook description in your KDP account as well.

Your eBook detail page will show the most recent description you saved on Author Central or published on KDP. If you update your paperback description through Author Central, you will no longer be able to update your paperback description in your KDP account.

### **Using Your Books to Boost Traffic To Your Other Businesses**

Do you know you can leverage the Amazon platform as a free traffic source for your business? Yes, you can.

Let's say your business is all about helping people with SEO website optimization. All you have to do is write a short book educating people on the subject of SEO, its merits and give some tips on how they optimize their website using SEO. At the end of the book, you then present a link directing them to your website, Facebook page, Upwork profile etc. for them to reach out to you should they require your SEO services.

Likewise, if your business is in say, weight loss, make up etc. you tailor the content of your book to suit the services you offer.

After your book is published, you set the price to \$0.00 (i.e. FREE) so that you can get as many potential clients to download the book, read it, get to know your business and potentially reach out to you for help.

If you can, use this strategy to take your business to the next level. If you are a freelancer and have a fiverr or upwork profile, all the better as the link can direct clients straight to your profile so they can order a gig.

If you are a real estate agent and you have a free book on real estate, who

knows.....you just might get a client that'll purchase a house through you. The link in the book will drive clients to your website page

## Conclusion

Let's wrap up.

I have placed in your hands what I call the golden keys to successfully creating, publishing and selling both eBooks and Audiobooks that sell like crazy. You have in your hands all the actionable techniques you can start using today.

I hope you are excited!

Unfortunately, 80% of people that get hold of the kind of amazing information like the ones contained in this book do not do anything about it. So, the question is.....

Are you going to be among the 80% or 20%?

You are the only one that can answer that question.

As for me, I will be here rooting for you and here to support you.

I have another amazing FREE book titled *'13 Side Hustles You Can Start Today With Little Or No Capital, And Start Earning A Ton Of Money'*

Now is the time to grab it. It contains actionable steps and side hustles you can start today. Click here to get it: [Your Side Hustle Guide](#)

Apart from my books, I have other resources you can learn from. I have an amazing resource called *'The WhatsApp Cash Machine (WCM)'* that holds your hand through a step by step process to grow your brand and business using WhatsApp. Read all about it here – the details and benefits: [The WhatsApp Cash Machine](#)

Lastly, I would love it if you follow me on social media. I use Twitter and Instagram regularly. My handle on both platforms is [@SeyiSpeaks](#). When new platforms come up, you will find me there. Search for my name and we can connect from there.



## Join My Mailing List

I hope you enjoyed and gained value from this book. I would like to stay in touch with you, so I invite you to join my email list.

I am going to follow up with you a few times over the next few weeks just to make sure you are happy with your purchase, and are making progress with your publishing business. I'd also like for us to get to know each other much much better.

So please join my mailing list here: <https://www.bookpublishing.com.ng/>

## Affiliate Opportunity

As a final thank you for purchasing this course and reading up to this point, I want to give you an opportunity to earn some money by telling your friends about this course so they can purchase it too. You will earn 50% of the proceeds of any sales you make.

There are two ways you can do this:

1. Tell your friends to make payment for the book. Then send me their details and payment proof so I can send you your 50% payment. Send them this link to read about this [course and make payment](#): Here is the link again: <https://www.bookpublishing.com.ng/>
2. Register as an affiliate with me and share your affiliate page with your prospects. When they make purchases, your 50% commission will automatically be sent to you. To start this, send me your name and email to [shayi@smartonlinehacks.com](mailto:shayi@smartonlinehacks.com) with the subject 'Audiobook Affiliate'

I will set up your affiliate account and you will receive your registration details and can start earning immediately.

Any option you choose is fine, but you need to choose an option and start earning NOW!

Last but not least.....

## The Author



Seyi Obasi is a ghost writer, self publisher and affiliate marketer. She also loves to teach and has taught several people the fine art of making money online using different side hustles including self publishing.

**Connect with me on Twitter here:** <https://twitter.com/SeyiSpeaks>

**And on Facebook here:** <https://www.facebook.com/goalstoactions>

**Let's also connect on WhatsApp here:** [www.bit.ly/3hvNzv6](http://www.bit.ly/3hvNzv6)

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