

## Perfect Publishing System: Kindle Cooking Niche Notes:

My Reader:

- Female
- 35 - 49 + Years Old
- Caucasian
- HAS Kids
- College Educated
- \$60 - \$100K/year

**Kids:** Income level tells us these women probably work A LOT and are super busy

**Also Likes:**

- Home/Family
- Home Decor & Design
- Diet & Fitness

**Do This #1: Check Amazon best seller list**

- #1 Ranking
- #20 Ranking - Below 50K
- #100 Ranking

**Do This #2: Take primary niche keyword to Google**

- Quantcast.com
- ^ Top 3-5 sites
- Write down demographics

- Why Cooking? Cannot copyright recipes
  - What to change/how to change it
  - Universal Benefit: Fast/Easy/Cheap

**Book Group #1 Example: General - Vegetarians**

- Book #1: Breakfast
  - Top for 45 - 250
- Book #2: Lunch
- Book #3: Dinner
- Book #4: SUPER Snacks
- Book #5: Appetizers
- Book #6: Chili, Soups, and Stews
- Book #7: Master Collection

- Book Group #2: For Kids
  - Book #1: Breakfast

- Book #2: Lunch
- Book #3: Dinner
- Book #4: SUPER Snacks
- Book #5: Master Collection
- Book Group #3: For Students
  - Book #1: Breakfast
  - Book #2: Lunch
  - Book #3: Dinner
  - Book #4: SUPER Snacks
  - Book #5: Appetizers
  - Book #6: Master Collection
- Book Group #4: For Working Women
  - Book #1: Breakfast
  - Book #2: Lunch
  - Book #3: Dinner
  - Book #4: SUPER Snacks
  - Book #5: Appetizers
  - Book #6: Master Collection
- Book Group #5: Health Issues (Diabetes)
  - Book #1: Breakfast
  - Book #2: Lunch
  - Book #3: Dinner
  - Book #4: SUPER Snacks
  - Book #5: Appetizers
  - Book #6: Master Collection
- **FYI:** This Is ONLY Vegetarian Cooking! You Still Have "Vegan"/Gluten Free/Meaty/Italian/Mexican/Mediterranean...

You now have an OCEAN of high quality titles you can create

## **Creating A Pen Name/Personality**

- People buy more from those they know/like/trust
- People trust/easily like those more like themselves
- Google "Popular baby names for DATE"
- Combine first name female/last name male
- Penname should be an extension of yourself

## **Coming Up With Catchy Titles**

- Keywords? Sort Of
  - Vegetarian Cooking/Cookbook/Fast & Easy Vegetarian Recipe Collection - How To Cook The Ultimate Vegetarian Breakfast

- Book #1: Breakfast
  - Top for 45 - 250
- Book #2: Lunch
- Book #3: Dinner
- Book #4: SUPER Snacks
- Book #5: Appetizers
- Book #6: Chili, Soups, and Stews
- How To/Secrets Of/
- Titles/Covers/Descriptions/Characters Have to be OVER THE TOP Clear

#1: Need A Catchy Name For The Series -

#2: Need A Catchy Name For Each Book

**Series Title:** Fast, Easy & Delicious Vegetarian Recipes Volume 1:

**Book Titles:** How To Cook Incredible Vegetarian Breakfasts

**Book Titles:** How To Cook Incredible Vegetarian Lunches

**Book Titles:** How To Cook Incredible Vegetarian Dinners...

How To Cook Incredible Vegetarian Breakfasts - Fast, Easy & Delicious Vegetarian Recipes Volume 1:

How To Cook Incredible Vegetarian Lunches - Fast, Easy & Delicious Vegetarian Recipes Volume 2:

From Vegetarian To Vegan

From Meat To Treat: The Ultimate Vegetarian Cookbook Conversion Experience

## Launching Your Kindle Empire:

Linking/Know Your Titles In Advance/Combo

- Label Your Books As A Series
- Link All Your Books Internally
  - Option #1: Publish with redirect
  - Option #2: Publish no links, watch, then republish with live links
- Combine Subjects For 1 BIG Book
  - Breakfast/Lunch/Dinner In ONE Save 45%

Example Inside Book After Dedication/End Of Book Before "About The Author"

# Grab The Entire Fast, Easy & Delicious Vegetarian Cookbook Collection Today!

How To Cook Incredible Vegetarian Breakfasts

How To Cook Incredible Vegetarian Lunches

How To Cook Incredible Vegetarian Snacks

How To Cook Incredible Vegetarian Dinners

SAVE BIG: Get All 5 For The Price Of 3! Limited Time Offer

**Register Each Pen Name Here:**

<https://authorcentral.amazon.com>

Every time you publish a new title you'll add it to your author profile

**Register For Kindle Direct Publishing Here:**

<https://kdp.amazon.com/self-publishing/signin>

## The Ultimate Cover:

#1: It must be what they are expecting!

#2: It must CLEARLY state what they are getting

#3: It must look professional

**Model These:**

[http://www.amazon.com/Vegetable-Soup-Recipes-Delicious-ebook/dp/B006NMY7O/ref=zg\\_bs\\_156274011\\_10](http://www.amazon.com/Vegetable-Soup-Recipes-Delicious-ebook/dp/B006NMY7O/ref=zg_bs_156274011_10)

[http://www.amazon.com/What-Expect-Youre-Expecting-ebook/dp/B003L7826I/ref=zg\\_bs\\_157584011\\_7](http://www.amazon.com/What-Expect-Youre-Expecting-ebook/dp/B003L7826I/ref=zg_bs_157584011_7)

**Cover Art Resources:**

Super Cheap:

<http://www.fotolia.com/>

Free:

<http://www.sxc.hu/>

When you hire DO NOT pay more than \$30 for a cover (\$20 is a good price)

Use: [Guru.com](http://Guru.com)/[Warriorforum.com](http://Warriorforum.com)/[Freelancer.com](http://Freelancer.com)

## Hands Free Content - Outsourcing

- Know Your Outcome In Advance
  - Outline the books - Fiction/NonFiction
    - Outsource or DIY (Fiverr.com)
  - Take Table Of Contents From Bestsellers
    - Mash Up/Rewrite
    - Top 25-50 Questions being asked in niche
    - Order by frequency
  - Be crystal clear as to what you want/expectations
    - 100% Original Content
    - Must Be Proof Read
    - Must Include Table Of Contents + 1 - 2 Paragraph Blurb
    - 20 Pages Or Less = 10 Days To Completion
    - Over 20 - 30 = 15 Days To Completion
- Where To Find: Guru.com/Freelancer.com/Fiverr.com
- ONLY English Speaking Countries
  - Screening:
    - Read examples sent outloud
    - If good request 2nd sample
    - Directly address your ad
    - No generic responses accepted
    - Pay for Performance
    - Pay 25% - 50% up front/rest on completion
    - They agree to relinquish all rights of ownership
    - MUST: Daily email updates

## Your Book Description:

Lead with social proof (5 star reviews from Amazon)

Lead With BIG Benefit To Reader

Edit/Use the "blurb" your ghostwriter created

## Ultimate Sales Elements:

#1: Social Proof

- Bestsellers List
- Bestselling Author
- Positive Reviews

#2: Short description

#3: Call To Action - Scroll up and click "buy now" to start reading

**Example:**

[http://www.amazon.com/The-Drop-Harry-Bosch-ebook/dp/product-description/B004RCNGT4/ref=dp\\_proddesc\\_0?ie=UTF8&n=133140011&s=digital-text](http://www.amazon.com/The-Drop-Harry-Bosch-ebook/dp/product-description/B004RCNGT4/ref=dp_proddesc_0?ie=UTF8&n=133140011&s=digital-text)

## Uploading/Formatting And Publishing Your Book

**Formatting Guide:**

<https://kdp.amazon.com/self-publishing/help?topicId=A2RYO17TIRUIVI>

**Keywords:**

<https://adwords.google.com/select/KeywordToolExternal>

### Super Sales Getting Strategy: "Pulsing"

- What Is KDP Select?
  - Borrow Library/still get paid/get share of pie
- Why You Need It
  - More sales
  - You can go free up to 5 days per 90
  - Get Massive "Also boughts" Really fast
  - Dominate on screen Kindle bestsellers lists
- What happens after you go free?
  - You'll Land On Top Of The Pile On Kindle Devices
  - This will boost your sales and elevate you in reg "bestsellers"

**Why This Works: 3 Different Kindle Buying Experiences**

- Via KDP Prime following going free Amazon will artificially inflate your "bestsellers" ranking ONLY on actual kindle devices.
- Instant social proof by being a bestseller

**#1: Launch books at \$.99 each (when new/no reviews)**

- You'll pick up random buyers at the impulse price point
- Might even crack a bestsellers list
- IF you do, update all covers/descriptions with "Bestsellers" status

#2: Once live trade free copies for reviews

- Try to get in under 3 days from book going live
- Wait for "bestseller" status to update (24 hours)

#3: Once you have 5 reviews up your prices to \$2.99 - \$4.97

#4: Once prices update on Amazon Set your books to "Pulse" for 24 hours

- 1 book every 5 days
- Never more than 24 hours

### **Sales Tips:**

If you find your books are sinking in ranking quickly modify your titles/covers

- If your free downloads are slow this is also an indicator you need better titles/covers

Always Test! Test different price points, different sales strategies, different covers and different titles.

Covers are a HUGE factor of your success. Always test different ones

BUY A KINDLE! You don't need it right now but once you are making some money every month I cannot stress enough how important it is to know how your readers are experiencing the environment and finding your books.