

# EASY KINDLE COOKBOOK PROFITS

**How To Create Simple Kindle Recipe Books That  
Earn \$50 A Day Passively .... Even Without  
Much Promotion Or Reviews**

*Brought to you by Audrey Ly*

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# Introduction

I started publishing on kindle 6 months ago. I have published many different type of kindle books such as non-fiction, children stories, recipes, as well as fiction. I wrote some and outsourced most of them.

In the beginning, I have no system, I simply published books in the niche which I have interest in. Then I left them alone and see if they sell. If they do sell, I then invest further to promote it and outsource more books in that niche. Then one day, my mom told me that she wanted to share her own recipes that she has been compiling for over 20 years. She basically wrote her recipes in scraps of paper and kept them in a paper folder.

We then spent the next 3 months compiling, put them in different categories and writing them out in digital format. After all the hard work, we have 8 books ready to be published. I uploaded the books to kindle... and waited. After the books were approved, I started seeing sales coming in even before I started the free promotion. Then I did free promotion and the download shot through the roof without me promoting it. It was pretty amazing as our niche is not a popular one.

After that, I added a few tricks and the sales of the recipe books keep coming in month after month. I will share all these little tricks and tips in this book.

## ***Why Cookbooks?***

First of all, why publish cookbooks? Aren't there enough free recipes all over the internet? Who would want to buy something that is available free?

People will pay for convenience and learning new ideas. People do not just buy one recipe

book, they will buy again and again just to discover a better , healthier , tastier way to cook pasta, for example. I know one best selling book on breakfast sandwiches. The book is just about different ways to making sandwiches for breakfast. And I am sure you have seen the book on 101 ways to cook eggs.

Secondly, recipes are evergreen. The basic method of cooking spaghetti or steak is pretty much the same in the next 10 years. You do not need to update it ... ever. Truly create it and forget it.

Thirdly, recipes are main stream. Everyone need recipes. From moms, dads, single men and women, couples, kids, moms-to-be, grandparents, people with special health conditions etc.

Last but not least, recipe books are easy to produce even if you can cook nothing but instant noodles. More importantly, they are easy to outsource on the cheap.

If you are thinking if the recipe niche can be saturated, it probably is already. Think of it this way, saturation means there is money to be made. The recipe niche is so huge that it won't be affected by saturation. Look at the book store, there are recipe books every where! So, there is place for more recipes books. Don't forget, you are selling to many other countries around the world. The market for this niche is unlimited.

# Selecting A Profitable Recipe Niche

## *How to find profitable niche keywords for easy ranking*

Since we are writing recipe books, we are looking at the main category of **Cookbooks, Food and Wine**. Under this category, there are many other smaller sub-categories.

< Kindle eBooks

### **Cookbooks, Food & Wine**

- Healthy
- Quick & Easy
- U.S. Regional
- Meals
- Natural Foods
- Special Occasions
- Mediterranean
- Seasonal
- Vegetables & Vegetarian
- Italian
- Regional & International
- Baking
- Culinary Arts & Techniques
- Cooking by Ingredient
- Special Appliances
- Canning & Preserving
- Special Diet
- Drinks & Beverages
- Gastronomy
- Professional Cooking
- Reference
- Outdoor Cooking

Click on the sub-category you are interest in, if the top 3 books has a best seller ranking of #20000 or less, the niche is good to go. The lower the ranking the better.

## Product Details

**File Size:** 1927 KB

**Print Length:** 264 pages

**Simultaneous Device Usage:** Unlimited

**Publisher:** 365 Days of Crock Pot Recipes (November 16, 2014)

**Language:** English

**ASIN:** B00PR45N38

**Text-to-Speech:** Enabled ☒

**X-Ray:** Not Enabled ☒

**Word Wise:** Not Enabled

**Lending:** Not Enabled

**Amazon Best Sellers Rank:** #1,100 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Cookbooks, Food & Wine](#) > [Reference](#)

#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Cookbooks, Food & Wine](#) > [Special Appliances](#)

#3 in [Kindle Store](#) > [Kindle eBooks](#) > [Cookbooks, Food & Wine](#) > [Quick & Easy](#)

In the image above, the book is selling extremely well, ranking #1100 in the top 100 best selling books in the Kindle store. Notice the sub-categories this book are ranking in. Those are profitable too.

Decide on the sub-category you want to work on, you can now drill down further, to a niche within that sub-category. Now, repeat the process above, look at the top 3 books within the niche, and look at the ranking. Anything less than #50,000 is good to go.

### Show results for

< Any Category

< Kindle Store

< Kindle eBooks

< Cookbooks, Food & Wine

**Special Diet**

Healthy (648)

Baby Food (16)

Diabetic & Sugar-Free (79)

Food Allergies (37)

Gluten-Free (146)

Heart Healthy (35)

Kosher (45)

Low Carb (51)

Low Cholesterol (16)

Low Fat (117)

Low Salt (17)

- See Less

Sub-  
category

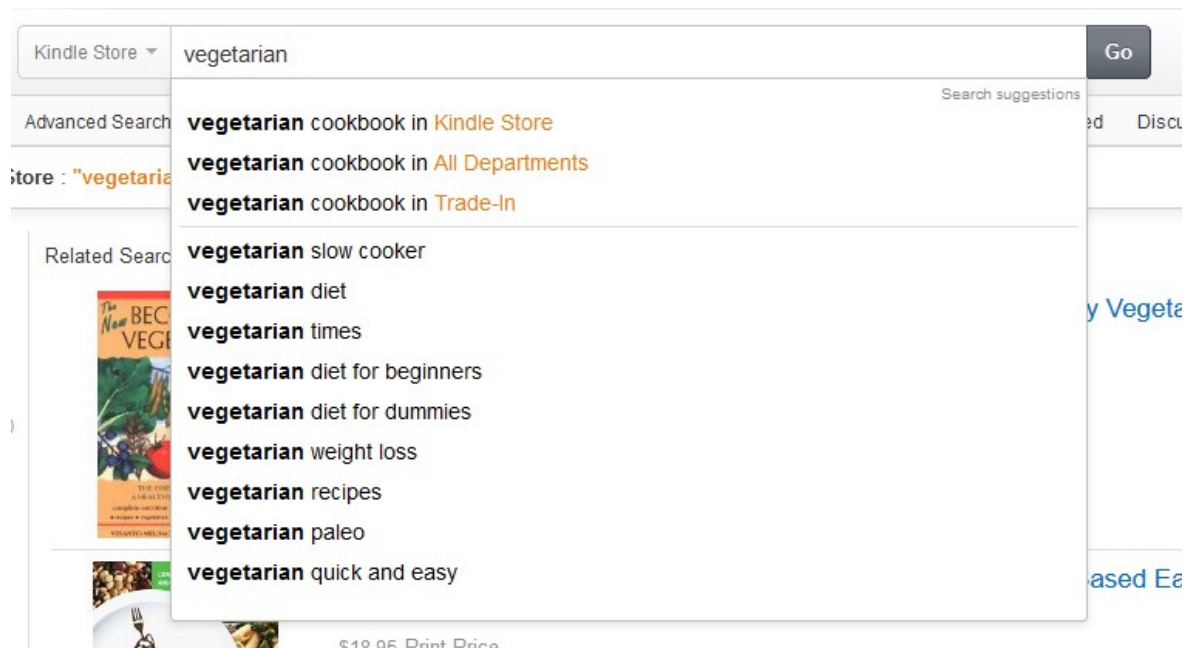
niches

Once you found your winning niche, now it's time to do keyword research.

## Searching For Profitable Keywords

Now that you have found your winning niche, next we have to find profitable keywords. Why are keywords important? Picking the right keywords will help buyers find your book. We will be using these keywords in our title, sub-title, description, and tags.

Use Amazon search tool to start your research in the Kindle store. Simply type in the niche you want to work with. Let's say *"vegetarian"*. This keyword has a whooping 5000 plus books in the market. This keyword is too competitive. Now you can see Amazon is suggesting popular keywords with the main keyword "vegetarian" that are being searched for. This is a great way to get more targeted keyword ideas. **The best keyword is one that has many searches but not over competitive in the first page results.**



To get even more keywords, you can start typing letters a, b, c, d, e, f, g etc to get more results.

Let's try with "c"... Type in "vegetarian", followed by the letter 'c', you can now see these interesting ideas here:





I like "*vegetarian crockpot recipes*", let's check out on Amazon and take a look at the results, there's only 164 books! Ok, this is a good sign, not many competition here.

Now click the top few books in the results, look at their Best Seller Rank, are they selling? Click on the 3 top results and scroll down to look at its Amazon Best Seller Rank (BSR). If they are ranking at less than #20000, it's good to go.

The top few books on the page rank over #100,000 as shown below. This is not a good sign. The books here are not selling well.

## Product Details

**File Size:** 878 KB

**Print Length:** 33 pages

**Simultaneous Device Usage:** Unlimited

**Sold by:** Amazon Digital Services, Inc.

**Language:** English

**ASIN:** B00Q2ACF8M

**Text-to-Speech:** Enabled ☒

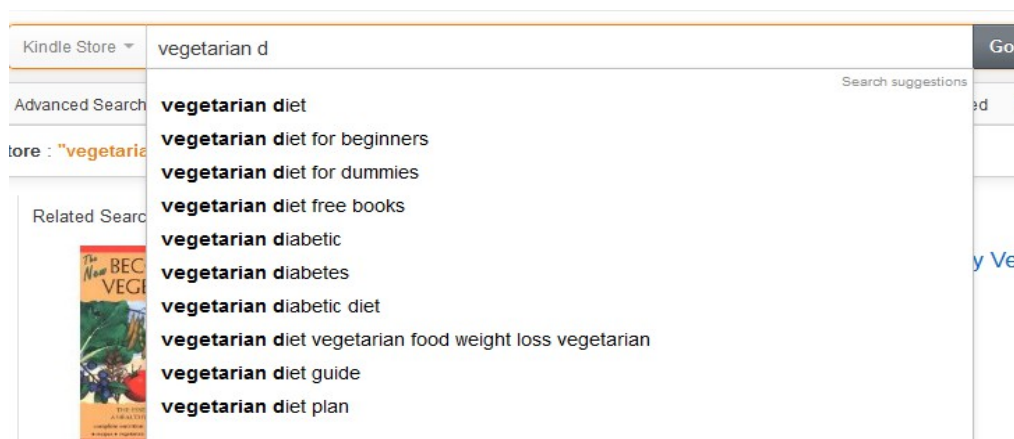
**X-Ray:** Not Enabled ☒

**Word Wise:** Not Enabled

**Lending:** Enabled

**Amazon Best Sellers Rank:** #191,188 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

Now, let's try with the letter 'd', here's what Amazon suggests:



I like the “vegetarian diet”. Take a look at the books listed on the first page. Check out their rankings. I found this book titled “*Vegetarian: 365 Days of Vegetarian Recipes*” has a very impressive ranking of #6571 with only 4 reviews!

Shop by Department Search Kindle Store vegetarian diet Go Hello, Sign in Your Account Try Pr

Buy a Kindle Kindle eBooks Advanced Search Daily Deals Free Reading Apps Kindle Singles Newsstand Accessories Kindle Unlimited Discussions Manage Your Conte

Start reading *Vegetarian: 365 Days of Vegetarian Recipes* on the free [Kindle Reading App](#) or on your Kindle **in under a minute**. Don't have a Kindle? [Get](#)



**Look inside** ↓

**365 DAYS OF VEGETARIAN RECIPES**  
EMMA KATIE

kindle edition

**Vegetarian: 365 Days of Vegetarian Recipes (Vegetarian, Vegetarian Cookbook, Vegetarian Diet, Vegetarian Slow Cooker, Vegetarian Recipes, Vegetarian Weight Loss, Vegetarian Diet For Beginners) [Kindle Edition]**

[Emma Katie](#) (Author)

★★★★★ (4 customer reviews)

Kindle Price: **\$0.99** Prime

kindleunlimited Read this title for free and get unlimited access to over 700,000 titles. [Learn More](#)

Length: 213 pages (estimated) ✓

**Free Kindle Reading App**  
Anybody can read Kindle books—even without a Kindle device—with the **FREE** Kindle app for smartphones, tablets and computers.

**To get the free app, enter your email address or mobile phone number.**

(Enter your email or mobile phone number) [Send me the link](#)

## Product Details

**File Size:** 2044 KB

**Print Length:** 213 pages

**Simultaneous Device Usage:** Unlimited

**Publisher:** 365 Days of Vegetarian Recipes (November 19, 2014)

**Sold by:** Amazon Digital Services, Inc.

**Language:** English

**ASIN:** B00PWANTW4

**Text-to-Speech:** Enabled ✓

**X-Ray:** Not Enabled ✓

**Word Wise:** Not Enabled

**Lending:** Not Enabled

**Amazon Best Sellers Rank:** #6,571 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#2 in [Kindle Store](#) > [Kindle eBooks](#) > [Health, Fitness & Dieting](#) > [Disorders & Diseases](#) > [Allergies](#)

#9 in [Books](#) > [Health, Fitness & Dieting](#) > [Diseases & Physical Ailments](#) > [Allergies](#)

#14 in [Kindle Store](#) > [Kindle eBooks](#) > [Cookbooks, Food & Wine](#) > [Vegetables & Vegetarian](#)

So we know this is a money keyword. We want to make sure this keyword is not too difficult to rank. Let's check out the last book in the first page results. This is what I found:

### Product Details

**File Size:** 610 KB

**Print Length:** 79 pages

**Simultaneous Device Usage:** Unlimited

**Sold by:** Amazon Digital Services, Inc.

**Language:** English

**ASIN:** B00NCCEQHQ

**Text-to-Speech:** Enabled ☒

**X-Ray:** Not Enabled ☒

**Word Wise:** Not Enabled

**Lending:** Enabled

**Amazon Best Sellers Rank:** #568,044 Paid in Kindle Store ([See Top 100 Paid in Kindle Store](#))

#61 in [Kindle Store](#) > [Kindle eBooks](#) > [Cookbooks, Food & Wine](#) > [Regional & International](#) > [Asian](#) > [Chinese](#)

Would you like to [give feedback on images](#) or [tell us about a lower price?](#) .

The ranking of this book is over #500,000. We are now confident that we can easily rank on the first page for the keyword “*vegetarian diet*”. In fact, if the last book ranks over #100,000, it's good. Now you know you have a winning keyword, you can now go to the next step.

**Note:** Amazon best seller rank is an estimated indication of the amount of sales the book is getting. For details, please refer here:

<http://www.theresaragan.com/salesrankingchart.html>

### Let's recap:

When you type in your keyword, here are the questions to ask yourself:

#### 1. Is this keyword too competitive?

Check the number of books available in this niche, if it is more than 2000, try a different keyword.

#### 2. Is the keyword profitable?

Check the first 3 books, what is their best seller rank? If they are less than #20000, this is good. The lower the rank, the better. If you see a rank of less than #5000, you found gold.

### *3. Can your book get on the first page?*

Take a look at the last book in the first page results, if it ranks less than #20000, it is probably difficult to compete. Check out the reviews too, if most of the books have tons of reviews, it is probably difficult to compete too.

# Kindle Recipe Books Creation

Creating a Kindle recipe book is not difficult, nor time consuming. Depending on your preference, you can choose one of these methods to create your Kindle cookbooks.

## Method 1: Create The Recipes Yourself

This works great if you are passionate in your cooking. If you love cooking, simply note down the measurement and ingredients for your dish. Give some simple instructions and you are good to go.

Alternatively, you can source recipes from your family and friends. Do you have a traditional family recipes of some sort? That would be a great place to start. Many people love to learn about traditional recipes. You can even post in popular recipe forums and ask for recipes, you'll be surprise at the response. Most are very willing to share their recipes.

If I am using other people recipes, do ask for permission if they allow you to publish their recipes. I like to give them the credit for their contribution in the book.

## Method 2: Rewriting Free Recipes

According to the US copyright law, **measurements and ingredients in recipes are not copyrighted. Only the details, illustration, introduction is copyrighted.** You can read more about recipes copyright law here: <http://opensourcecook.com/recipes-copyright-law> All the questions on copyright are answered in that page. It includes a link to the US copyright law as well.

So what does this mean for us? This is great! You have endless recipes to create kindle

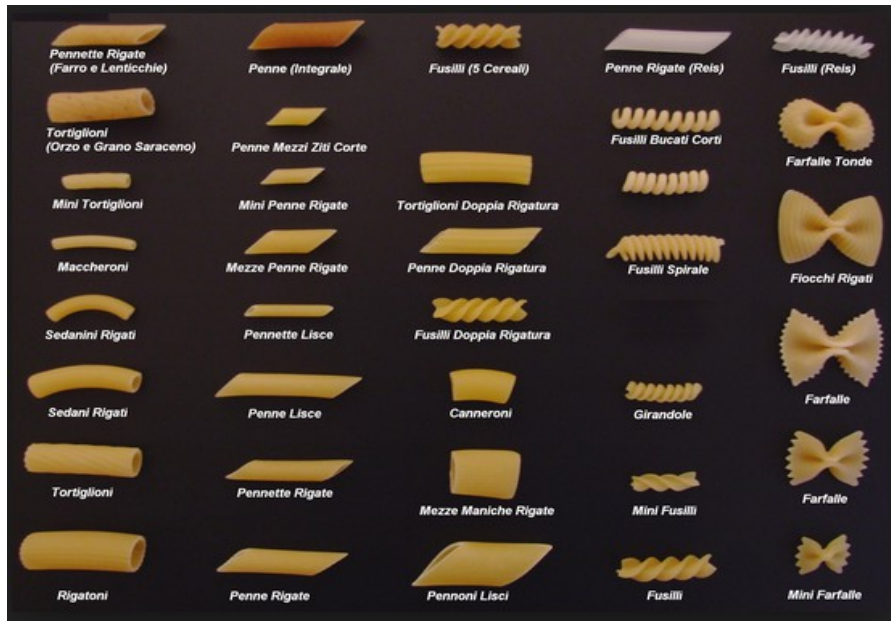
books and profit from it! However, we have to use the information the right way. Remember, we cannot just copy and paste as Amazon does not allow materials that can be found free on the internet. So we have to be smart in using these free recipes.

*This is what I do.*

After deciding on a niche. I will start searching on the internet for free recipes sites. The one I mentioned above [OpenSourceCook.com](http://OpenSourceCook.com) is a great site. I use it a lot. Another great sites are [AllRecipes.com](http://AllRecipes.com) and [Food.com](http://Food.com). I usually compile 30-50 quality recipes for my niche. I will then change the name of the dish, if possible. If I am familiar with the recipe, I may want to add my own special ingredient to it. I will also rewrite the cooking instructions.

To make the recipes unique, I add a few sentences before the actual recipe to introduce the dish and many add some interesting facts to it. If you are not familiar with the recipes, just google the dish and get some interesting facts about it. For example, talk about where the recipe originated from, what is the special ingredient in that recipe and so on. I sometimes even talk about health benefits of the dishes as I write a lot on healthy recipes. People just love those little nuggets about the dish.

Another option is adding a whole chapter of introduction of the recipe niche. For example, if you are writing about “*Authentic Italian Pasta Recipes*”, you can add an introduction about the various type of pastas, providing details names, shapes and cooking methods for pasta with nice free images such as below. It's very easy to write it yourself or outsource for cheap.



### Method 3: Outsourcing

If compiling and rewriting sound like a lot of work for you, outsource it! You can easily find recipe writers from sites such as Fiverr, Elance, Freelancer and Odesk.

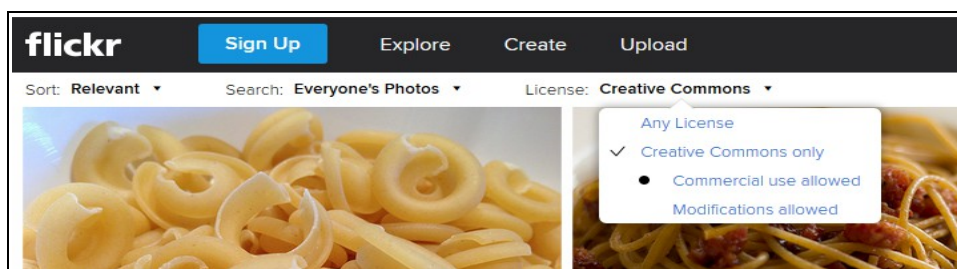
### What About Images?

You do not need to include images in a recipe book but it is recommended. I have seen many kindle recipe books that do not have even a single image and yet they are selling well.

#### Here are some options to obtain images for your book:

- Take the picture yourself – you can create the dish, and take a picture yourself.
- Source images from public domain and royalty free sites. Pixabay has many great images and all of them are free to use. Flickr has a lot of great food images too. However, only use the images with creative commons license as show below:





- Purchased from Fiverr gigs that provides royalty free pictures, such as this one below. If you are new to Fiverr, simply go to [Fiverr.com](https://www.fiverr.com) and do a search for “stock photos”, when the results are displayed, click to sort results by High Rating, to get the best quality gigs. Make sure you read the reviews to check on the seller's credibility.

### I will give you stock photos with High Quality on any subjects for \$5

IN GRAPHICS & DESIGN / PHOTOGRAPHY & PHOTOSHOPPING

FAVORITE

f t g+ in

**ORDER NOW (\$5)**

★★★★★

**4.9** by **66**  
STARS BUYERS

3 DAYS ON AVERAGE

0 ORDERS IN QUEUE

AVG. RESPONSE TIME: 2 HRS.

Bv **dowebsservices**

- Subscribe to stock photo sites such as Fotolia.com and DollarPhotoClub.com. You can download images from both of these sites for as low as \$1.
- Do take note that you are not using too many images in your book. The more images you use, the bigger your book file will be, and Amazon will charge you more delivery fee, this means less profit for you. If you are using [UltimateEbookCreator](https://www.ultimateebookcreator.com), you can now optimize the size of your images easily without compromising the quality. More details in the next section.

# Publishing Your Kindle Recipe Books

For many new Kindle publishers, getting the right format to look good on Kindle is a great challenge. I started with using the free [Open Office](#) to write my Kindle books. I typed out my recipes as a normal documents. After publishing on kindle, I started getting bad reviews and refunds from buyers. To my horror, I realized that the formatting and alignment were completely out when the book is read on a Kindle. Moreover the images were totally distorted.

I then started looking for options on the internet. There are many tools, both paid and free, that can do the job. However, I found that most of the tools are not user friendly, has limited functions and difficult to learn. After a long long search, I finally found the perfect software to do the job.

## Ultimate Ebook Creator

This is a great software that can create ebooks easily in the format that display beautifully on a Kindle. It has a built in WYSIWYG so you can create your book right in the software. There is a small learning curve, but the product creator has created very detail video tutorials which includes a lot of tips and tricks on using the software to create many different types of kindle books such as quiz books, game books, picture books etc. The stuff you can do with this software is amazing! You can easily create different styles and insert images seamlessly with this software.

**Pro Tip 1:** I love most is this, you can easily reuse the recipes to create a different kindle recipe book! For example, you have written a book on chicken recipes, which include fried chicken, chicken stew, slow cooker chicken, chicken soup, etc. Then, you can easily take the chicken stew recipes from this book and combine with other stew recipes (beef

stew, vegetable stew etc) and create a new recipe book titled “*Healthy Stew Recipes for the Whole Family*”. I find this hack really speeds up my work creating many different compilation of recipes.

***Pro Tip 2:*** One problem I face when creating a cookbook is the huge size of the mobi file due to many images that accompany the recipes. Huge files have 2 main disadvantages: Amazon Kindle charges higher delivery fee for bigger files and it decreases user's experience when downloading and reading your book. [UltimateEbookCreator](#) has a solution for this problem. Before you have completed your book, this cool software has the ability to optimize the images without reducing the quality. I have cookbooks which have files as big as 20MB and with this software, the file can be reduced to 3 MB with only one click. I do not have to reduce the images size one by one. This is a huge time saver and money saver as you save on delivery fee. This is done without compromising the image quality. I do not know any other software which has this cool function.

The product creator gives impressive support too. He usually replies emails within a day. If you plan to create Kindle books for the long run, do consider getting this tool. The price pays back itself many times over. Other than Kindle, this software provides format conversion as well the right format to publish on other platforms such as Smashwords and Lulu. If you do want to give this software a try, I appreciate if you use my affiliate link:

**[Click here to view the training videos and learn more about Ultimate Ebook Creator.](#)**

Alternatively, if you prefer to save time and not bother to learn about formatting, Fiverr have some really great gigs for formatting Kindle books, such as this one:

I will format and convert Your Word doc  
Professionally to Kindle format for \$5

IN PROGRAMMING & TECH / CONVERT FILES

FAVORITE



ORDER NOW (\$5)



4.8 by 731  
STARS BUYERS

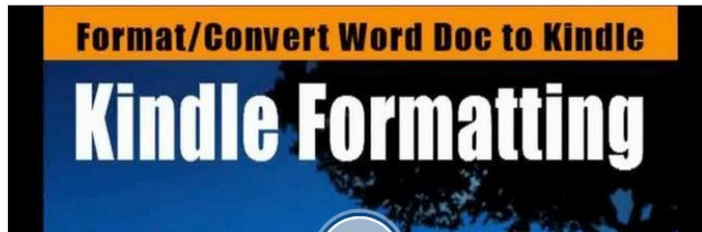


1 DAY ON  
AVERAGE



8 ORDERS  
IN QUEUE

AVG. RESPONSE TIME: 5 HRS.



There are many gigs doing formatting for Kindle books. Simply sort the gigs by High Ratings to get quality gigs. There are many sellers who are doing sub-par work, so do your due diligence.

## **Design Your Kindle Book Cover**

Your cover is the first contact with your potential buyers. A clean and attractive cover with a mouth watering, delicious food image works best. Do some research on the type of food images that attract your target market. You can browse through the best selling books in your niche and study their cover. Note what stands out. Use an image similar to it.

There are 2 options when it comes to designing your cover - you can design it yourself or outsource it.

You do not need super technical designing skill to make a simple and attractive cover. For a start, Kindle provides a free cover creator for you when you upload your book.

Personally I started with using this free tool. Simply choose the layout you like, add title , subtitle and author name, choose the color theme, click 'create' and you are good to go.

There is also another free tool which I use, <http://www.canva.com>. This website provides tools to design various type of images such as posters, covers, Facebook covers, twitter covers and so on. They offer plenty of free images you can use, you can upload your own images as well. If you have used a good image inside your recipe book, simply it as your cover. You can use an image as background, add the title and author name, and you have a cover for your book.

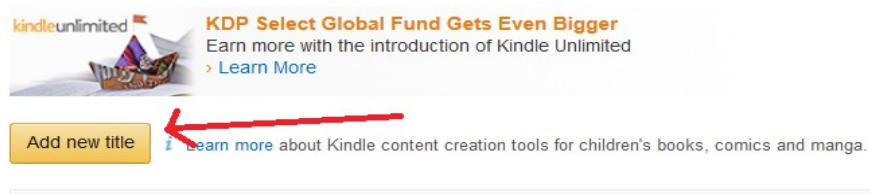
If you rather outsource, check out the many kindle cover gigs over at Fiverr.com.

## **Publishing Your Recipe Book on Kindle**

After your have completed writing, formatting and proof reading your book, you are ready to upload to your Kindle account now. If you are not a Kindle publisher yet, you can sign up free here: <https://kdp.amazon.com/>

Briefly, here are the steps to upload your book to Kindle:

1. Click on “Add New Title”



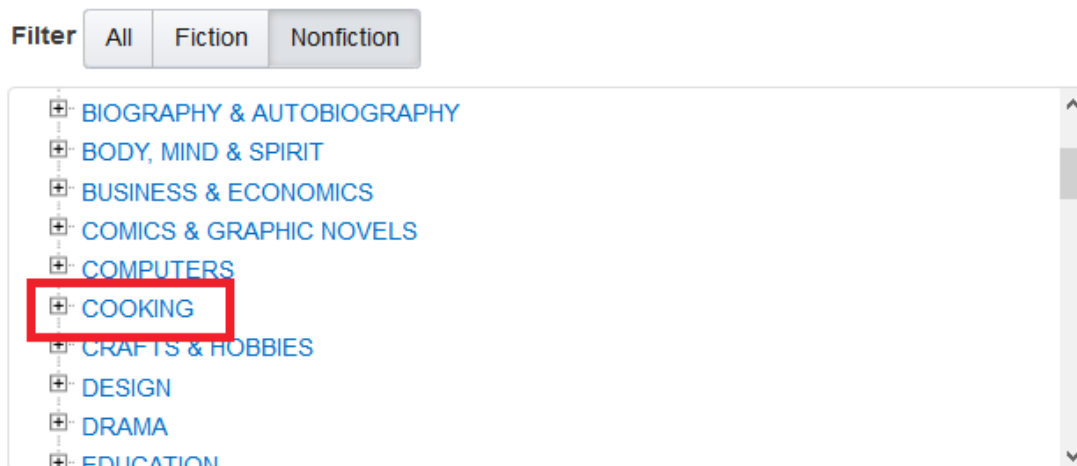
2. Fill in your book title and subtitle. Try to use your main keyword here. Eg.  
*“Vegetarian Diet: 101 Delicious Vegetarian Recipes For Weight Loss”*
3. Next, fill in book description. Here is where you sell your book. Tell your buyers what you are offering. Use your main and related keywords here. Do not stuff your keywords, but use them within your description. Check out the top selling books in your niche and model the way they write their copy.
4. Book contributors. Add your name/pen name as the author. If you have a contributor for your recipes, add their names here.
5. Language – English
6. Verify your publishing rights – choose the option *“This is not a public domain work and I hold the necessary publishing rights.”*

## 2. Verify Your Publishing Rights

Verify Your Publishing Rights ([What's this?](#))

- ☐ This is a public domain work.
- ☒ This is not a public domain work and I hold the necessary publishing rights.

7. Categories. You are allowed to choose only 2 categories. You will be looking at the Cooking categories and choose the most relevant sub-category or niche



8. Search keywords – here is where you add your main keywords and all related keywords from your earlier research. You are allowed up to a maximum of 7 keywords.
9. Book release option – choose to release your book now
10. Book cover. You can upload your cover or create a cover using this free tool

## 5. Upload or Create a Book Cover

Upload an existing cover, or design a high-quality cover with Cover Creator. (optional)

No Cover Available

I have a book cover designed and ready to upload  
Please read our [Cover guidelines](#)

Browse for image...

I want to design a cover using the Cover Creator (beta).

Launch Cover Creator

11. Next, choose “*Do not enable digital rights management*”. You want more people to download or borrow your book. Then click “Browse” to start uploading your content file. This will take a few minutes. After uploading, check how your book appears on a kindle using the online previewer tool. Make changes if necessary.

## 6. Upload Your Book File

Select a digital rights management (DRM) option: [\(What's this?\)](#)

- ☐ Enable digital rights management
- ☒ Do not enable digital rights management

Book content file:

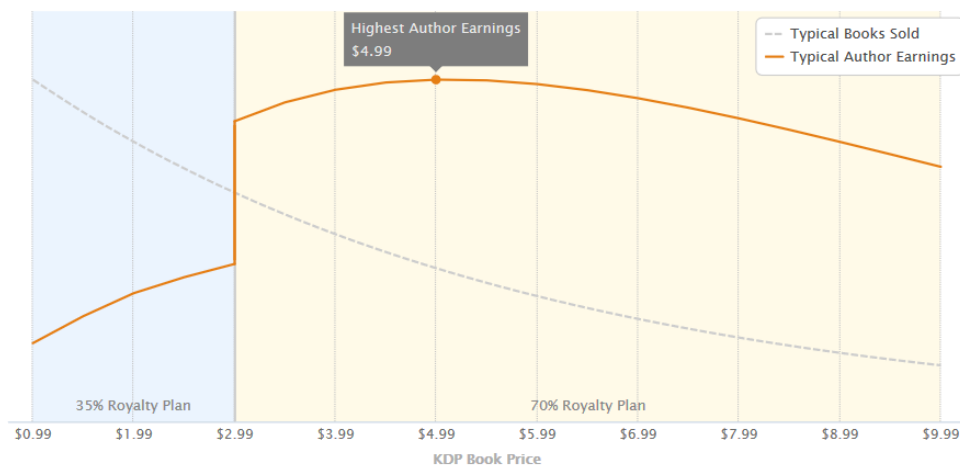
Browse

Click here to upload  
your book file

12. Now you are ready to price your book. I usually starts with \$0.99 to encourage downloads and reviews. Once you get some reviews, you want to increase the price to \$2.99 or more to take advantage of the 70% royalty. Which price point is best for your book? You can easily test a few price point, and Kindle will tell you what price is the most profitable.

### KDP Pricing Support (Beta)

Based on historic data for KDP books similar to [redacted] a list price of **\$4.99 (USD)** in a 70% royalty plan maximizes author earnings. [Learn more](#)



This is very cool. From the chart above, the most profitable price is \$4.99. I used to price most of my books at \$0.99. I have more downloads but less overall profits. However, once I start pricing the books with a higher price point, my profits increases.

13. Finally, if you have a physical version of your kindle book, you may want to



choose it in Kindle Match book program. Otherwise, you can leave this blank. Choose “*allow lending for this book*”. Amazon will still pay you if someone borrows your book. Lending makes up of around 20% of my royalty.

14. Lastly, tick box to agree with Kdp terms and conditions and click “Save and Publish”. Now your book will be under review and will be live in 12 hours once Amazon approves it.

# Set Up Your Automated Kindle Cookbook Sales Machine

Personally, I prefer to spend my time create more products than spending time on marketing. I prefer to set up marketing funnels once and let profits roll in month after month. I do not like to spend time posting on Facebook, Twitter, and other social platforms. I do not even have an Author Central set up. But this is just me. If you are already doing social marketing, forum posting, submitting to free books sites, please continue to do so. What I am sharing below is just what I do.

## Step 1: Create a series of cookbooks

Why a series? You can easily create a cross promotion with a series of cookbooks related to a similar theme. When the buyer buys one of your book, you can sell your other books in your series to the same buyer.

So what do I mean by the same theme? Let's say your niche is Vegetarian recipes. You create your cookbook titled, “Healthy and Delicious Vegetarian Burgers”, do you think the same buyer would be interested in vegetarian soups, vegetarian appetizers, vegetarian sandwiches, vegetarian curry, vegetarian rice, vegetarian spaghetti, vegetarian recipes for kids, vegetarian recipes for dinner, vegetarian cake recipes, vegetarian recipes for the whole family, Indian vegetarian recipes, Chinese vegetarian recipes, vegetarian recipes for slimming, vegetarian recipes for diabetics and so on. Can you see how easy it is to create a series of vegetarian recipe books?

If you are using the [Ultimate Ebook Creator](#) software, you can easily create the books above as many of the recipes overlap with each other. (of course, do not go overboard with using duplicated recipes for different books as many of your customers may be

repeated buyers.) By the way, vegetarian and vegan recipes are HOT!!! The cookbooks I listed above are hot money makers!

Another option is to create a series of cookbooks to address a certain health condition. For example, you can create a series of books for slimming, such as Fat Free Salad Recipes, Low Fat Dessert Recipes, Juicing Recipes for Weight Loss, Sugar Free Chocolate Recipes, Healthy Fat Free Burgers and Sandwiches Recipes and so on. I hope you can see the potential here. You'll have a list of buyers who want to lose weight, think about the variety of other slimming products you can sell to them!

After you have all your recipe books done, you want to list all your books in the series at the end of each cook book. Please refer to the recipe book template if you need a sample.

## **Step 2: Create a Freebie Related to Your Cookbooks**

Now, you want to build your own customer list as well as people who are interested but have not bought your book. This step is crucial as you want to have your own buyers' list so that you can sell to them again and again. Amazon Kindle does not share their customers' details with you. After the customers buy from you once, you lose them forever if you do not capture their contact details.

Do not be put off by this process. It is easier than you thought. In fact, getting potential buyers to opt-in in the cookbook/recipe niche is much easier than other niches.

Start by creating a free cookbook to entice your buyers/visitors to sign up for your list. Creating a free cookbook is super easy. Remember we are not publishing this free book on Kindle, so we can use our good ol' PLR recipes! You do not even need to edit or rewrite the PLR recipes. Simply create an attractive cover, and you are set! Just bear in mind that your book has to be in the same niche as your series of cookbook. For example, if you are doing the vegetarian niche, your freebie can be “*All Time Favorite Vegetarian Gluten Free Recipes*”.

If you are really lazy, simply offer an interesting Youtube video as a hook to get subscribers to give you their email. Take a look at this example: [Sample Opt-in Page](#)  
It took me only 10 minutes to find the video on Youtube and build the page.

### **Step 3 : Setting up Your Opt-in Page**

An opt-in page (or squeeze page) is the page where you convince your visitor to give you their contact information in exchange with your free cookbook. You probably have seen these pages everywhere and opted in many of them. If you are familiar with opt-in pages, you can skip the rest of this section and proceed to Step 4.

There are many ways to set up opt-in pages. You need to research the options and decide what works best for you. I started with using free Wordpress squeeze page plugin to build my first opt-in page. I am not a technical person, and it took me half a day to set the page right. I would not recommend free squeeze page plugins as a lot of them are buggy and not supported by the creator. If you are really into Wordpress plugins, you can check out FunnelKit. I have bought and used it and it does a decent job.

If you rather not mess with Wordpress like me, then you may want to check out this new, easy landing page builder [LandingPageMonkey.com](#). Similar page builder sites like this come with a monthly fee. You can build unlimited pages and hosting for only a one time payment of \$29.95 (special early bird price)



They have extensive tutorial videos and their support is first class. Here are some sample pages which only took me minutes to build:

[Sample 1](#)

[Sample 2](#)

### Sample 3

If you like what you see, do give [LandingPageMonkey](#) a try and take advantage of their early bird special offer. Similar competitors charges \$29 to \$69 monthly. So this is really a great deal. [Click here to watch a demo video of Landing Page Monkey page builder.](#)

### **What should you write in your opt-in page?**

First, you must have an attractive headline. Then tell your visitors what you are offering in your free cookbook/video. If you need help in coming up with an irresistible headline, you can use this free tool here: <http://www.internetmarketingcourse.com/freeheadlinegenerator/> Simply key in your offer benefits, you should get some really cool ideas in creating an attention grabbing headline.

You can list a few main benefits of downloading your cookbook. Alternatively, list some best recipes your book offers. Add a cover image for your free cookbook. I usually ask for subscribers' emails only. You want to make it as easy as possible for the subscriber to opt-in.

### **Step 4 : Set up Autoresponder Emails**

To build a list, you need an autoresponder to automate sending emails to your subscribers. As your list is your long term asset, you want to invest in a established autoresponder and avoid using free ones. There are many paid autoresponders in the market with Aweber, GetResponse and MailChimp as the main big players. All these companies have good reputation and service. It is only a matter of personal preference. If you are just starting out, I would suggest you to go with [MailChimp](#). You get to use their service for free up to 2000 subscribers and 12000 emails. If you really want to go for a free autoresponder, do check out Listwire.

### **What to write to your subscribers**

The first email is the welcome email to thank your subscriber for requesting the free cookbook and make sure they can download the book without problems. Let them know

that you will be sending them free recipes and cooking tips in the coming emails.

For the first 2 weeks, you can send them emails every day. Just pick a recipe from your cookbook and followed by a link to buy your book. I would suggest to give them your best recipes for free to entice them to buy your Kindle cookbooks.

After the first 2 weeks, I will send follow up emails every 2 days. In this emails, I can give some cooking tips and promote related Amazon products that will help in their cooking. For example, if you are giving them your free Italian pasta recipe, recommend a good pasta maker using your Amazon affiliate links in your email. You can also promote other related products from Clickbank or other affiliate networks. If you publish any new kindle cookbooks, email your list about it. Once you get those subscribers on your list, the sky is the limit.

So how many emails should you write? The more emails you write, the more money you will make. The great about this is you only do this once and the autoresponder will do the rest for you.

## **Step 5 : Promote Your Sales Funnel**

Now that you have an opt-in page set up, with emails all loaded in your autoresponder, you can now start promoting your opt-in page and start building your list.

For a start, place your opt-in page link in all your Kindle books. Place the link in the first few pages of your book, preferably after the title page, where it is visible to those who are browsing your book using the kindle “*Look Inside*” feature. Below is a sample of what you can write:

**\*\*\*\* FREE ITALIAN PASTA COOKBOOK\*\*\*\***



**Click here the link to download now: <http://freecookbook.com>**

**Limited Copies Only!**

A bright colored and attractive cover image attracts visitors to click on your link. As show above, I usually spell out the URL of the opt-in page as some older version of Kindles may not display links properly. If that is the case, the visitor can still type out the link to visit my opt-in page.

After your kindle book is live, you can now start promoting it. Make sure you your books is listed under Kindle Select to use their free book promotion feature. I usually start pricing my books at \$2.99 or more to take advantage of the 70% royalty. Then promote your book for free for 3 days, and 2 more days in the following week. I find that listing my book at the higher price range gets more downloads that listing my book at \$0.99 because readers think that they are getting a better deal. It is easy to get hundreds of downloads for a recipe book especially in popular niches.

If your opt-in page is set up right, you should see loads of subscribers getting on your list.

# Conclusion

## Expanding Your Cookbook Empire Outside Amazon Kindle

Amazon Kindle, although it is the biggest, is not the only marketplace for self publishers. There are other publishing platform which are quickly expanding, such as [Draft2Digital](#), and [Smashwords](#), which distribute to popular publishers such as Apple, Kobo, Scribd, Oyster and more.

When you first publish on Kindle, you want to enroll in KDP select to promote your books. Once you choose KdpSelect, your book is not allowed to publish in other platforms for 90 days. Once your book is selling well, you may want to discontinue KdpSelect and publish in other platforms. With the [Ultimate Ebook Creator](#) software, you can easily export your book in different formats for these platforms without further work.

## Let's Recap:

Here are the steps to publishing your first series of successful Kindle recipe books:

1. Find a profitable recipe niche and keywords
2. Create your recipe books – decide if you want to:
  - write it yourself,
  - compile free recipes on the internet and outsource the rewriting
3. Create a free cookbook in your niche to be given away. Use PLR or resell rights products
4. Create your opt-in page. Offer your free cookbook in exchange for subscriber's email.
5. Write your promotional emails, offer free recipes and cooking tips.



6. Promote your opt-in page:
  - Place opt-in page links in all your Kindle books.
  - Use kindle free book promotion feature spread over 2 weeks to get as many downloads as possible.
7. Start creating your next cookbook series and watch your profits roll in month after month. :)

I have included a Resource file . If you have questions, please feel free to contact me :  
[audrelypublishing@gmail.com](mailto:audrelypublishing@gmail.com). I'll be happy to answer your questions.

To your Kindle publishing success,

*Audrey Ly*