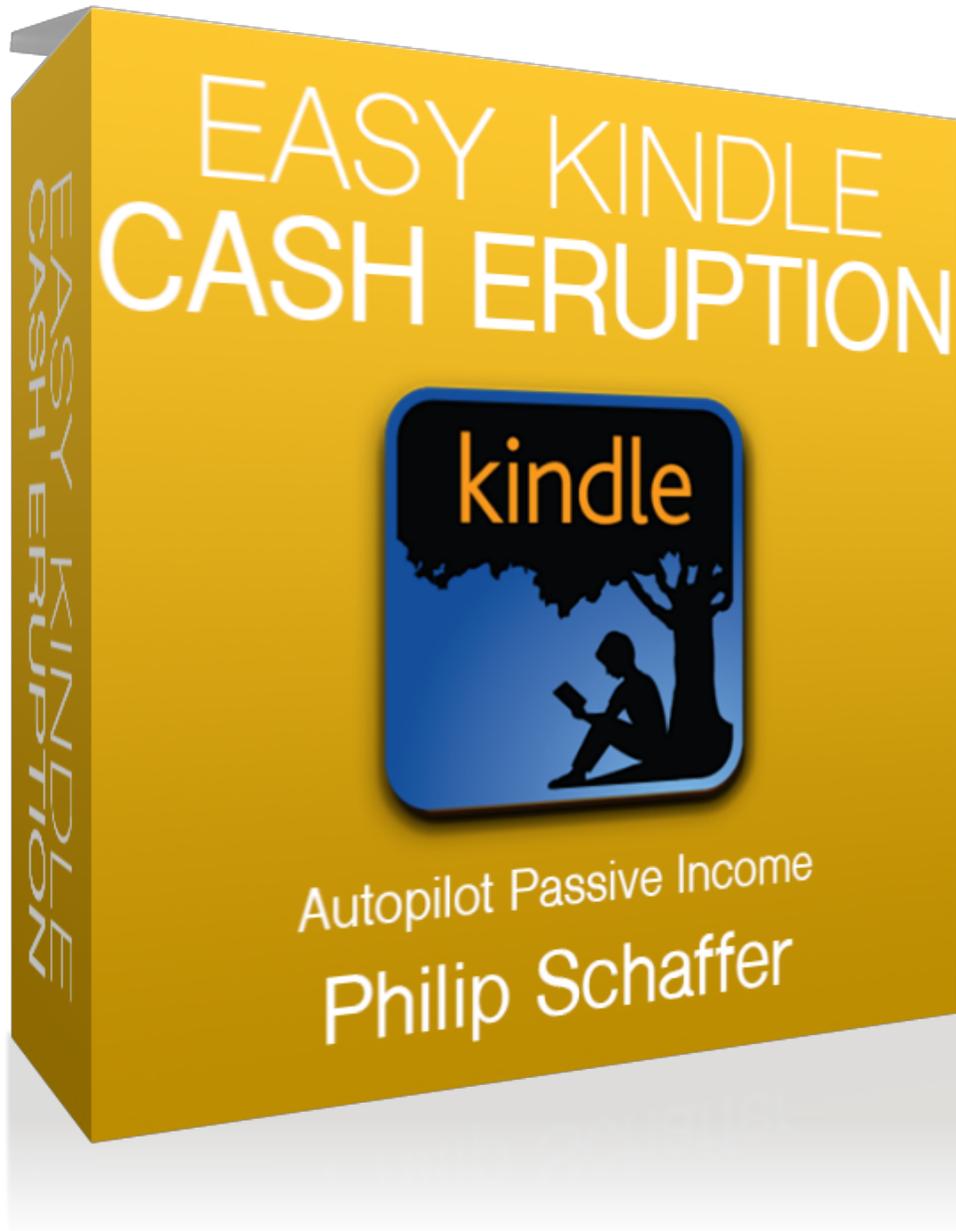


# Easy Kindle Cash Eruption

*How You Can Earn Passive Income In 2015 And Beyond*

Philip Schaffer | [www.hugeprestige.com](http://www.hugeprestige.com)



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# Introduction To Easy Kindle Cash Eruption

Welcome to Easy Kindle Cash Eruption, your ultimate guide generating passive income with Amazon KDP. If you're reading this guide you may have already realized how much potential there is in Amazon KDP. One just has to look at the sheer volume of businesses out there applying this same exact method. Despite all the earnings waiting to be made, you might not know exactly how to jump in and get started to grab your slice of the pie.

Follow this report and you won't need to worry about any of that. You can use this manual as your one stop guide to getting your passive income business off the ground. We'll go over the exact same methods I use to generate real, tangible passive income every single month.

Before we dive into it all, I'd like to thank you for downloading this guide, you've made an important first step to becoming financially independent. Simply by taking this step, you've started on the road to being your own boss one day. If you can take away one lesson from this report, make it this one: **Take Action**. Take your ideas and actually implement them, your first try doesn't have to be perfect. What's important is that you actually get something out there. You can improve on it next time. Who knows, after your 4th or even 100th try, you may have something amazing on your hands.

**-Philip Schaffer**

## Overview Of The Method

The whole point of this guide is to build up your passive income using Amazon KDP. Remember this is a brief overview, we will dive into the details later on but for now I just want you to get familiar with the basic concepts.

Starting out you're going to need a couple things:

- You'll need an Amazon KDP account
- You'll need a document editor

When you have these few components, this method will have you publishing eBooks using Amazon Kindle Direct Publishing. Once you have eBooks published they will sit on the Amazon bookstore forever, letting you collect and build passive income over time!

And that's it! It's really as simple as that. The only limit to this method is you. Publish one book and you'll get a few sales over time. But publish 100 books and I guarantee you'll start seeing serious passive income, day after day, month after month!

That's the basic formula in a nutshell, publish eBooks, collect passive income over time.

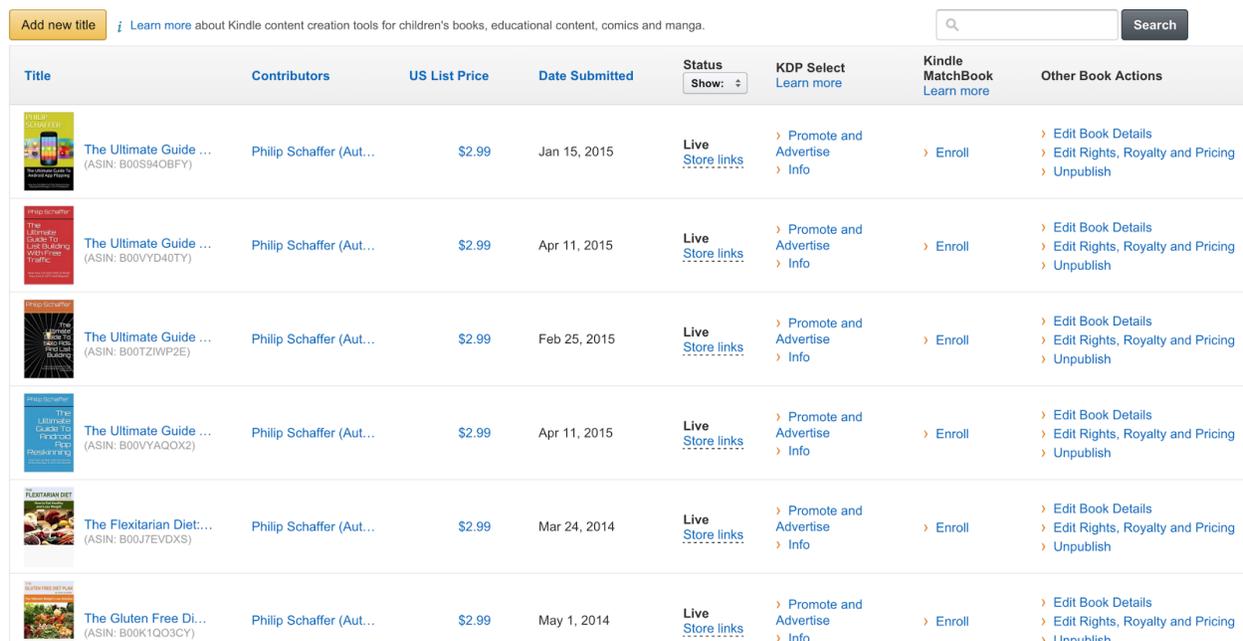
So I know some of you may be thinking, "you want me to write an entire eBook, all by myself?" Trust me when I say this, this is not nearly as hard as it sounds and I'm going to show you a few methods that make this seemingly difficult task a breeze. But first

let's go into more detail about the 2 components you need for this method!

# Amazon KDP Account

Chances are you already have an Amazon account. If you don't that's alright, it's completely free. Becoming a book publisher with Kindle Direct Publishing is completely free as well. And you'll need to sign up with Amazon KDP account in order to publish eBooks online.

We'll dive into signing up for your KDP account in more detail later. But for now just know that Amazon KDP is the platform in which you'll be publishing your books on. Amazon KDP also has some nice promotion tools that will help get your book up and running very easily, for free!



The screenshot shows the Amazon KDP bookshelf interface. At the top, there is a search bar and a search button. Below the search bar is a table listing books. The table has columns for Title, Contributors, US List Price, Date Submitted, Status, KDP Select, Kindle MatchBook, and Other Book Actions. The books listed are:

Title	Contributors	US List Price	Date Submitted	Status	KDP Select	Kindle MatchBook	Other Book Actions
 The Ultimate Guide to Building Your Traffic (ASIN: B00S940BFY)	Philip Schaffer (Author)	\$2.99	Jan 15, 2015	Live Store links	Promote and Advertise Info	Enroll	Edit Book Details Edit Rights, Royalty and Pricing Unpublish
 The Ultimate Guide to Building Your Traffic (ASIN: B00VYD40TY)	Philip Schaffer (Author)	\$2.99	Apr 11, 2015	Live Store links	Promote and Advertise Info	Enroll	Edit Book Details Edit Rights, Royalty and Pricing Unpublish
 The Ultimate Guide to Building Your Traffic (ASIN: B00TZJWP2E)	Philip Schaffer (Author)	\$2.99	Feb 25, 2015	Live Store links	Promote and Advertise Info	Enroll	Edit Book Details Edit Rights, Royalty and Pricing Unpublish
 The Ultimate Guide to Building Your Traffic (ASIN: B00VYAQQX2)	Philip Schaffer (Author)	\$2.99	Apr 11, 2015	Live Store links	Promote and Advertise Info	Enroll	Edit Book Details Edit Rights, Royalty and Pricing Unpublish
 The Flexitarian Diet (ASIN: B00J7EVDXS)	Philip Schaffer (Author)	\$2.99	Mar 24, 2014	Live Store links	Promote and Advertise Info	Enroll	Edit Book Details Edit Rights, Royalty and Pricing Unpublish
 The Gluten Free Diet (ASIN: B00K10Q3CY)	Philip Schaffer (Author)	\$2.99	May 1, 2014	Live Store links	Promote and Advertise Info	Enroll	Edit Book Details Edit Rights, Royalty and Pricing Unpublish

A screenshot of some of my books in the KDP bookshelf

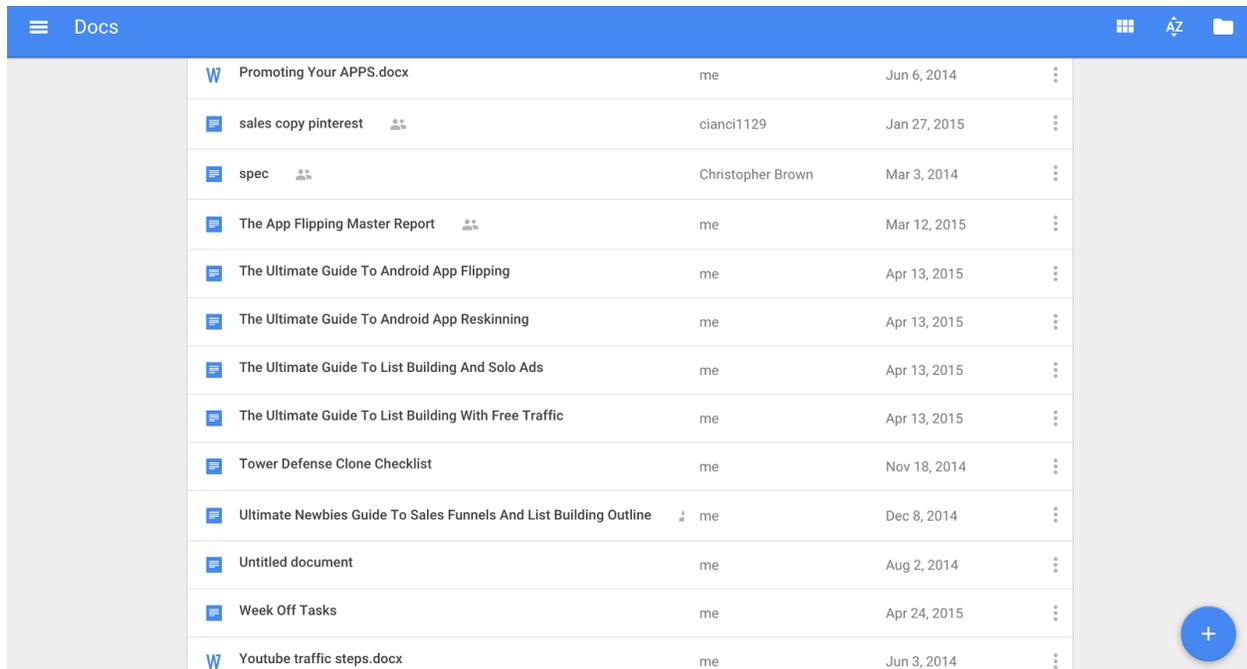
## Document Editor

This component is pretty straightforward. This component is simply the text editor which you'll be using to write and/or edit your book. Again, nothing mind blowing here, you can use pretty much any document editor of your choosing.

For the purposes of this guide I'll be using Google Docs. There's a few reasons for this:

- a. It's completely free
- b. It works on Mac, PC, Linux
- c. You can access your books from any computer with an internet connection because your files are stored in the cloud on Google's servers
- d. It's very easy to do all the necessary formatting for your books in Google Docs

For these reasons, I'll be showing you how to write, edit, and format your books in Google Docs. But if you'd rather use your own document editor, feel free, pretty much anything will work with this method :)



A picture of Google Docs, my preferred document editor

Some other popular document editors you use with this method are:

-Microsoft Word

-OpenOffice

## **Step By Step Guide To Success**

Now that you know about all the necessary components, I'm going to show you step by step, how to either write your own book, or acquire the content to your book. Once you have your book ready, I'll guide you through the editing and formatting process. Finally, once your book is ready to go, I'll show you exactly how to upload the book onto the KDP platform and publish it.

You'll see exactly how easy it is to rinse and repeat this process over and over again in order to build up a steady passive income!

## Step 1: Write Or Acquire An Ebook

Now there's two paths you can take for getting your eBook. You can either write the entire thing yourself. Or you can pay someone else to write your book. My preferred method by far is writing the book myself. This is for a few reasons:

- a. Outsourcing cost is prohibitive (anywhere from \$30 - \$70 per book)
- b. Outsourcing takes just as much, if not more time than writing the book yourself

For the two reasons above, I highly recommend that you stay away from the outsourcing path of acquiring your ebook. You will still make money over time, but keep in mind that at least the first month your book is published will be spent recouping the cost of acquiring the book in the first place.

But I will still show you guys exactly how to do this for those of you that prefer to outsource. If you want to follow outsource path, skip to Step 1b: Outsourcing The Writing Process.

## Step 1a: Writing An Ebook

Now you're probably thinking to yourself now, "do you really expect me to write an entire ebook?" Now let me tell you about the process that's gonna make the "writing" process a million times easier.

What you're going to do is find a PLR book in the niche you're working in. Now, you're not just gonna change the title and publish it on the store as this is against Amazon's policy. But you are going to go through the book section by section and rework the content.

You can literally go through the eBook paragraph by paragraph, paraphrasing and changing up sentences as necessary. By doing this method the "writing" process becomes a much quicker affair and allows you to publish new books constantly and quickly.

So let's get right into it, first I want you to go to [master-resale-rights.com](http://master-resale-rights.com).

NOTE: Any PLR selling website is fine, I'm just using this site as an example because I am very familiar with it.

On [master-resale-rights.com](http://master-resale-rights.com), click on the "private label rights" button in the menu. On the new page that comes up you'll see a search box on the right hand side. Simply enter keywords related to your niche in the search box and go. On the search results page, look for a PLR book that grabs your attention.

## Private Label Rights (PLR)

Home > Private Label Rights

Private Label Rights (PLR) products are by far the best option in the Resale Industry. Includes PLR ebooks or private label ebooks or rebrandable ebooks, rebrandable software and web scripts that you can claim full authorship to. These products can be 100% edited by you (the reseller) and changed to include your name

Search

Go!

[Advanced search](#)

773 item(s) - Page 1 of 86

Items per page: 9 ↓ Sort: New arrivals ↓ View: Single column ↓



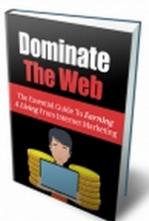
### Million Dollar Membership Sites

Learn how to set up & manage a membership site with strong retention rates, and how to build a full time income from it.

~~\$6.59~~

\$5.35

Add to Cart



### Dominate The Web

Looking into working & earning online? Learn what you can do to generate a full-time income, working for yourself from home.

~~\$7.19~~

\$5.25

Add to Cart



### List Launcher

Need to build and grow your list? Get these 77 tweaks & tactics and generate a big list of subscribers for your niche.

~~\$5.59~~

\$5.19

Add to Cart



### Internet Millionaire Mind Hacks

Let's explore the millionaire mindset of the online marketer for doing business in the most positive and successful way.

~~\$6.45~~

\$5.19

Add to Cart

Once you find the book that appeals to you, add it to your cart and and checkout. As for the cost of these books, don't worry about it. You'll be getting paid to grow your email list using these \$5-\$10 books so it's more than worth the cost. So skip the afternoon coffee one day and invest in your list. Trust me it's worth it.

Once you've picked up the book, download it your computer and open it in your document editor of choice. Once open I want you to go through each paragraph and change the wording up as necessary to make it your own book that you can publish on Amazon KDP. Here's an example of how I would I go about changing my a paragraph using this method myself:

Here is a paragraph from another product of mine:

“Just follow the very easy instructions on the page to create your advertising account. Once again Google will ask you to enter some basic information about yourself as well as some tax information. Once you've completed this and have your account, pat yourself on the back, you've just completed ALL the basic foundational work required to flip apps! This part is a one time thing (unless you'd like to make accounts for a different company) and you'll never need to do this again! With that being said, there's a lot more to go so onto the next section.”

I would change that paragraph to something that reads like this:

“Follow the simple instructions on that page to create your advertising account. Again, Google is going to ask you to enter some information about yourself including some tax info. Once you're done and have your account set up, give yourself a pat on the back as you've just finished all the foundational work required to flip apps! This section only needs to be completed once! But there's still more work to do so let's get right into the next section!”

As you can see, although the sentence structure is different the underlying content is essentially unchanged. I wrote that “new” paragraph in about 30 seconds so you can see just how quickly you can write entirely “new” books that can be published on Amazon KDP.

Also keep in mind that the PLR books you’re working with aren’t hundreds of pages long. Most usually max out at 20 - 40 pages which is more than enough. You can honestly rewrite an entire book in a couple sittings. I told you, it’s much easier than you might have initially thought :)

Note: As a baseline, I consider a good length for a book to be around 2000 words. Anything less than that and your customers may be a little annoyed at the lack of content. But once you hit that amount, you’re golden.

## Step 1b: Outsourcing The Writing Process

So if you've decided that the "re-writing" method from the previous step isn't for you, don't worry. I'm gonna show you just how easy it is to acquire your ebook.

This method involves going to a freelance hiring site and paying someone to write your book for you on a particular topic. The site I use whenever I go with the outsourcing method is [elance.com](https://www.elance.com). But there are several freelance hiring sites you can use.

The two big ones I recommend are:

[www.elance.com](https://www.elance.com)

[www.freelancer.com](https://www.freelancer.com)

For the purposes of this guide I'll be showing you how to hire someone to write your book on [elance.com](https://www.elance.com).

Start out by going to [elance.com](https://www.elance.com) and creating an account, it's completely free to do so. Once you have your account setup, look for the "Post Your Job" button as shown in the picture below:



Once you click that button, it should bring you to a page where you can enter a job title and description. This is where you will describe what you want your book to be about, the general outline, and your budget.

1. Create your job

2. Select posting type

3. Preview

# Post Your Job

Describe the job or list the skills you're looking for.

## Name your job

75

## Describe it

Add Attachment 

4000

## Select the category of work

So let's say for example, I wanted to have someone write me a book on Anxiety. I would start by filling out the title with something like:

**"Need 4000 word ebook covering anxiety! - \$40 budget!"**

Then for the description, I would fill it out with something like:

**“I need a 4000 word ebook written covering anxiety. \$40 budget. Please the the book follow this outline:**

**-Intro**

**-What is anxiety**

**-Causes of anxiety**

**-Effects of anxiety**

**-Treatment for anxiety**

**-Conclusion**

**Thanks!”**

For the category, select “Writing & Translation” and for the sub category select “eBooks and blogs”. You can skip the other optional sections and click the “Continue” button at the bottom of the screen. On the next page you can just hit the “No Thanks” button. On the final page, you’ll be asked to review your post. If everything looks good, click the “Post This Job” button. See the example picture below for what your post should look like:

# Preview and Post

**Job Title:** Need 4000 word ebook covering anxiety! - \$40 budget!

**Job Description:** I need a 4000 word ebook written covering anxiety. \$40 budget. Please the the book follow this outline:

- Intro
- What is anxiety
- Causes of anxiety
- Effects of anxiety
- Treatment for anxiety
- Conclusion

Thanks!

**Files:** No files uploaded

**Job Type:** Hourly

**Duration:** Decide later

**Hourly Budget:** Decide later

**Work View™:** Enabled

**Category:** Writing & Translation > E-books and Blogs

**Skills:** Article Writing  
Content Writing  
Ghostwriting

**Job Location:** Freelancer can be located anywhere

**Posting Period:** 15 days

**Job Start Date:** Start immediately

**Job Posting Visibility:** Public—Visible to the Elance community and search engines.

**Posting Type:** Standard [ [Change to a Featured Post](#) ]

**Post This Job**

**Edit Post**

[Save and Post Later](#)

Your job will be posted and freelance writers interested in your job will reach out to you within a few days usually. From there you'll work out the details and they'll begin the writing process. Once

they're done, you'll be delivered the book. Be sure to review the final deliverable to make sure the writing is up to your standards and meets all the requirements from your job description!

Another way to go about hiring freelance writers is to search on elance for available writers. You can reach out personally to writers and approach them with your offer.

If you're desperate to get started and have a book written fast, this can speed up the process by removing the waiting for someone to view your post part.

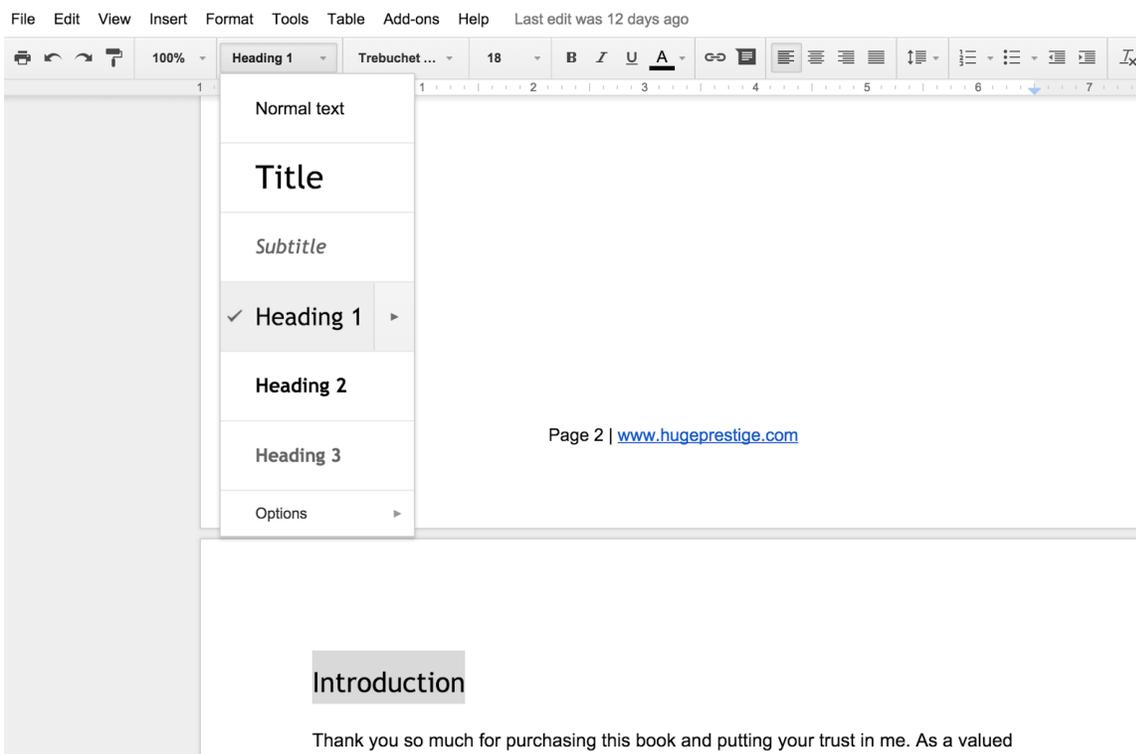
Once your freelance writer gets back to you and everything looks good, congratulations, you now have a book ready to be published on Amazon KDP!

## Step 2: Formatting Your eBook

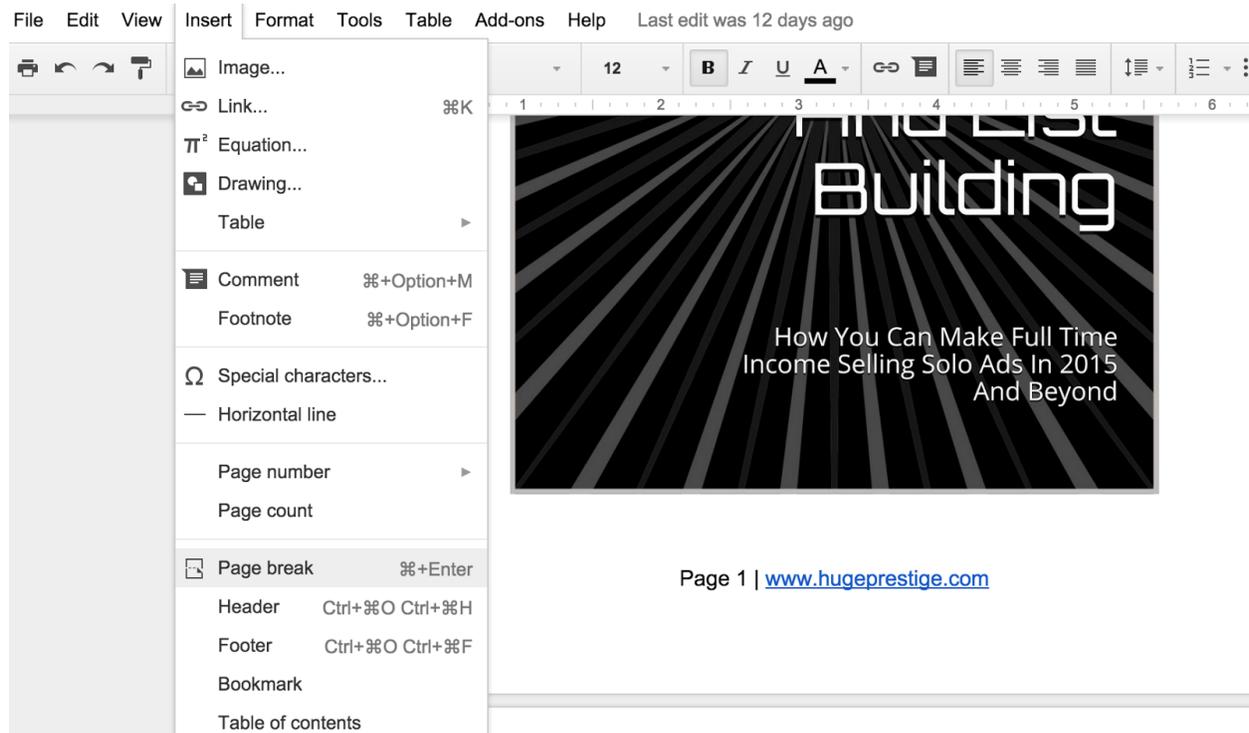
This is a relatively simple step. There's simply a few things you need to do to your book to make sure it looks nice as an eBook your customers will read. I'll show you exactly how I edit my eBooks.

First thing's first, open your eBook in your favorite document editor. Again, I'll be showing you how I do this in Google Docs. Once your book is open, you should start by making the entire book a size 16 font.

Then finding every single chapter title, bold it, set the size as 20 and formatting chapter title as a Heading. In Google Docs, you would do this by highlighting the chapter header, and selecting "Heading 1" from the toolbar. See the screenshot below:



Once you've done this, you'll need to insert a page break just before every single chapter. This will give each new section a brand new page when your customer reads the book. See the screenshot below for an example of how to do this:



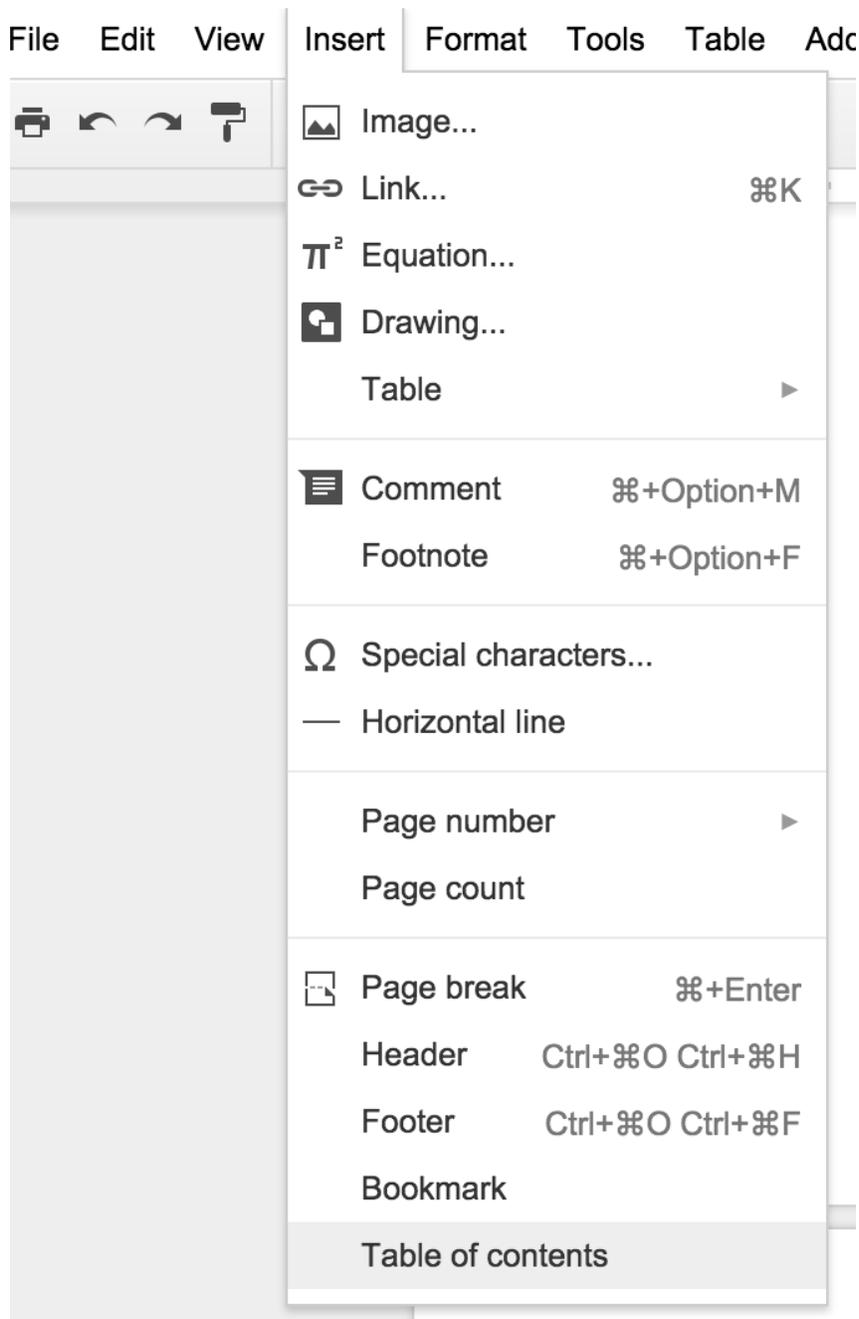
The screenshot shows a word processor interface. The 'Insert' menu is open, and the 'Page break' option is highlighted. The keyboard shortcut for 'Page break' is shown as  $\% + \text{Enter}$ . Other options in the menu include Image..., Link..., Equation..., Drawing..., Table, Comment, Footnote, Special characters..., Horizontal line, Page number, Page count, Header, Footer, Bookmark, and Table of contents. The background shows a preview of a book cover with the title 'The Internet Building' and the subtitle 'How You Can Make Full Time Income Selling Solo Ads In 2015 And Beyond'. The page number 'Page 1' and the URL 'www.hugeprestige.com' are visible at the bottom of the preview.

**Table Of Contents:**  
[Introduction](#)  
[Autoresponders](#)  
[Squeeze Pages \(Landing Page, Opt-In Page\)](#)

This is a personal preference but I also like to include a title page which contains the Title, author name, and the book cover picture. Similar to the first page of this eBook.

Once you have all of the chapter titles formatted properly and each chapter separated by a page break, insert a page break after the

first page and then insert a table of contents on the second page. See the screenshot below for an example on how to do this:



Once you've completed this step, pat yourself on the back. All of the necessary formatting steps for your book are complete. There are optional formatting tips you can follow from Amazon here:

<https://kdp.amazon.com/help?topicId=A17W8UM0MMSQX6>

But they're optional in my book. As long as you followed what I showed you your book will be fine.

Now with that boring part out of the way, it's time for the fun stuff, publishing your book and making money!

## Step 3: Publishing On KDP

So now that you have your book set up and ready to go, let's go through the process of publishing on KDP. The first thing you're going to need is a publisher account on Amazon KDP. Start by going to [kdp.amazon.com](https://kdp.amazon.com). This is where you can sign up to publish your books on Amazon.

If you need to create an amazon account click the button that says Sign Up. If you already have an account simply click the Sign In button.

kindle | direct  
publishing



Sign in with your Amazon account

Sign in

You will be signed in using our secure server

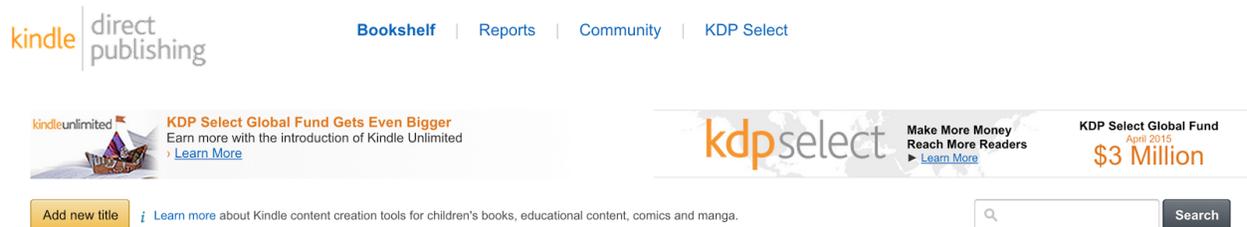
Don't have an Amazon account

Sign up

Learn more about publishing popular genres on KDP:

Once you have created the account or signed in with your existing account you'll be brought to a terms of service page. Review the terms and agree. Finally, before you can publish your books on KDP, you'll have to fill in your address and bank account information so that they can pay you for any books that have been purchased.

Congratulations, you are now a publisher on Amazon KDP! Now it's time to publish your book. Click the "Add new title" button to get the process started.



You'll be brought to a page where you enter all the information on your book, as well as upload the actual file. Make sure you check the KDP Select Box as shown in the screenshot below:

## Introducing KDP Select

Take advantage of KDP Select, an optional program that makes your book exclusive to Kindle and eligible for the following benefits:

- **Reach more readers** - With each 90-day enrollment period, your book will appear in Kindle Unlimited in the U.S., U.K., Italy, Spain, Germany, France, Brazil, Mexico and Canada and the Kindle Owners' Lending Library (KOLL) in the U.S, U.K., Germany, France, and Japan which can help readers discover your book.
- **Earn more money** - Every time your book is selected and read past 10% from Kindle Unlimited or borrowed from KOLL, you'll earn your share of the monthly KDP Select Global Fund. You can also earn a 70% royalty for sales to customers in Japan, Brazil, India and Mexico.
- **Maximize your sales potential** - Choose from two promotional tools including: Kindle Countdown Deals, time-bound promotional discounts for your book, available on Amazon.com and Amazon.co.uk, while earning royalties; or Free Book Promotion, where readers can get your book free for a limited time.

[Learn more](#)

**Enroll this book in KDP Select**

By checking this box, you are enrolling in KDP Select for 90 days. Books enrolled in KDP Select must not be available in digital format on any other platform during their enrollment. If your book is found to be available elsewhere in digital format, it may not be eligible to remain in the program. See the [KDP Select Terms and Conditions](#) and [KDP Select FAQs](#) for more information.

The KDP Select program gives you the ability to enroll your books in a Free Book Promotion which is what's going to people squeeze page. Make sure you tick that box!

Fill in all the required categories and any of the optional ones you would like as shown in the screenshot below:

## 1. Enter Your Book Details

Book name

Your title

Please enter the exact title only. Books submitted with extra words in this field will not be published. ([Why?](#))

Subtitle (optional)

Your subtitle

Please enter the exact subtitle only. Books submitted with extra words in this field will not be published. ([Why?](#))

This book is part of a series ([What's this?](#))

Edition number (optional) ([What's this?](#))

Publisher (optional) [Publishers use the publisher label to categorize their books based on content type, genre, book](#)

Description ([What's this?](#))

Brief description

Book contributors: ([What's this?](#))

Add contributors

Language ([What's this?](#))

English

ISBN (optional) ([What's this?](#))

## 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.

## 3. Target Your Book to Customers

Categories ([What's this?](#))

Add Categories

Make sure you enter keywords into the “Search Keywords” box! This is what’s going to help potential subscribers and buyers find your book. Enter keywords that are specific to your niche. For example for my app flipping books, I enter the following keywords:

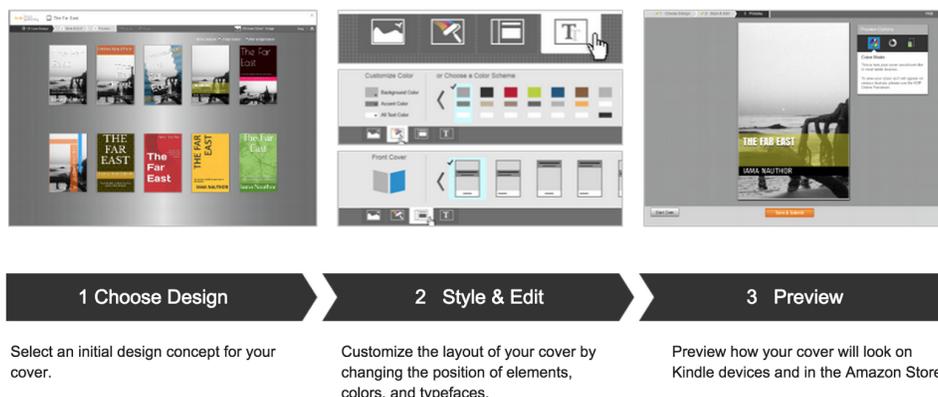
“App cloning, app flipping, android, reskinning, app reskinning, skinning, re-skinning”

Simply apply the same strategy to your particular niche.

When you get to the book cover section, I highly recommend using KDP’s built in cover creator. It’s easy, fast, and the results look pretty good in my opinion. But if you have a cover already created, you can upload that one alternatively. If you want to create your cover using Amazon’s tool, simply click the “Launch Cover Creator” button.

This will bring you to a screen where Amazon will walk you through each step of the process of creating your cover. Trust me it’s very easy just like the screenshot below shows:

## How to Use Cover Creator



The screenshot displays the Amazon Cover Creator interface, which is divided into three main sections:

- 1 Choose Design**: This section shows a grid of various book cover design templates. A user can select an initial design concept for their cover.
- 2 Style & Edit**: This section provides tools to customize the layout of the chosen design. It includes options for changing the position of elements, colors, and typefaces.
- 3 Preview**: This section allows the user to preview how the cover will look on Kindle devices and in the Amazon Store.

Once you've filled out all your book details on Step 1, save your changes and goto the next page in the process: Rights & Pricing.

On this page simply fill out your information as shown in the pictures below:

## 8. Verify Your Publishing Territories

Select the territories for which you hold rights: ([What's this?](#))

- Worldwide rights - all territories
- Individual territories - select territories

Select: **All** | None

- United States
- United Kingdom
- Guernsey
- Isle Of Man
- Jersey
- Canada

---

Selected territories (0 of 245)

Make sure you select Worldwide rights, this will allow the maximum amount of people access to your content. On the next step, selected the 70% Royalty option. This simply means that when someone purchases your book you will get 70% of the money from that purchase, with the other 30% going to Amazon. Put your price at \$2.99. This is the lowest price you can put for books at the 70% royalty option and is a good balance between

low barrier for entry for potential customers and a decent payout for you :) Don't worry so much about the pricing though, any money you make from book sales is just a nice extra perk. The main thing we want from Amazon here is the Free Book Promotion.

## 9. Set Your Pricing and Royalty

### KDP Pricing Support (Beta)

See the relationship between price and past sales and author earnings for KDP books like yours.

[View Service](#)

### KDP Pricing and Royalty



Effective January 1, 2015, list prices for EU marketplaces include VAT.  
[Learn more about VAT](#)

Please select a royalty option for your book. [\(What's this?\)](#)

- 35% Royalty  
 70% Royalty

	<u>List Price</u>	Royalty Rate	Delivery Costs	<u>Estimated Royalty</u>
Amazon.com	\$ <input type="text" value="2.99"/> USD Price must be between \$2.99 and \$9.99.	<b>35%</b> <a href="#">(Why?)</a>	n/a	\$1.05
		<b>70%</b>	\$0.03	\$2.07
Amazon.co.uk	<input checked="" type="checkbox"/> Set UK price automatically based on US price <b>£1.99</b>	<b>70%</b>	£0.02	£1.15*

Once you've filled out all the pricing information, scroll down to the bottom and click the "Save and Publish" button. Congratulations, you've just published your first book on Amazon KDP!

It'll take a few hours before the book is visible on the store as Amazon usually reviews everything before allowing it to go live. But in the meantime, onto the next step: Starting your free book promotion.

At the top of the page, click on the KDP Select Benefits button and you'll be brought to a page like the following:

Step 1 <b>Your book</b> ✓ Published and available for purchase	Step 2 <b>Rights &amp; Pricing</b> i In progress	Optional <b>KDP Select Benefits</b>
----------------------------------------------------------------------	--------------------------------------------------------	----------------------------------------

## Tools to promote your book on Amazon

<h3>Run a Price Promotion on Amazon</h3> <p>Sign your book up for one of the following promotional programs. Only one promotional program can be enabled per enrollment period. Please select either Kindle Countdown Deals or Free Book Promotion.</p> <p><input type="radio"/> Kindle Countdown Deal <a href="#">Learn more</a></p> <p><input checked="" type="radio"/> Free Book Promotion <a href="#">Learn more</a></p> <p><a href="#">Create a new Free Book Promotion</a></p>	<h3>Run an ad campaign</h3> <p>Advertise your book on Amazon.com. You set the budget, targeting, and timing of your campaign, and you pay only when customers click your ads. Currently Amazon Marketing Services is available only in English. <a href="#">Learn more</a></p> <p><i>When you click to create an ad, you are agreeing to create an Amazon Marketing Services (AMS) account, subject to the terms of the <a href="#">Amazon Marketing Services agreement</a></i></p> <p><a href="#">Create an ad campaign</a></p>
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Select the Free Book Promotion option and then click the "Create a new Free Book Promotion" button. On the next page you'll be asked to enter a start and end date for your Free Book Promotion. Choose whatever dates you would like and click the Save Changes button as shown below:

## Create a new Free Book Deal

### Choose when the promotion will start and end

Kindle Free Book Deal promotions can run for up to 5 days.

Start Date:  

End Date:  

Free promotion days used: **5 / 5**

Cancel

Save Changes

Once you have done that you are all set. The promotion will start and you should starting seeing downloads of your book that same day.

Once the 5 day free promotion ends you will probably starting see sales and book “borrows” as well. Both of these result in money being credited to your account and you’ll eventually start seeing monthly payouts from Amazon. This is the passive income stream that will eventually let you profit month after month without even lifting a finger!

Now let’s talk long term strategy now. If there’s one downside of Free Book Promotion program it’s that you can only enroll your book once every 90 days. So I bet you’re already realizing that the more books you have, the more chances you have to run the free promotion that builds up your list.

Once you get to around 10 books published in the store, you’ll be able to run promotions fairly regularly, allowing you to be constantly promote your books. But obviously the more books the better.

In addition, once you get to that amount of books published, you'll be earning a nice passive income. So the moral of the story, keep publishing those books :)

## Long Term KDP Strategy

I just want to talk a little about numbers and long term strategy when it comes to your passive income. Now let me start this section with a little disclaimer. The results I see using this income method DO NOT guarantee that you'll see similar results. The following has just been my personal experience publishing eBooks using Amazon KDP.

I started with my first book that made me on average \$20 a month. Soon after I added another book. I was up an average of \$40 a month. When I added a 3rd the average monthly income increased again. Not too long after that I doubled the amount of books I had published and I was seeing around \$100 a month on average.

Now, following the numbers I was seeing with KDP, I want you to envision your own future using this method. Imagine if on average you saw an income of even HALF of what I was seeing on average. Imagine if you published 100 books on Amazon KDP. You would be seeing anywhere from \$1000 - \$2000 a month, completely passively over time!

Now obviously this will take some time but what's stopping you from doing this? Only yourself. Publish as many books as you can, constantly work at this method, and I guarantee that you will see results. Eventually, you'll be able to sit back and just watch the income pile up!

One last thing I want to remind you to do, always take advantage of the Kindle Free Book Promotion tool! This is essentially free

marketing for your book which translates to more sales and borrows for your books! You always want your Free Book Promotions to be running so as soon as one a book is able to go through another promotion, take the opportunity!

## Bonus: List Building With KDP

Many of you that are reading this guide probably have dabbled with internet marketing and list building in the past. I wanted to use this section to show you just how easy it is to build your list using Amazon KDP.

The steps involved in this process are pretty simple if you're somewhat familiar with list building. You need the following components in addition to your eBook and KDP account:

- A autoresponder
- A squeeze page
- A freebie gift to giveaway to potential subscribers

This method is extremely simple. All you need to do is place a link to your squeeze page inside your book. Here's an example of how I do this from one of my books:

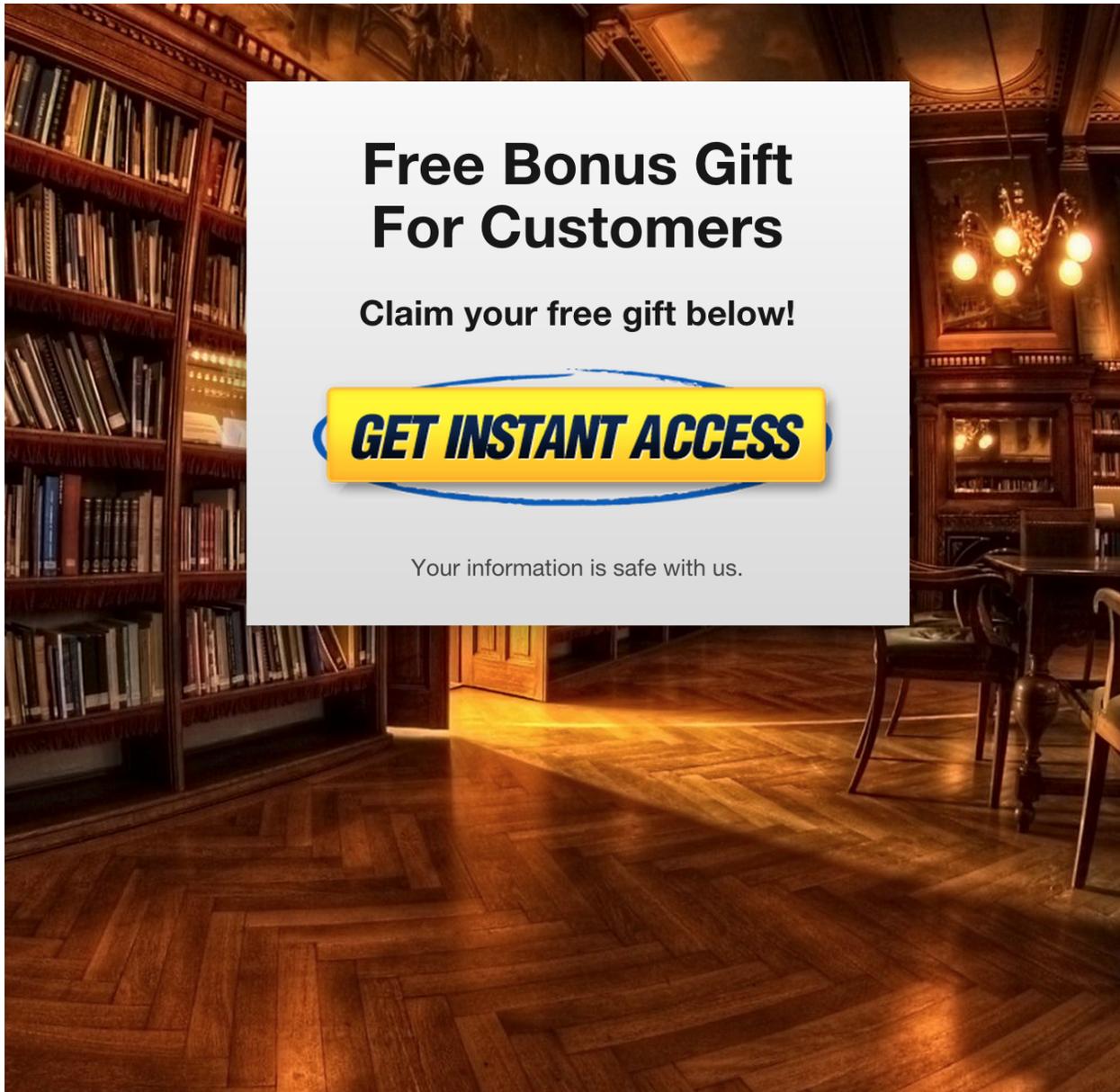
Thank you so much for purchasing this book and putting your trust in me. As a valued customer, I just wanted to let you know I have created a special free list building bonus gift for you to download.



To download this free gift just head over to <http://hugeprestige.com/listbuilding>, leave your email address, and I will send you the free gift instantly.

It's crucial to offer your readers some sort of freebie gift as an incentive to join your list. I like to place this little incentive offer in the intro of my books and in the conclusion of my books.

Here's what my squeeze page looks like:



Once you have the link to your squeeze page setup in your books, simply publish the book like I showed in the earlier sections and

run a free book promotion. Now, every time you run your free book promotion, you'll see people signing up your list. Not only are you now building up your passive income, but you're also GETTING PAID to build your list. This is an extremely powerful method and one I use in every single one of my KDP books!

For more information on building your list with Amazon KDP, be sure to check out my product, [Easy List Cash Eruption!](#)

## Final Words

After reading this report, your head should be full of ideas. Do yourself a favor and write them all down while they're still fresh. **Then simply take action and begin to implement.**

There's no good reason why you can't do something big this year, whether it's with list building or another field where you feel you can do something great.

Make big goals, follow your instinct, and let your purpose motivate you.

You may be amazed at what happens next!

-Philip Schaffer

P.S.

If you ever have questions about where to go next or how to properly implement one of your ideas, feel free to drop a line at [phil@hugeprestige.com](mailto:phil@hugeprestige.com) or check out [www.hugeprestige.com](http://www.hugeprestige.com) for tips on how to take your business to the next level :)