

KINDLE OPTIMIZATION



By **Dennis Becker**



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Kindle Marketing: What Every Business Should Be Doing

Kindle, Kindle, Kindle-- it seems that's all anyone talks about these days. People buy Kindle books like crazy. It's so easy to download anything they need or want straight to their Kindle device, iPhone, Android, computer, or whatever it is they have.

Smart authors and smart marketers quickly realized the potential here. Amazon has an enormous customer base and everyone got stars in their eyes as they realized that the possible exposure that can come from having your work on Kindle is enormous.

Why should you be on Kindle? If you're a small business owner, it's one of the key things you should be doing to promote yourself and your business. It doesn't matter whether you sell products, services, consulting, coaching, or whatever it is, having books up on Kindle is a great way to get the word out there about it. People will be attracted to the value they receive right from the start-- it's the beginning of a relationship that can turn them into a customer and reader for a lifetime.

Some reading this are interested in Kindle as its own income stream. You want to write and publish books and profit handsomely. Maybe you've always wanted to succeed as a fiction author. Or, maybe it's non-fiction writing you're most interested in. What you read here today can definitely help you do that. You can earn money from Kindle itself, you can earn money by using Kindle as a marketing tool, or you can earn money from both. The great thing of it is that there's so much flexibility in all this.

What If I've Already Tried and Failed With Kindle?

If you've already started using Kindle you should pat yourself on the back. But, maybe you're not satisfied with the results you've had so far. Not to worry-- you'll find plenty of tips and things to try throughout this guide that will help immensely.

It's important to understand that, despite what some people promise you, it's not always a given that you'll jump to the top of your desired Kindle search page right away. There are a lot of things to take into consideration. The topic you choose and the competition that's already on Amazon are just two of the many considerations.

Time and time again, those who are most successful on Kindle tend to share one piece of wisdom in particular... that is, you're not going to "get rich" by releasing just one book. Sure, some people get lucky and do just that. But, if you really want to dominate your niche on Kindle, you have to keep writing and keep publishing. Even if one book is particularly successful, you have to keep on writing and publishing. This is something you're going to need to commit yourself to so that you can accomplish your short term and long term goals.

The 80/20 Principle and Your Kindle Books

The 80/20 principle certainly applies to your Kindle books. 20% of your books are likely to bring in most of your profit. The other books won't do as well. But, you can optimize and keep working at it to move your profits up more and more. If you bet on the fact that *most* of your books won't bring most of your profits from the start, it's easier to understand your sales figures from an analytical level.

If you've never tried publishing on Kindle, you might be nervous to start. I promise you that there is nothing nerve wracking about it. Identify your fears and what's been holding you back since you first heard about the opportunity to publish on Kindle. You just have to push through it and do it!

Whether you're new to publishing on Kindle or you're looking to optimize what you already have, I think you're going to be really excited about what you read here on these pages. You should constantly test and tweak your pages and results, and try new, related topics to see Kindle success.

Kindle's Popularity Is Increasing All the Time

Why else should you publish on Kindle? One great reason is because it's only becoming more popular over time. Amazon really knows what they're doing when it comes to marketing their Kindle devices and apps. Ebooks are definitely part of our present and absolutely part of our future. As a businessperson or author, you need to be where the people are. Right now, and for the foreseeable future, the people are on Kindle

Amazon makes it easy to piggyback off of their very successful marketplace. When the right book "hits" on Kindle, it can be life-changing for you. This is only going to get bigger and better in the future.

At the same time, you have to realize that the competition is also getting bigger. That's no problem for you, because you're on a mission to optimize your Kindle books to success.

Using Kindle to Market Your Books or Your Business Is Easy (If You Take the Right Steps)

Amazon is genius when it comes to getting people to fill their carts and download books to their devices. They have a fantastic recommendation engine for books. They also have a lot of favor in Google and other search engines. Your book has a very high chance of doing well, simply because all the factors you need to succeed are already there. It's nothing like setting a website up from scratch and trying to get people to notice you-- you just need the already-massive number of customers that are already on Amazon's site to click over to your books.

With that said, there's a lot of competition on Kindle. Kindle is easy for you to publish on, which means it's easy for other people to publish on. Go ahead and do some searches right now for topics related to your niche. You'll probably find that there are many books already out there on the same topic. That's why you have to stand out to get noticed. Don't let this hold you back, though, because there are *always* ways to take a unique angle.

You see marketers telling you over and over again that Amazon does the marketing for you. That's true, but there's a major caveat... you have to give your books a "push" from the start. You have to optimize your books so they have the best possible chance of success.

Lucky for you, the steps you have to take to optimize aren't that difficult. You just have to know what to do. If you give your books a push at the beginning, Amazon's magnificent recommendation engine will take off. They want to help books that are going to be successful because it means more money for them. We'll talk about exactly what it means to optimize your book properly all throughout this guide.

What's Holding You Back from Marketing on Kindle?

I find that it's so important to talk about your fears and what's holding you back before you get started with something new, even if it's just a new method of using the same strategies. That's the only real way to push yourself forward.

Part of the problem might be "Bright Shiny Object" syndrome. There are so many cool opportunities out there and this one has gotten lost as just another "cool" thing to do. There's a lot pulling for your attention in the marketing space. Is Kindle worth it?

That's something you'll have to figure out for yourself. You can have a great business without ever touching Kindle. But, Kindle can also present opportunities for you that you can't get anywhere else. Is the time it will take worth the effort? I can't make specific predictions for you, but you'll have a much better chance of success if you optimize your books and your listings to give yourself the best possible chance of success.

You should be marketing yourself on every possible channel. This is a pretty easy one to get started with, so I highly recommend you follow through with the opportunity. Never before has it been easier to publish and succeed.

And if you're mainly a writer, rather than a marketer... well? What are you waiting for? The opportunity to publish on Kindle is what you've been waiting for your

whole life. You couldn't dream up a more perfect opportunity for writers. It doesn't matter whether you write fiction or non-fiction, Kindle is there, waiting for you.

So, why isn't everyone taking advantage of this opportunity, if it's so perfect? I think there are a variety of reasons. For one thing, it's something new for a lot of people. There's caution in trying most new things. For others, they've already tried to publish on Kindle and haven't done so well. They are scared to try again. For others still, they just can't seem to find the time. They think it will be too time consuming.

I'm confident I'll be able to help you with all of the above, so stay tuned.

Setting Goals and Managing Expectations for Marketing on Kindle

It's time to just get going-- to just dive right in. But, the excitement has to be there as well. What's your motivation? What do you hope will happen?

You have to know that you can't publish just one book and expect it to take off like crazy. You have to know that you have to put a little bit of work in upfront to optimize your books to make the most sales.

There's a big difference between those who are successful with Kindle and those who aren't... they set goals and develop a real plan for success. They don't just develop the plan, they follow through with it until they strike oil.

But, even when you do everything right, not all of your Kindle books will succeed. Consider the 80/20 principle again— 20% of your efforts will lead to 80% of your results. You'll publish some books and they'll fall completely flat. You'll publish others and they'll surprise you with how well they do, even if you never would have guessed it from the start. And, for every one of your books that does really well, even the "bad" books will get a boost. Your readers will come to love you and will look for everything you put out— they'll look for everything you've put out in the past, too.

You can't just stop if a book doesn't succeed right away. You can't or shouldn't just throw in the towel if you publish one book or even five books and they don't earn for you. The real secret is that if you keep on going and really study what works and what doesn't, and really make a go of this, the odds are absolutely in your favor. All the pieces are there, you just have to put them together in the right way. That's exactly what I'm helping you do, today.

Setting Goals

Now, let's talk about setting goals. How many books do you want to publish, and by when? If you don't set goals and make a real plan for achieving those goals, you'll be stuck where you started. Maybe you know you want to publish "some" books, but when are you going to get that done? You are no doubt a busy person. You need to know how many books you're going to get out there, when you're going to do the work, and what you want or expect to happen when your books are on the market.

So, set very specific goals and then follow through with them. Make sure you're staying on track. Constantly study successful people who've come before you on Kindle - they leave their clues to success everywhere if you know where to look. Tweak what you're doing as you learn more and produce more. If you suddenly have a book take off, study why and apply what you discover to the books you've published in the past (you can always make changes) and to what you publish in the future.

The more specific your goals are, the better. Sit down and write down ALL of your goals as related to Kindle, your books, your income, and your plan for making it all happen. Get yourself motivated with a plan you know you can succeed with if you just stick to it.

One thing I want to stress in the beginning that you absolutely have to be aware of is that you have to publish more than one book. You have to be in this business for real, and it's going to take at least 3, 4, maybe more books before you really start rolling at all.

Why Optimization Is Important

Optimizing your books and listings on Kindle is extremely important. While you can publish on Kindle with little muss or fuss (Amazon really does make it easy) you'll probably end up extremely frustrated if you don't study how to optimize your listings and your books.

Optimization is important because there is a certain way Amazon and its customers work. There's a certain way customers choose books, both subconsciously and consciously. There is a way to turn this into a solid business so you can earn more than you would otherwise.

Everything that goes into your book works in harmony to help you get more sales. For instance, your title matters because that's what catches people's attention first. If you know how to optimize your titles, you can maximize your sales. If your title is not well thought out, people may not pay it any notice. It is particularly important for nonfiction topics where you expect to be found by keyword. If you don't optimize for keywords in the right way, it can really set you back when it comes to Amazon's search engine as well as search engines like Google.

Your cover matters because that is also how you get attention. If your cover is not well done, people might not give your book more than a passing glance, if they notice it at all. Your cover needs to be eye-catching - in fact, that's one of the most important factors when it comes to how many sales you will make. Yes, you can make the argument that some books do really well in spite of their bad covers, but that is not the rule.

Your description also matters. I've noticed that very few authors on Amazon really take the time to optimize their descriptions. There are ways to make them stand out and to really capture the minds and hearts of your would-be readers. You should think of these description areas as being mini sales letters, even if they don't necessarily use salesy text.

Of course, the content of the book matters. It goes without saying that you should release high quality books that really help or entertain the reader. The reader

should get exactly what they'd hoped to get, and more. If your book isn't of good quality, your reviews will suffer, and bad reviews can kill sales of a book overnight, especially if there are multiple bad reviews all saying the same things.

Your attention to detail also matters. Spelling errors and bad grammar are indicative of the fact that you're a sloppy writer, and people will notice, trust me, and it too will result in bad reviews, even if everything else in the book is absolutely top notch.

You should also optimize your books so they boost your sales. You should list additional books you have for sale, use them as list builders, and really brand yourself as an author. Amazon can help you become successful on Kindle and *off* Kindle.

You have to remember, no matter what you do, that this is a business and you have to treat it that way. You should be working to get your readers and potential readers on an email list so you can contact them whenever you release something new, have a special promotion, or whatever it is. You don't want to just sell them one book; you want them to buy everything you release week after week, month after month, and year after year. Very few authors realize how many customers and repeat customers they let slip through their fingers simply because they don't know how to optimize the insides of their books.

If you optimize your book, you will get more sales and have better visibility. You'll find it easier to succeed as an author...at least you will find it easier after you get over the hump of publishing as a newbie. Very few people are willing to stick it out and see this through to success. If you are willing to, you can really hit the big time.

As I said before, you have to be in this business for real if you want to have a real business, so that means that you don't just write a single book and sit back and wait for it to turn into the next *Gone With the Wind*.

That's really the trick of it all. The trick is to keep on going even when you aren't successful at first. It might be three months, six months or even a year before you

consider yourself to be successful. Hopefully, with the tips you're reading today, you'll find it much easier and faster than that.

The point is that it's better to stick with something you know has a high chance of success than it is to start and stop projects, desperate to make money and not knowing how to do it because you never follow anything through. But you're going to follow through with this, this time. You're going to get over the "new Kindle publisher hump" and you're going to succeed because you're never going to stop publishing, optimizing, and trying to do better.

You are going to write wonderful books that are either entertaining or informative and surpass the expectations of your audience. You're going to combine great books with great marketing and superb optimization. The great thing of it is that you are going to beat out the competition because when you've finished reading this short book, you'll know the "secrets" of optimization.

You've also have done something that's so important it almost guarantees your success - you'll have set solid goals for yourself and you'll hopefully be committed to following through until you reach those goals, no matter what.

Choosing Your Niche

It may be that you already know what you would like to write about. Maybe you are an expert on a particular topic. Maybe you've always wanted to write in a certain genre of fiction. No matter whether you're sure about what you want to write or not, it's important to do some research so you can figure it out and really pick a book topic that's nearly guaranteed to be a winner before you get started.

If you have no idea what you would like to write, it's even more important that you do this research. You may consider yourself to be a writer and you may be very passionate about your writing. But, you also have to make a living. You have to know what readers are going to buy. There will always be room to try new things and try new niches in the future - once you are already successful. For now, I recommend

you stick with the tried and the true. Give yourself the best chance of success so you can do whatever you want with your time and talent in the future.

Choose the Categories That Interest You

So, how do you know which niche or which genre to choose on Amazon? Amazon really makes it easy by publishing their bestseller lists. They have an extensive list of categories and subcategories as well as listings of what's selling best within those categories. You can drill down into what works. Go ahead and explore Amazon's Kindle categories right now. Take notes on what interests you - saving your judgment for later, because what you find might surprise you.

You can find the bestselling lists and categories, here:

<http://www.amazon.com/Best-Sellers-Kindle-Store-eBooks/zgbs/digital-text/154606011/>

After you've written down all the categories, subcategories, and potential topics that interest you, really think about what you have the most passion for researching and writing about.

Narrow Your List Down

Narrow down your list, choosing around 10 potential topics, niches, or genres. No matter what you want to call it, it's time to get a feel for what you want to build your business around.

Go through each of the potential categories you have chosen with a fine toothed comb. From there, research the top books that are selling well. How well are the top-selling books in that category actually selling on Amazon? Just because a book is the best-selling book in its category doesn't mean it's a solid bet-- that category might not be very popular. Your goal is to narrow your list of 10 down to 1... the 1 you're going to choose for now. It should be popular, interesting to you, and have solid sales potential.

You can figure out how well a book is selling on a basic level by looking at its sales rank on Amazon. When it comes to Kindle sales, the lower the sales rank, the better. Pay attention to the top five books in the category you're most interested in. Are they ranking well?

Are The Top Five Books Ranking At 20,000 Or Lower?

If the books in a particular category you've chosen are ranking in the hundreds of thousands, that's not a category that's selling very well. If the top books in a certain category are ranking under 20,000, it's a safe bet that genre is selling pretty well. If the rankings start to get under 10,000 or 5,000 or lower, it's even better.

Do You Have A Fair Chance Of "Beating" The Top Books In The Category?

Now, you have to consider if you can "beat" the books that are already doing well in the genre you would like to target. What kinds of books are doing well? Were they released by major publishing houses or were they self published? If they were self published, that might be an indicator that it's pretty easy to rank well even if you are the sole person on your "marketing team." But, don't be scared of the big publishing houses, either. You'll soon be savvier than they are about optimizing your books for Kindle.

Also consider the style of cover, the titles, descriptions, and the other factors we'll talk about that can lead to success on Kindle. Have the already successful books done a good job or is there room for improvement? Are they successful in spite of themselves? If so, that's a great sign for you. If you can improve on what is already out there, and optimize your Kindle book well, your books could soon be among these high ranking, hot selling books.

Your Readers Will Tell You Exactly What They Need and Want

You can certainly follow in the footsteps of success. There are certain elements in each category on Amazon that are typical or expected in the audience. You really want to please the readers - which is why you should take a look at the reviews of the best-selling books in your category. You can get an instant read on what people like, crave, and expect to see in the books they buy in the exact category you're going to target.

But, what a lot of people forget about is to look at the negative reviews as well as the positive reviews. What have the currently popular books left out? What do the people of this audience really yearn for but haven't been able to find?

You can fill in the blanks for these readers-- it's a clear way to burst into the lead right away. You can take notes on what has clearly helped the top books in your category become successful as well as what they have left out. Combine what works and what people wish were there and you could have a runaway bestseller on your hands.

When you think about what the people want and what they are already paying for, all you really have to do is stand in front of the cash that particular audience is willing to spend-- you'll have a much easier time of it. It won't be an uphill battle of you trying to get your book noticed, because there will already be a hunger for it - people will already be looking for it. It will be easier to make sales and become a successful author on Amazon.

Hopefully, you're feeling really motivated right now. Grab hold of that motivation and let it carry you through. You have a really great chance of succeeding on Kindle... even if you just follow the advice you've read to this point. Niche selection is very important on Kindle, and it's something many people forget about. You can't or shouldn't just write about whatever comes to mind. You have to make sure it's a profitable niche first and that you have a good shot at succeeding with it.

You're Never Married to a Category

Note that you do not have to stick to one category in particular. Just like only some of your books will be the most successful, only some of your categories will be

successful. You can very easily use different pen names to publish in different categories. I do recommend that you publish in related categories under one pen name-- the more books you have released under one pen name, the better.

Your books will become constant marketers for you. When a reader likes one of your books, they will go looking for your other books. You need to have somewhere for them to go after they're finished-- you need to have something else for them to buy. Then, something else for them to buy followed by something else for them to buy. That is how you become successful as an author.

Go back through the category you're targeting. Do you notice that one author in particular has an almost obscene number of books published? Are these books high quality with a high number of reviews and low sales rankings (low meaning better, remember)? You really should study that author and emulate them with your own style, spin, and work.

For now, choose one category and plan three titles within that category. After you complete those titles and have them published, you can move around a bit and test different things out. Sometimes, it keeps things fresh if you're in more than one category. Unless you're extremely passionate about a topic, you'll probably want a little break in between your sets of three.

I also want to mention that, as exciting as it can be to follow the money, you really should choose topics or genres you are interested in. You're going to be spending a lot of time with your topic. You really should like it, have at least a little bit of knowledge about the topic, and have a thirst for learning more. If it's a fiction genre, then it's probably best if you already like to read that type of fiction, though it doesn't always work that way.

The only really important thing is that you'll have enough passion for it, or at least enough of an attention span, to push through until you are successful with that topic. Writing and publishing for Kindle allows you to be your own boss, so you may as well have fun with what you're doing!

The Content of Your Book

Now, let's talk about the content itself. This is not a tutorial on how to write books (and there are plenty of good ones out there). Still, I wanted to include this section because part of optimizing your work is writing things people care about. You want people to recommend your work to their friends. That means it has to be good. It has to appeal to them in a way that nothing else in your niche or genre does.

I've talked already about looking at the reviews of already successful books in your genre. Take a look at what people do and don't like. Take notes on the elements you'll include within your book. Pay attention to topics that really stand out, are really juicy, or that you know the readers interested in that genre are going to love.

You can also take a look at the table of contents of books that are already published. This can help you get an idea of what you might want to write about. Of course, you never want to steal ideas or plagiarize. But, using topics that have proven to be successful as a starting point is acceptable.

Also, take a look at the latest news about your topic, what people are writing about on blogs and websites, and what people are talking about on social media. Relevant forums can be a great place to get ideas as well. If people are talking about it and it really excites them, you can be sure you have a winner. Focus on problems you can address and solve. Or, if you're a fiction writer, figure out what kinds of stories your readers yearn for. You should know what's going on and what's "hot" for your genre so you can target that. Part of being a smart author is being a smart marketer... and that means having an outstanding book that targets exactly what people want and need.

There are bound to be many great places where people in your niche or genre "hang out" online. You need to be in those places and absorbing what's going on. Immerse yourself in your genre so you can produce books and content that are bound to be winners.

If you do some digging before you write a book, whether it's fiction or nonfiction, what you write is going to please your audience. Your book should be well written,

and it should accomplish what the reader expects it to accomplish, and more. I want to mention that it's more important that your content is good, readable, and reflects your personality and style than it is for it to be technically perfect.

Outsourcing the Content

Some reading this aren't so sure about writing their own books for Kindle. You might be wondering if this is something you can outsource. It's completely fine if you would like to use a ghostwriter or if you would like to write the book yourself. There's no "right" answer here.

But, some people (especially those new to publishing on Kindle) do use a ghostwriter to start the work for them so they get a basic structure, and then they add their own thoughts as the author and really shape it into their own book to be published. If your ghostwriter is very good, you can save yourself a lot of energy by using the book pretty much as is. This is a very individual preference.

Hiring writers is also one way to get more books published than you would be able to write on your own otherwise. If you hire writers, you can spend more time on optimizing all the elements that go into creating a bestseller... or you can outsource that as well, or instead.

Remember-- the main goal with your content is to really please your audience. The content should be well written, but more important is that you get your message across. Your reader needs to come away happy, satisfied, and ready to purchase more books from you.

Optimizing Your Book's Title

Many Kindle authors seem to just pick their titles haphazardly. They don't really think about it - they just assume that as long as the title basically says what needs to be said, they're good to go. I urge you to pay more attention to your title than that, if you want to be successful on Kindle.

Your title is something that should capture people's attention. You really want them to take more than a short glance at your book because your title is so forgettable. You want them to become so interested, based on your title, that they can't help but go on to read the description. Books with poor titles often go unnoticed - and that is not what you want to happen to your book.

Your title is also something of a promise. You want people to get a certain feeling after they read it. You want to capture them in a way that holds their attention. I can't say it enough-- you're not just a writer anymore, you're also a marketer. If you were a marketer already, now it's time to put what you know into practice. Trust me when I say that you know more about marketing than most wannabe Kindle authors out there.

You have to know that you only have a very short time (a few seconds) to make a first impression. There are so many other books out there that people could spend their time and money on. Impress them with your title so that you stand out from the crowd from the very start.

Planning Your Fiction Titles

Fiction titles are different from nonfiction titles. Fiction titles should be interesting, but there aren't as many "rules" as there are with nonfiction titles, simply because they are a different beast than nonfiction. However, there are some things you can do to help boost sales even with fiction titles. For instance, choose a series name that will be interesting and enticing to the genre you are targeting.

You can then tie all related books together with that series name, even though each book also has an individual name. An interesting series name can really help boost sales and capture readers' attention.

This is something you should plan in advance, and is just one of the reasons I recommend releasing at least three books per pen name or genre when you're first starting out. You'll want to capitalize on the books that are successful by having an obvious way to tie them to more books. Your readers will want more, more, more.

I'm not saying that all of your fiction titles should be part of a series. But having some sort of tagline or series name or whatever will work best for your book can really help capture the reader. Take a look at the books that are in your genre, particularly those that are self-published and doing really well, to see what I mean.

Planning Your Nonfiction Titles

For nonfiction titles, you really need to think about keywords and how people will find your book on Amazon and elsewhere. Fiction readers soon become familiar with and loyal to their authors. This is less often the case with nonfiction. Readers often search for their particular problem or interest and are most likely to go with a book that is exactly what they were looking for, regardless of who the author is.

Of course, you want them to “fall in love with you” after they read your book, but it's the first time you need to be concerned about. How are you going to get them to buy your book in the first place? How will they find it?

Keywords are one way people will find your book. Keywords stand out to people because they're exactly what they need or want. If someone types in “easy organic gardening” and they find your well-optimized book on Kindle, they are likely to go on to buy.

Keywords are used on Amazon and off—it's simply how people find things on the Internet. Amazon has an internal search engine and you can really do well if you rank for a particular keyword related to your niche. Google and other search engines crawl Amazon's pages and you can rank very highly for certain keywords in the regular search engines as well.

But you can't just keyword stuff your book titles. Is anyone going to want to buy a book that's called “ Easy Organic Gardening: The Best Easy Organic Gardening Tips”? The answer is, probably not. That's not a “human” focused title. It's helpful to use keywords but the people at the other end of things are most important.

You can't just use keywords in a way that is uninteresting and is clearly designed to game the search engines. Your first concern has to be the people. Books that are selling well and are getting reviews will rank better than a keyword stuffed spam book any day.

When people are scrolling through Amazon's pages and are searching for something related to their topic of interest, what is going to get them to stop scrolling? You have to think about the human side of things as well.

What many authors do is use the human-interest portion of the title in the front, with a relevant keyword after the main part of the title. Something like "This Ain't Your Grandma's Garden: Easy Organic Gardening For Total Newb's". Play around with this and see what works best for your genre and audience. The example title is geared toward a young "hip" crowd and includes a keyword

If you get the title right, then you'll get more sales and better visibility. You'll rank better in the search engines, capture more people's attention, and really stand out in what might be a crowded field of books.

Optimizing Your Kindle Cover

Now that you have your book topic and your title chosen, it's time to consider your Kindle cover. Some Kindle authors even choose to have their cover created, or create it themselves, before the book is even written.

It can actually be really motivating to have your cover sitting there, ready as you're writing. It makes the work appear finished in your mind - or at least makes it inevitable that it will be finished. You'll be a lot more likely to follow through with Kindle publishing. Believe me, you will sometimes need this extra motivation when you're in the early stages and success is just a dream.

Unfortunately, it's not always easy to create great covers for Kindle books. It can be especially difficult to create one that looks professional and will capture the eye of

your potential readers. Many people try to create their own covers and don't really have an eye for design.

Hiring Someone to Create Your Kindle Covers

That's why many Kindle authors choose to hire others to create their covers for them. There are people these days that solely focus on creating Kindle covers for clients and they've gotten very good at it—they know how to optimize your cover for success. Many of them are very reasonably priced, too.

When you outsource the design of your cover, you do have to consider who holds the rights to the graphics used for the cover. It's probably best for you to purchase the rights from a stock photo site and then pass those photos on to your graphic designer to be used. This protects you and ensures you hold the correct licenses to use the photo for your cover.

There are many graphic designers on Fiverr.com who will do your cover for you. Many of them do a great job, but you should pay attention to their ratings before you hire them. It's not that \$5 is so much to lose, it's that you don't want to lose your momentum.

\$5 for a cover is definitely not too pricey and it's something everyone can afford. But, especially as you become more successful, you may want to use more specialized and renowned cover artists. This can cost hundreds of dollars but can be worth it, especially since you can sometimes see an instant boost in sales by changing your cover to something better.

In fact, there's a tip right there. If everything seems in place with your Kindle book but you're not making sales, try changing the cover—it just might help. Some people have seen dramatic increases in sales with a simple cover change.

Designing Your Kindle Covers Yourself

What if you still want to create your covers yourself? It's easier than you might think, but you'll still need to practice. Some graphic designers sell Kindle book cover templates that you can use with something like Photoshop or Gimp (the free, harder to use open-source version of something like Photoshop). This makes it easier on you and is kind of a halfway point between hiring someone to do your cover and doing it yourself.

There are also certain tools out there, such as KDRenegade or E-cover Designer software that makes it really easy to design even if you don't have design skills. Specialized software allows you to design from scratch or includes cover templates (sometimes for an upgraded price) that you can use as a starting point. The covers end up looking really nice, and don't cost you hundreds of dollars per cover.

It's worth mentioning that Kindle and CreateSpace have cover designers included in their publisher interfaces these days, and that might be something you want to try out. Just note that these are not as flexible or as full-featured as some of the other options. Still, they are totally free so it might be worth trying out.

What It Means To Have a Good Cover

So, what does it mean to have a good cover? There is no simple definition. I will recommend that you really brand your author name or pen name on your cover. It should be very clear that you are the author. I also recommend that you ensure your cover looks good even as a thumbnail. You have to remember how people on Amazon buy books. They are often just scrolling through the options until a cover or title captures their attention. You can make use of both with a great cover. The thumbnails should be easily readable and eye-catching even though it's a much smaller graphic than the full size one you submit to Amazon.

Browse through the covers that are in your genre on Amazon. Take notes on common elements of the best-selling books in that genre. You can really get some great ideas and inspiration for what you want your own cover to look like.

Often, certain cover styles are popular because it's simply what works within the genre. Every genre is different, so there are no cookie-cutter answers I can give you as to what constitutes a good cover. The thing is that, even if you're not a designer yourself, you can easily see which covers are good and which covers are bad on Amazon. Simply focus on making sure that your cover is easily readable, eye catching, and appealing to those in your niche, and you should do just fine. It can be helpful to have a few people on deck who will give you their honest opinion of your cover effort so you know if you're on the right track.

But, caution, don't make it a popularity contest or think that if you ask 5 or more people for an opinion about your cover, that you'll end up with a unanimous endorsement of it. In the end, it's your decision, so keep an open mind but be willing to go with your gut feeling.

Optimizing Your Kindle Description

Now, let's talk about something else many Kindle authors tend to ignore. It's the description for your Kindle book. The description is what appears on your Kindle "sales page" on Amazon. Usually, authors use this space as sort of a blurb about the book—what you'd see on the back cover if you were buying it in print at the book store.

Most authors just write a short paragraph or so naming what the book is about. Sadly, many of them do it in a dry and boring tone. That's all well and good, but there's so much more you can do with your description. For instance, did you know that Amazon allows the use of very limited HTML within their descriptions? Many authors do not know this is even possible. Even if they are aware of it, they have no idea how to do it.

Here's the HTML you can use within your Kindle description. Note that Amazon has occasionally changed what HTML is allowed, so please double check with Amazon before writing your description.

Supported HTML for Book Description

Here is a complete list of HTML tags and attributes supported in the book description field. Remember to properly close your HTML tags to avoid formatting errors. For example, to properly close this tag for bold text , you will need to add of your content from appearing as bold text.

HTML Tag	Description
	Formats enclosed text as bold.
 	Creates a line break.
	Emphasizes the enclosed text; generally formatted as italic.
	Determines the appearance of the enclosed text.
<h1> to <h6>	Formats enclosed text as a section heading: <h1> (largest) through <h6> (smallest).
<hr>	Creates a horizontal "rule" or line. Often used to divide sections of text.
<i>	Formats enclosed text as italic.
	Identifies an item in an ordered (numbered) or unordered (bulleted) list.
	Creates a numbered list from enclosed items, each of which is identified by a tag.
<p>	Defines a paragraph of text with the first line indented; creates a line break at the end of the enclosed text.
<pre>	Defines preformatted text.
<s>	Formats text as strikethrough . See also, <strike>.
<strike>	Formats text as strikethrough . See also, <s>.
	Formats enclosed text as bold. See also, .
<sub>	Formats enclosed text as _{subscript} ; reduces the font size and drops it below the baseline.
<sup>	Formats enclosed text as ^{superscript} ; reduces the font size and places it above the baseline.
<u>	Formats enclosed text as <u>underlined</u> .
	Creates a bulleted list from enclosed items, each of which is identified by a tag.

Check this page for the updated list and for more information:

<https://kdp.amazon.com/help?topicId=A377RPHW6ZG4D8>

 for bold

 for line break

 for italics

 for font

<h1> for big heading font

<h2> heading 2 font (smaller) ... all the way to <h6> for the smallest font

<hr> for a line to divide your text

<i> for italics

 to be used with either or in front of each list item

 to start a numbered list

<p> paragraph

<s> or <strike> for strikethrough (this is useful for noting special deals on your book compared to older offers)

 bold text

<sub> subscripts

<sup> superscripts

<u> underlined

 bulleted list (ID each item with an tag)

I'll include a sample HTML snippet in a separate text file. Please modify this with your own information if you choose to use it as a model.

There are also certain tools that you can use to make it easier. For instance, BetterBookTools.com (a paid tool) has a really easy WYSIWYG editor that will spit out the ready-to-go HTML for you.

Last but not least, take a look at the descriptions of the top-selling books within your niche. They might be good or they might not be. You can certainly stand out if you take the time to make great Kindle descriptions that beat your competition. Yes, it does take extra time to do, but it's well worth it.

You have to consider that the description is the main text of your Amazon sales page. While the title and the cover first capture the attention of your potential reader, your description is what is going to push them over the edge; it is the reason they are going to go ahead and buy the book. There has to be something in your description that sets your book apart from others and makes them want to read more. You can even include snippets of testimonials and other feedback in your description—social proof sells.

Setting Your Kindle Book Price

There's something else you need to pay attention to before you officially publish your book on Kindle. That is, its price! As you go to publish your book, you'll notice that Amazon makes it really easy to see how much you'll earn per sale based on the royalty feature you select and what you price your book at. They even break it down by country for you.

If you price between \$2.99 and \$9.99, you can earn up to 70% for each sale you make. This is excellent; but there are some additional things you have to think about.

Giving a Book Away For Free As a Loss Leader

For instance, there are some marketing strategies you can use to get more readers interested in your book, based on price. Many people are familiar with the fact that you can run free days on Kindle if you choose to enroll it in KDP Select. But, have you noticed that some books are free on Kindle even if they aren't a part of KDP Select?

That's because Amazon price matches books. Many authors want to give their book away for free even if they don't stay exclusive to Amazon. They want to do this as a special promotion or even as a loss leader. It's a great way to get noticed, whether you're a new author or not. That's because you can entice many more people to read your book if they didn't have to pay for it! It can take a lot for someone to try a new author, so this is one great way. If you give one of your books away for free, you can link to your other books and make many more sales after your readers are hooked.

To take advantage of this "permafree" strategy, you can list your book for sale through a service like SmashWords. You can price your book at \$0 and then have people alert Amazon that there is a lower price available. In this case, that lower price is FREE. This can help you get many more sales of your other titles simply because people are snapping your free book up like crazy and then become interested enough to read what else you have put out there.

Avoiding Pricing Too Low or Too High...

But, if you don't plan to list your book for free, there are some other things to think about. For instance, maybe you've written something that you consider to be spectacular and you don't want to price it too low. You can definitely experiment with the different price points. However, you should know that there is a trend toward much lower prices on Amazon Kindle, especially for self-published authors. Many self-published authors price their books based on their length. Is your book fairly short? Readers might get upset if there's a hefty price tag.

I can't recommend a specific price for you. For instance maybe you, like me, have some of your books available elsewhere on the Internet for a much higher price. That's because Internet information products tend to go for much, much more than products sold through Kindle. This is especially true in the Internet marketing space. But when you publish these books on Amazon, you really can't use the \$47 price tag for something that's 10,000 words. As a smart marketer, you know you have to pay attention to what's going on in your space.

What you have to do is examine books that are similar to yours in your niche. What are their typical prices? How are their sales rankings? How long are their books? How valuable do you consider their book to be? What are their reviews like (are people complaining of the price or do they feel like they've gotten a steal of a deal?) Think of all of these things as you decide on your price.

You Can and Should Test Different Price Points

No matter what you choose, know that you are never stuck. You can always run special promotions and move your price points up and down. Just pay attention to what this does to your royalties, which Amazon makes it really easy to figure out before you click the publish button. Your pricing depends on your genre, your reputation as a writer, what your readers are willing to pay, and so more.

Don't price yourself out of the competition... but don't undervalue yourself either. All you can do is test and track the results. You might find that you make an incredible number of sales at 99 cents. Or, you might find that you make many more sales at \$4.99, simply because people consider your book to be of higher value. It's the perceived value and how your book is different and better that matters to the reader. As a general rule, always over-deliver.

If you want a general guideline, start your book at \$2.99 and work your way up or down from there as your book starts to get traction. But again, you have to consider what books in your genre typically sell for and what you're willing to earn for your work. Consider the possibility that if you charge \$9.99 and just a few people buy you'll earn a lot less than you could if you charged \$2.99. It can also work the

opposite way. All that matters is what actually goes into your pocket in the end, right?

Choosing the Right Category for Your Book

Choosing the right category for your book is another consideration. You don't want to haphazardly click "whatever" when it comes time to choose this. It's helpful to browse through the potential categories and subcategories you're thinking of. There are some that are surprisingly similar—but you'll have much better results in one over the other.

For instance, one particular subcategory might work okay, and sells well, but there's a ton of competition in it. It will be really hard to stand out. Since you only get to choose two categories when you publish your book, it's a much better idea to choose a related category that gets good sales, but that doesn't have tough competition.

You can't just place your book in any old category. It should be an appropriate category for your content. Just take the time before you choose. Do your due diligence and comb through what's already out there. Choose a category that makes sense for your book, is getting sales, and that you think you have a solid chance of ranking in. You've sort of done this already with your niche/genre/topic selection... but double check yourself before you hit publish. The right category can make a big difference for sales.

Optimizing Your Number of Published Books

I want to reiterate this because it's something so many people who are new to Kindle get wrong. They expect that all they have to do is just write and publish *one* book on Kindle and they will become successful. Then, they get frustrated when that one book doesn't do well. They feel like they wasted their time, when really that isn't the case at all. Or at least, it wouldn't be the case if they'd kept on going. If they give up and stop at that one book, *then* that one book was a mistake.

If you're going to truly master Kindle, you have to publish, publish, publish. Don't look back or mourn books that didn't do well... just keep moving forward. You'll learn and grow over time and you will become successful if you keep at it. You need to dedicate yourself to this business. This is a case where people give up right before they reach the peak of the mountain simply because they didn't realize how close they were.

That's not to say that your "one book" won't become successful—it certainly could happen. You could place your shovel down and strike oil your first day out. It's just not likely.

This is to say that, no matter how hard you work and how much you optimize, you just can't be sure that your sole book will become successful. You could have the best book in the world, but the fact that there is just one of them, and that you are a new publisher, means that it most likely will not become successful; At least not yet, not right away.

The truth of it is that the more books you have, the merrier. The books will form sort of a web that your readers will fall into. The more books you have, the larger the web. The more books you have, the more of that reading audience you're likely to catch. Once they're caught in your web of books, they'll buy more and more of them.

Think of it from your own perspective. How many "new" authors have you found that you were delighted to discover had many other books already out there, waiting for you to discover them? You never would have heard about them if one of their later books hadn't caught your eye.

Now think of all the authors you loved and were bummed to discover only had a single book out. It's the same for your readers. Even if they do find and love the one book you've published, there's nothing for them to purchase next. They'll forget about you. It's disappointing for your reader because there's nothing else of yours to read and it's disappointing for you because you won't get the extra money you easily could have earned.

Readers tend to fall in love with authors of books they've enjoyed. Nonfiction readers tend to buy more than just one book on a particular topic. If you have several related topics out there under one pen name, you are sure to get some repeat buyers.

Fiction readers tend to become very loyal to certain authors. You want to become one of the authors they become loyal to. The problem is that they cannot become loyal to you if you only have one book published. Get more books out there. This is often the best advice any Kindle author can get and make use of. If you're having trouble and if you're really struggling to succeed with Kindle, just keep writing more books.

Planning What to Write Next

So, you know that you have to write more than one book - and that having several books out under one pen name is best. But, how do you decide what to write about? It was hard enough choosing the first time! Take a look at some of the most successful authors within the niche you are targeting. You can get some clues for what you might write about and what you might focus on by investigating what is already successful.

Consider writing books on complementary topics. When it comes to nonfiction, there are different angles you can take and different, related, concerns you can address. Again, pay attention to the very positive reviews in your niche and the very negative reviews. Fill in the holes that people need filling. Focus on the hottest topics and what people are really searching for in your category. Consider writing more advanced books or more general books. Consider writing books focused on very specific topics within the already specific topic. Just get more great books out there and make them appealing to your audience.

When it comes to writing additional fiction books, writing serials and series books is definitely the way to go. You want to get people addicted to your content. Consider why people continue watching the same shows on television over and over again. Television shows use cliffhangers and the same characters to keep people coming

back for more. You can do the same things within your books. Get people addicted to your content and you will make great sales. You won't have to work as hard - people will snap up your books as soon as you release them... as long as you are satisfying a need they now crave.

Connecting Your Books in a Spider Web

It's helpful to link to related books within each book. If people don't know about your additional books, they won't know to buy them. Also, mention and tease the books that you will release in the future. Get people on your list for a first-dibs notification on release day.

You want people to mark the event down on their calendars when you are going to release something new. Ideally, get them on your list so they can feel part of an elite club that's the first to find out what's coming next. Make it appealing to them as if they're sort of part of a special club. It can really be helpful to have a consistent schedule where you put out new releases. Some authors release books once a month. Some authors even release parts of novels in serial format every single week. Get people used to buying your content and they'll do it.

Getting More Reviews for Your Kindle Books

Clearly, you want to make a lot of sales of your Kindle books. But, how do you make that happen? You have to understand how the typical Amazon Kindle customer works. Usually, many more people are willing to buy books from an unknown author (at least, unknown to themselves) if there are several reviews on the book. These reviews don't need to all be glowing; they just need to be accurate, honest reviews of your work.

But getting these reviews in the first place can be very frustrating. Even if you have dozens or even hundreds of people reading your work, very, very few people will come back to leave a review. It's enough to make you want to scream! The good news is that there are some things you can do.

Ask People to Review You

It can be helpful to request that people review your book. Just ask them to do so in the back matter of your book. The simple reminder and explaining how this helps you as an author (even if the review is not good 5-star) can be all you need. You want their honest review—you can even link right to the review form for your book on Amazon. The easier you make it for people, the more likely they are to do it.

Give Advance Reader Copies

It's a time-honored tradition to hand out advance reader copies as well. Before you publish your book, or even after you publish your book, gift people copies of your book. Then, ask that they leave their honest review.

By the way, it's important to note the common thread here - you only want honest reviews. You never want to give people anything in exchange for a "good" review. Readers will see right through you.

Also, to clarify the above advice because it's contrary to what some people are teaching, it is never acceptable to give anyone anything in exchange for a review. I've seen people who should know better do things like reduce the price of their book, ask people to purchase the book, and then promise a bonus after a review has been made.

Following that advice, whether it's actually advised or only suggested in a "follow the leader" style, would be a violation of the Kindle terms of service and the penalty could be the total shutdown of your account.

So to summarize, as far as requesting reviews, asking for them is one thing, giving any form of compensation for them is quite another.

Ask Frequent Reviewers

You can also look at the most frequent reviewers for books in your genre. Simply find them on the pages of successful books in your genre. Some frequent reviewers will probably be willing to read your book (gift them a copy) and give their honest review. Some will ignore you, but others won't.

These reviewers are very familiar with the genre and their review is probably very respected by other readers. You can actually find out their contact information through their Amazon profile page - this is something very few Kindle authors realize. It's not always the case, but it often is. Of course, you never want to hound anyone and you want to make each request for a review very personal. These are real people; respect them, because they can do a lot for you.

You can even find book bloggers in your genre who might be willing to review your book...both on Amazon and on their blog. Note that some of them are incredibly busy, but don't rule this option out, because it can really help.

Join Author Groups

You can join author groups on Facebook, promote your book through forums, and on social media. Whether you gift people your book for free or they buy it, encourage people to leave you their honest feedback. Tell them their honest feedback helps you write better books and it also helps people make a decision on what to buy. Sometimes, even negative or neutral reviews can push someone to buy because not everyone thinks alike. What one person hates, someone else loves!

The “Amazon Verified Purchase” Status Symbol

It's worth mentioning that, while it can be really help to give your book away to reviewers for free, sometimes readers and potential readers perceive the “Amazon verified purchase” reviews to be of more importance. This indicator shows up on people's review after they have purchased your book through Amazon. This is proof

that that person actually purchased your book, and the indicator can be very helpful to your potential readers...it means more.

But, by working for your first reviews, you're a lot more likely to get those all-important "verified purchase" reviewers.

You MUST Get Reviews

If you do nothing else to market your book, pay attention to getting reviews. Even if you're ranking well for certain keywords so people find your book on Amazon, they will be less likely to give your book a chance if you don't have any reviews. Get reviews, rank in the (internal and external) search engines, do some minimal marketing, and your books can do really well, really fast. Amazon will notice that with their algorithms, and will start to "push" your book. Having reviews and having even a small number of sales will net you even more reviews and many more sales.

To Read Your Reviews or Not To Read Your Reviews

It's like a snowball effect. At first, it can be hard to get reviews, but then they'll start rolling in. Whether you read those reviews or not is up to you. It can be really discouraging to read negative reviews, but you have to respect people's opinions.

Some authors have gotten themselves into hot water by responding to those negative opinions, so it's best not to respond at all, 99% of the time. With that said, sometimes the "bad" reviews can actually be helpful to you. Maybe you've made some mistakes or could have written your book better. You can always revise and then note that you revised your work based on their review. This can win you reader loyalty, even among those who just stumble upon the addendum's you make within the review section.

Getting Amazon to Push Your Book

Many authors want to publish their books on Kindle because Amazon has such a wide customer base. They want to take advantage of the inevitable fact that Amazon will push their book for them. Then, they are really discouraged once they realize it's not happening for them. Why isn't Amazon pushing your book? Wasn't that the promise? Actually, it's not. You have to understand how Amazon works.

The simple answer is that Amazon only wants to push books that have proven to sell well. If your book hasn't sold anything at all and has no reviews, there's no reason for Amazon to push your book.

But, if your book is selling pretty well, Amazon's algorithms can kick in and they'll start to promote your book for you. One way they do this is through the "also bought" section. If you can get into the also-bought list of books that are similar to yours, your sales can really take off.

You're sort of piggybacking on the success of books that are doing really well. This isn't something you can force, but it is something that will happen once you start to get sales. It's inevitable because people who read one book in a genre or topic tend to buy more on that topic. You want end up on the best-seller lists within your category, and the only way to do so is to actually get your book bought in the first place.

Again, it's a snowball effect. At first, it can be difficult to get sales, but then they'll start rolling in if you put the work and effort in the first place. The sales will be easier to get if you focus on building a real business through Kindle. That means building your list, becoming known in social media, getting your own author website up, and so on. Work on getting reviews to your book, running special promotions, and generally getting your book noticed. Once you do, things can really take off. Amazon's algorithms will kick in and you'll get an incredible number of sales.

I noticed recently that one of my books was enjoying extra sales, just overnight and unexpected since I hadn't made any changes to anything. And then I noticed that there was an advertisement on Facebook and another site "following" me around, advertising my book. Evidently since I had visited my book's page on Amazon and

hadn't purchased, I was part of a retargeting campaign that would remind me about the book that I was evidently interested in. How and why Amazon decides to choose my book, or any other book to run paid ads for is a mystery (at least to me) but evidently my sales and profitability was enough to make it profitable for them to do so.

So the bottom line is, you can't really force Amazon to market your book for you, but if you market it, get it selling, get good reviews, and set a price that is fair, you might find that Amazon will be willing to be your partner for a while.

Getting More Results from the Front Matter and Back Matter of Your Books

No matter how well you do or don't do at first, there are always ways to do better. One thing you should focus on is the front matter and back matter of your books. The front matter is what goes before the main content of your books. The back matter is what goes after the main content of your book. You can use the front matter and the back matter to make more sales, build your list, interest your readers, point to your other books, and more.

Optimizing the Front Matter

First, let's pay attention to the front matter. One thing you have to consider when it comes to Kindle is that people have the ability to "look inside" your books. This means that many more people will "look inside" your books than go on to buy your book. Why not take advantage of this very valuable space? You can still hook them for the future, even if they don't buy right now.

I suggest you give people a free gift in the front matter of your book. They can click your link when they "look inside," even if they don't buy your book. They'll sign up and get your free gift, free book, or whatever it is. They'll go ahead to your website and sign up for your list, where you can work on building relationships and making more sales. People love free stuff! That's the number one rule of marketing.

You can also link to your author page on Amazon within the front matter. This is a great spot for people to learn more about your other books.

You can put additional enticing copy inside of the front matter, further encouraging people to go ahead and not just browse your book, but go on to buy it. Far too few authors make use of the space. I'm including a front matter/back matter template that you can use to easily take advantage of the space.

Optimizing the Back Matter

Now, let's talk about the back matter. You have to consider the mindset people are in after they finish your book. Hopefully, they have found it to be very valuable, entertaining, or informative. You want them to go on to buy other books of yours before they are out of your "spell." This is where you should list other books they can buy; especially very related books.

You should also give them another chance to join your list, including some enticing copy about the freebie they will receive—they may have missed it the first time, or they were possibly in a hurry to start reading and now you have them in a more relaxed state. You can give them a different freebie than what you offered in the front matter, since the back matter is targeting readers who have just finished your book. Getting them on your list means you can build a long-term relationship with them and market your new books and your previous books to them whenever you need or want to.

Where is this "list" they are signing up for? You should have an author website with a squeeze page and opt-in form. This is Marketing 101. It's essential for authors and there are some nice author themes out there that make it easy.

As an author, your readers are going to come to love and enjoy you as much as they enjoy your content. The back matter is the perfect place to include an About Me section. Tell people who you are and where you come from. Include your picture and the link to your main website. You want them to get to know you and to feel

some loyalty to you. This will endear you to them and can be very valuable for your marketing.

You should also include some links to your social media, including your Facebook page, any Facebook groups, your Twitter account, or wherever you hang out the most online. You want to be very approachable and findable for your readers. Yes, this can mean creating social media accounts and websites for each of your pen names. However, it is very much worth it. This is a very valuable way for your readers to get to know you even more.

More on Building Your List with Kindle

Now, let's talk more about building your list with Kindle. I've mentioned it throughout this guide on optimizing your Kindle books. But, I really want to stress that this is one of the most important things you can do to boost your sales for the long term. You're not just a "Kindle" author... you're in business.

You never want to rely on another service or company for your own success. What if Kindle shuts down tomorrow? You want to be able to email your readers at any time, no matter where you publish, using your own auto responder list. It's easy and inexpensive to sign up for a service like Get Response or Aweber for this.

You're going to get customers from Amazon Kindle and away from Kindle... you want potential readers to find you all over the place. You are going to "meet" people on social media, other websites, through other authors, through the search engines, and so on. You want to funnel absolutely everyone you can, no matter where they found you, to your list. That way, you can always make sales and stay in touch with your audience.

You should include an optin page on your website. You should give something away for free in that space—people won't sign up just for the heck of it. They want free stuff!

This might be a free selection from one of your books, a free book that you don't offer anywhere else, or something else you think your readers would be interested

in. Entice people with this freebie within your Kindle books, within the front matter and the back matter. Note to your followers on social media that this giveaway is available. Wherever you go online and off, link to your opt in page - you want to grow your auto responder list to be as big as possible.

What are you going to do with this list once you have it? You're going to email people with information on what you're working on, with links that can help them, information that can help them, special promotions, new releases, and so on. You are going to build a relationship with your readers. You are going to become more than just a nameless, faceless author or marketer to them. You are going to become someone they trust and rely on. You're developing fans, and one of the best ways to do that is to develop a relationship with your readers through your email list.

More on Your Author Website

Again, I'm not going to get too much into marketing within this book since it's specifically about optimizing your Kindle books. But, one way of optimizing and getting the most out of your books is having an author website—I can't stress this enough. This should be your hub for all of your books and can be a great marketing tool. You can run a blog where you update people on what you're working on. It's a great way to build your list, since this is where your opt-in form will reside. Writing blog posts and articles is a great way to show up in the search engines. You can link to your author website via social media, and more.

Running Promotions

Another factor for how well your books will do is the promotions you run for them. There are opportunities to promote your free books and paid books using sites like Pixel Of Ink, BookBub, ENT, and more. These services are quite selective, so search around to find review blogs and advertising services that will work for you. You can do really well simply by optimizing your Kindle books, but you can do even better if you run very specific promotions for your books.

Testing and Tweaking Over Time

It's probably the case that you want your Kindle books to sell well even if you never touch them again. But, we never know all the answers when we first publish. How terrible would you feel if all it would take to succeed was a five second tweak to your book or listing? How would you feel if a simple, small title change could lead to hundreds or thousands more sales? What about funneling your cash into a better cover that will double or triple your sales? What if all you had to do was address something in your negative reviews to please your readers and make more sales?

That's why you have to test and tweak over time. You never know what will work. No matter how much you study on Kindle optimization, no matter how hard you work, you need to try different things. You need to pay attention to what's going on and what you can do better.

Maybe you could have a better cover. Maybe you could have a better title or description. Maybe you could choose different keywords. Maybe you could network better. Tweak over time and never give up on learning about Kindle and how to best optimize your work. It will certainly pay off in ways big and small.

Want More? Here Are Some Resources:

[One Problem Product Creation](#) – Learn the easiest and fastest way to write profitable mini-eBooks that sell like crazy, in as little as one day start to finish.

[The 30-Day Productivity Plan](#) – Get more done in the next 30 days than many people do in a year.

[Unlock the Creator in You!](#) – You were born with the same creative powers of those you envy, maybe it's time for it to come back to the surface.

[Earn1KaDay](#) – Join hundreds of other successful Internet marketers inside our famous Insiders Club, where you can build relationships and learn new skills.

[5 Bucks a Day - Revisited](#) – Dennis Becker's classic strategy, updated and enhanced after 5 more years of experience.

[Amazon Author Page](#) – Here's the current list of books that I've published on Amazon and for Kindle.

[Dennis Becker Central](#) – Here's where you can find out more about me and my products.