



Kindle Sales Strategy

Purpose

The purpose of this lesson is to walk you through a very effective strategy for publishing and promoting your Kindle books in such a way as to help generate a ton of sales for your books.

Overview

The first main point of this strategy is that you need to know it will work for any category of books. No matter what you're selling, this strategy will work on Kindle so you should implement it no matter what.

The second main point of this strategy is that it should be used for EVERY book you sell on Kindle ... EXCEPT the first one. The reason for this caveat is that your first book is the one that you use just to get something up and running so you can see how the process works. Once you have seen how the process works and had some sales come in, you will be able to apply this more advanced strategy for promoting subsequent Kindle books.

Strategy Steps

Step 1: Pick a Niche (preferably a HOT niche)

For this step you can review the "Kindle Niche Selection" video which will help you in finding a good niche. Alternatively, you can use any niche that is relevant to your business.

This strategy is not just for making money selling Kindle books. It is designed to help you get the absolute maximum value out of the books you sell on Kindle. It can be used to promote your existing business, website, etc. Whatever your goal, you will want to use this strategy.

Step 2: Create a Series of Books

For this step you are going to create approximately 3 to 5 books. Each book except one will be priced at \$0.99. This isn't a locked rule but the strategy is to have between 2-4 of your books priced lower that will promote the higher priced book (e.g. \$2.99 or higher).

You want to make sure that all the books target the SAME audience. The idea here is that if someone purchases one of your books and really likes it, they are going to want to read another book from the same series so making them for the same audience helps keep that audience satisfied rather than jumping between various topics.



Examples:

To illustrate the series approach, here are some make-belief examples.

Example one is a series for the "Dog Training" niche:

- Series: "Dog Training Secrets Revealed"
 - Book 1: Leash Walking
 - Book 2: Call When Come
 - Book 3: Tricks
 - Book 4: Dog Training Mastery Course (\$2.99)

The first three books will be priced at \$0.99 and book 4 is the higher quality, more complete book. The first 3 books essentially promote book 4.

Example two is a series for the "Fast and Healthy Recipes for Moms" niche:

- Series: "Recipes for a Healthy, Busy Mom"
 - Book 1: Breakfast Recipes
 - Book 2: Lunch
 - Book 3: Dinner
 - Book 4: Snacks
 - Book 5: Rapid and Massive Meals to Feed a Whole Soccer Team (\$2.99)

It can be fairly easy to come up with a series for a book. All you need to do is take your larger book and break it into smaller "chunks". These smaller portions could then be formatted into smaller books (e.g. 30 pages or so) and priced at \$0.99, then be used to promote the larger book which could be priced at \$2.99 or higher (depending on its quality, length, etc.).

There is a slight alternative to this. If you wanted to, you could have all the books priced at \$0.99 and promoting each other. The key point is not necessarily to have the larger book promoted by a few smaller ones. Instead, the key point is to have a series because if a person reads one book and likes it, that person is more than likely going to purchase other books from the same series. This is a great way to give them as much information as they are willing to pay for without packaging it into one book alone.

Step 3: Publish All at Once

In this step you are going to publish all the books through *Kindle Direct Publishing* (KDP). When you do so, you want to consider spreading out the categories but not too far. If you spread them too far, Amazon might get suspicious and it could create problems. However, by not putting them all in the same category, you increase the level of exposure (people from separate markets) as well as provide opportunity for your books getting ranked well in more than one category.



A good example of spreading out the categories would be recipe books. You could spread out recipe books to categories such as self-improvement, time management, cooking, weight loss, etc. You get to select two categories for each book so it is easy enough to spread out the categories in this way.

As well, you are going to enroll ALL in the KDP Select program so that all of them get approved at once. This is as simple as checking a checkbox whenever uploading and publishing your books on Kindle.

Step 4: Wait for Approval

This step generally takes anywhere from 12 hours to 24 hours. What you are waiting for is for Amazon to approve the books and actually publish them. You'll be able to check your listing after the approval comes through.

Step 5: Set Up Author Central for this Author

As mentioned in a previous lesson, you can have a separate *Author Central* (AC) account for each author. In this step you are going to make sure to set up the author of your books at AC (authorcentral.amazon.com).

To set up this author, you want to:

- Add a picture – could be a good stock photo
- Add a good author description – you don't want to make anything up but you want to present the author in the best light possible (e.g. add credibility info, etc.)
Note: a good option is to add "... has written 5 books on such and such a topic" which would be true because you just added the series to Amazon
- Add books recently published – this is the series you just recently published
- Add video (optional) – this could take just a few extra minutes but makes for a nice addition

Step 6: Get Reviews

For this step, you are going to want to get 5-7 reviews per book in the series. You can do this through friends and family members or follow some of the tips you learn in the Promotion module for acquiring reviews. Getting these reviews not only works toward assisting the book ranking but also gives it the appearance of having some activity.



Step 7: Re-Publish Books with Amazon Links

Once a book gets published on Amazon, it becomes an Amazon- listed product. Every Amazon product has its own URL which means that every book of your series that you just published is assigned its own URL.

In this step you are going acquire the URL for each of the books in your series. More precisely, you will only grab the portion of the URL that is necessary. Here is an example of the URL:

http://www.amazon.com/gp/product/B0060ANFPG/ref=s9_simh_bw_p3

The only portion you require is the portion in red. The remainder (incl. the / before the 'r') is unnecessary. What you end up with is this:

<http://www.amazon.com/gp/product/B0060ANFPG>

Once you have collected all the URLs for each of your books, you will then create 2 new pages for each of these books. One will appear near the beginning of your book and the other near the end.

The pages that you create will contain hyperlinks using the URLs for the other books in the series. This means, obviously, that the URL for the book you're adding the page to is not included, as this would be an unnecessary self-reference. You add the title of each of the other books and hyperlink each title with the corresponding URL. You could also add a shortened URL after the title if you wanted (e.g. using a service like bit.ly to create shortened URLs) but it isn't necessary to do so.

The page that goes at the beginning of the book can be placed between the copyright page and your table of contents. You can call the new page something like "Additional Resources" or "Other books by <author's name>" (insert your author name between the <>). The same page can be added at the end of the book. A good place to put the link page for the end of the book is right after the last piece of the books content. This will ensure it gets seen by the most number of people.

Once you have added the new pages, you will republish the book via your KDP account then wait for Amazon to process it. A timeframe of 12 to 24 hours for approval is expected.

Step 8: Do KDP Select for Each Book for 1 Day

KDP Select is an Amazon funded program that allows Kindle publishers to offer their book for free for up to 5 days per 90 day period. In this step, you will offer each of your books for free for 1 day.



This is a promotional step for your books. Each book already has 5-7 reviews on it to demonstrate activity on the books but now, offering it for free, you can expect a large increase in downloads which can lead to even more reviews (hopefully positive ones). Also, your other books are linked to in the offered book so those books will likely see more downloads as well. Now, you don't have to do this for your higher-priced book but it is recommended you do so.

Again, by offering each book for free, you will get a ton of downloads and because you put an "Other Books by <author name>" page in each of the books, every other book should also receive a ton of downloads. All this activity is smiled upon by Amazon and therefore will not just affect your sales (hopefully in the positive sense) but could also affect your ranking.

And take note – all this activity doesn't just stop after your book is taken off the free list. Once it begins, the momentum can carry over to your books after they have been placed back on the paid list. In short, this is a win-win situation – potential buyers get to sample your book for free and in return, you may generate a ton of sales because of the popularity that is generated.

8 Steps Recap

Here is a quick recap of the 8 steps in this strategy:

1. Pick a niche
2. Create a series of books
3. Publish all books at once
4. Wait for approval
5. Create Author Central account
6. Get 5-7 reviews for each book
7. Re-publish books with Amazon links
8. KDP Select for 1 day for each book

Step 9 and Beyond

There isn't really a specific "step 9" but there are some things you can or should do after step 8:

- **Change out covers for underperforming books** – if there is a book that isn't doing as well as you thought it would, one quick strategy is to change the book cover to see if it will boost sales for that book without having to rewrite anything.
- **Add "Amazon Best Seller" to Editorial Reviews** – this can be added through your Author Central account. This allows you to offer more social proof and credibility, e.g. "#1 Best Seller in Cookies".
- **Run KDPS for 1 day about every 18 days** – remember, you get 5 days (doesn't have to be consecutive) per 90 day period.



- ... or can try running for 2 days once a month – any more than this and sales could start tapering off and you end up giving your book away longer than you need to.
- **Add new books to the series with links and update existing books' links with new books' links.**
- **SEO (see Promotion module)** – to get maximum benefit out of your book listings; this will get your books ranked in Google.
- **More reviews, more purchases, likes, tags, etc. (see Promotion module).**

Conclusion

Having an effective strategy can mean the difference between slow sales and top-rated sales. This lesson hopefully provided you with a clear and effective strategy you can use to boost your Kindle book sales. Be sure to follow the 8 steps ... but don't stop there. Execute step 9 and beyond and you should be well on your way to crushing it with sales for any keyword, category or niche on Amazon.