

Start Here Training Program: Self-Publish on the Kindle

Start Here Program

Self-Publish On The Kindle

by

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Congratulations!

You have just gotten your hands on a limited released excerpt of the latest Start Here Training Program teaching how to Self-Publish on the Kindle.

The Kindle has become one of the hottest readers for pdf's and eBooks... and since you no longer have to have a Kindle to read all of the great resources published for the Kindle, it has quickly become an amazing way to define yourself as an expert in your field, build a brand, and generate excellent revenue streams!

Whether you already have an eBook that you have written and want to publish to the Kindle... or are looking to start from scratch – it is definitely a tool to take advantage of and the Start Here Training Program is here to walk along side you every step of the way.

Please Note – This is an Excerpt from the actual Start Here Training Program: Self-Publish on the Kindle course... You can get your hands on the entire training course at a fraction of the cost by purchasing within the next week.

Here is the deal...

You'll save \$10 if you purchase the Start Here Program: Self-Publish on the Kindle Training course by August 8th. For just \$17 you can have immediate access to the entire course and get started self publishing right away! I also limit each course to the first 100 students so I can be available to answer questions along the way. At the time of this writing – there are 50 spots left! Once I reach 100 students, I'll close the doors for a while... so, act quickly to ensure you get a full copy of the course asap.

[Self-Publish On The Kindle Course For \\$17 LINK.](#)

<<start excerpt>>

Introduction

I was sitting in one of my favorite coffee shops with my laptop working tonight and a guy needed a plug for his laptop so I offered to share the table I was sitting at. After working quietly for a while, a friend of his walked up, pulled up a chair and they started talking... and then another friend of his came by and joined in the conversation. It was interesting to learn that the first guy was an engineer... and the second guy, Chris, was a published Kindle author and was doing quite well (he bragged of making up to \$6k a month!). I just smiled... knowing that he was hitting the right place for exposure and revenue...

Not only is publishing on the Kindle easy to do – It provides you with amazing exposure. Amazon customers are there to BUY – you already have an audience and don't even need a website yourself to be a published author!

This Start Here Program: Self-Publishing on Amazon's Kindle is designed to walk you through step by step so that you too can take advantage of this great opportunity.

One thing to note is that the Amazon Kindle system is designed to help you succeed. There really isn't a great secret to doing it... As long as you have original content (from scratch) and have something of value to say – you are pretty much good to go... well, at least that is what I thought. But, I have quickly learned from a few of my own mistakes and am excited to share them with you so you don't have to have the same failures.

The benefit to publishing on the Amazon Kindle is...

1. You currently don't have to worry about your book being accepted. All you have to do is upload it.
2. You are selling it in one of the most widely-accepted, popular and respected marketplaces in the world.

Kindle does have very strict criteria and enforces without mercy – they will pull any content that receives complaints or consists of PLR. If you are writing your own original content (or have hired an experienced ghostwriter to create a work-for-hire – original material with your name on the copyright), you shouldn't have a problem.

What you CAN'T do safely is upload anything that has been published before – and that includes public domain books you have re-written, articles you are re-purposing or PLR (private label rights material as new.)

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The only time you can 're-purpose' with Amazon Kindle (and that's without re-writing or re-formatting) is if you are already a recognized publisher and you wish to format your titles for Kindle. You would do this with Kindle Publisher Tools.

Individual authors, however, need to use the [Kindle Direct Publishing](#). This course will walk you through each step so you know exactly how to optimize and prepare your book for upload.

Step One: Are You Ready To Publish?

It is always a good idea to PLAN. You need to know what your book is going to be about... and you need to plan your Kindle sales funnel around that. You want to plan on how you are going to walk your potential customer from seeing your Kindle eBook in the Amazon store to buying product 1, 2, and 3 from you. You shouldn't just think about ONE book.

Think about...

1. Which small niche you want to OWN
2. Who you want to target
3. Why you want to target them
4. How you are going to move forward on this

Many people (myself included) have rushed to publish content on Kindle without checking that they know what they need to know first.

For example – are you aware that Kindle Readers aren't the only way to access Amazon Kindle eBooks? I don't have a Kindle and I can access Kindle ebooks on my laptop or ipad/iphone. Not only can you read them on a variety of Kindle readers... but you can also download [Kindle Apps](#) for all the top types of SmartPhones, so they don't even need to purchase a Kindle reader.



The image is a screenshot of the Amazon Kindle website's 'Free Kindle Reading Apps' section. At the top left, it says 'Free Kindle Reading Apps'. The main heading is 'Read Anywhere with Our Free Reading Apps'. Below this, there are several icons representing different devices: a smartphone, a laptop, a tablet, and another smartphone. A text box below the icons says 'Choose from our family of FREE apps →'. To the right of the main heading, there is a vertical list of device icons with their names: iPhone, Windows PC, Mac, BlackBerry, iPad, Android, and Windows Phone 7. At the bottom left, there is a link for 'Kindle Cloud Reader – Read Kindle books in your web browser instantly.' and at the bottom right, there is a 'Read now' button.

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And if you don't have a SmartPhone or a Kindle Reader... you can download and read Kindle eBooks right on their web browsers with the [Kindle Cloud Reader!](#)



This means that publishing once to Kindle allows you to sell in three different arenas! It is good to be aware of them all when you are formatting your covers and body text! For example the quality of your cover will need to be good enough to be seen in a large format of a web browser... but also clear enough to be seen on the smallest SmartPhone! We'll get more indepth on this topic a little later.

Back to the sales funnel...

How Do You Set Up Your Sales Funnel?

The best way to succeed on Kindle is exactly the best way to succeed on a blog. Create a series around a central theme – a very narrow topic – and make each book in your series cover one single aspect of that theme.

When you are coming up with a 'theme' – think of it as a prime keyword... one that identifies your niche or audience. For example... Manga. (Kindle Store>Kindle eBooks>Comics and Graphic Novels>Manga.)

When you are starting out, you want to focus on the narrowest category at the "end" of the chain: Not on the broader categories such as "Comics and Graphic Novels" or your ebook will likely get lost with the competition.

Pick any novel in the "Manga" category and as you scroll down its page, you'll see all kinds of useful data, such as "Look for similar items by category", Tags customers searched by, "Similar Items by category", "Active discussions in related

Start Here Training Program: Self-Publish on the Kindle

forums”...

All these are a veritable gold-mine to help you decide:

1. What you can create a series around
2. Whether or not it is viable and worth writing

Look carefully at the list of books in the niche you are planning on getting into... even customer reviews can give you a clue as to what people want to see in a book of this type. For example – if the author is criticized, see what the reviewer thought was missing – and make sure you include that! If readers enjoy another facet of the book, you could build a whole book around that particular part! And the best part about creating a series?...

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**Want the rest of the course?
Be one of the next 50 people
to take advantage of the
reduced price before August 8th**

**Act now using this
special link and you'll save \$10!**

SALE LINK → [Click HERE to save](#)