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The Blueprint to Creating an Easy, Monthly Passive Income Stream
Using Amazon.com, (In 60 Days or Less) with Near-Zero Up-Front
Investment

Volume I

By Ty Cohen

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Why Should You Publish Your EBook on Amazon?

Amazon is a great tool that independent writers can use to get their writing careers started. It's also the most common source for buying eBooks. Therefore, there is a higher chance for readers to come across your eBook on Amazon than on other platforms. Here are a few reasons why Amazon is an excellent platform to publish your eBook and make good passive income from it.



Amazon Has High Royalties

By publishing your eBook on Amazon, you can earn up to 70% of royalty on each sale – which is a lot higher than you would get on other platforms. This way, you can make some money to fuel your love for writing.

You can also use Amazon purely to earn passive income. You don't have to be a writer to take advantage of what Amazon offers.

You can hire someone to write an eBook for you and put it up for sale on Amazon under your name. It's a great way to make money without even doing much. The only real cost will be the fees charged by the content writing firm you hired for your eBook.

Amazon Publishes Your Book in No Time

A great thing about Amazon is that you don't have to wait long for your eBook to be available on the Kindle store. On their website, Amazon says that it takes about 5 minutes or less to publish your eBook. They also added that your eBook will be available on the Kindle store in about a day or two.

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You will still own the rights to your eBook even if you self-publish it on Amazon. Also, you are in charge of setting the price of your eBook. Therefore, calculate how much money you spent to make the eBook and how much you'll need to earn to cover the cost of production.

Once you know what those figures, you can estimate the price of the eBook. To do this correctly, you will also have to determine how many copies you expect to sell. Keep a margin for your profit as well.

It's Free to Publish on Amazon

Publishing your eBook on Amazon is free, so don't second guess publishing your work. If you like what you've created, there is a good chance that others will love it as well. There is no real risk in publishing your work on Amazon because you don't have to pay money to make it available in stores.

The only risk is that your work may not sell as well as you hoped. However, that can be fixed by using effective strategies to promote your work. With the right kind of marketing, you can be sure to make a profit from your work.

You Don't Have to Deal With Middlemen

You won't have to deal with any middlemen if you decide to publish your work on Amazon. As a result, you don't have to worry about a middle man taking a cut from each sale – which means more money for you. Also, the fact that you get to determine the price on your ebook makes this even better.

Amazon is an Easy-to-Use Platform for Just about Anybody

Publishing your work on Amazon is a straightforward process. You can publish your work with no questions asked. You don't have to convince anyone why your book will sell or not. You also don't have to write your book according to your investors' instructions. With Amazon, you get to stay an independent writer, allowing you full freedom on how you want to write and promote your work.

Should You Write the Book Yourself or Outsource It?

You have two options when it comes to producing content for your eBook. You can either write the content yourself or get it outsourced. It may feel like you won't be involved in your eBook if you get it outsourced, but that doesn't have to be the case. You can stay in contact with your writer and make decisions about the book with them.

Decide how involved you want to be in the writing process when getting your eBook outsourced. You can share the title of your eBook and an outline of the content with your writer or leave it entirely up to them.

Whether you are writing your eBook yourself or getting it outsourced, think about what kind of audience will want to read your book. You must remember that you are writing a book for others to read. This means that your book must be tailored according to your target audience interests.

The following chapters will address what you should do when writing your eBook or getting it written by someone else.

Use the Bestsellers List on Amazon to Determine What Your Book Should Be About

One way to ensure that you profit from publishing on Amazon is by researching Amazon's bestsellers list. Read the titles and synopses of those books so that you get a good idea of what kind of books are profitable at the point in time. It is also helpful to read the customer reviews in the comments section so that you know what readers like about these books.

It's important to know what details you should look out for during your research process. To help you with this process, here are a few things you should observe when you're going through the top books on Amazon.

**HOW I MAKE \$30,000 A MONTH IN
COMPLETELY PASSIVE INCOME**

By Simply Uploading 25 Page Word Documents To Amazon...

FIND OUT MORE →

Category

Go to the Kindle eBooks section in the Kindle Store on the Amazon website. Once you're done with that, look at the book categories on the left side of the webpage. Try and narrow down what category you want your book to fit in. Don't rush into this decision because it will determine what content is included in your eBook. Shortlist the ones that you want to work on instead of picking one right off the bat. It will be easier to choose from a smaller list than a larger one.

Subcategory

After clicking on the category of your choice, you will find a subcategory list. Use this list to help you determine what you want your book to focus on.

Genre

Make a note of the genres of the bestselling books on Amazon. Pay close attention to the genres that are repeated multiple times throughout the list. Consider fitting your eBook in a popular genre.

Context

It's also a good idea to know the context a lot of bestselling authors base their stories on. There may be some contexts that are more interesting to people than others. The choice of context may also be dependent on current events. For example, if there's a war going on in some parts of the world, you may find a lot of books that address the war. Some books may include stories that are based on different content, providing readers with the opportunity for escapism.

Subject

It's not necessary to pay close attention to the subjects of some bestselling books, but it is good to know what people are writing about. Some topics (subjects) are more popular than others due to the times they were written and published in. If you are planning to write on a popular topic, make sure that your book provides a unique take on the subject. Your eBook won't get much readership if you write content similar to what is already out there.

What You Should Know about Sales Rankings and Competition

To maximize the sales of your eBook, you must write a unique book. Now, this may sound daunting, but it's not. We don't mean that you have to come up with an idea that has never been done before. We just mean that you should be smart with your topic selection, and write on a topic that doesn't have much competition. Competition, in this case, means that there are a lot of books already written on a

topic. Also, high competition means that the books published on the said topic are included in the top seller list.

Model Your Book on One with Low Competition

It will be difficult for your book to become successful if there are already a lot of good books published on the subject you've written on. Therefore, your goal should be to choose a topic that has low competition. This will increase the chances of your eBook becoming successful. One way to measure competition is by checking the sales ranking for books under a topic.

Model Your Book on One with Low Sales Rankings

We recommend a modeling strategy in which you model your book on one that has very low sales ranking. Sales ranking on Amazon is the rank that a particular product has within a category. A more significant number of sales result in a higher sales ranking on Amazon (in which one is the highest). The sales ranking is essentially a measure of how popular a product is on Amazon.

Your goal is to identify what topic this book is on and some reasons why this particular book did poorly. Once you identify some glaring problems, you should write your book on the same topic, but make sure not to repeat the mistakes in that book. Modeling your book on one that has a low sales ranking means that your competition, in this case, will be little. You'll have a better chance of making your eBook successful because you won't have much to compete against.

What Sales Rankings Are Relevant for Non-Fiction Writing

If you are writing a non-fiction book, you should aim to use a book that has a sales ranking of 25,000 or below. It's effortless to check a book's sales ranking on Amazon, so you don't need to worry. Go to the Kindle Store section on Amazon and scroll through the categories list. Select the category that you would like to write on. Within that category, look at the subcategories to narrow down your search for a topic.

Once you select the subcategory, look for the lowest books on the list of books within that subcategory. These books have a low sales ranking –which is why they are low on the list. When you find a book that seems interesting enough to model on, check its sales ranking. You can check the sales ranking by opening the product's page on Amazon. Scroll down to the product details section. Here you will find the bestsellers rank. It will include the book's rank in different categories.

Look for a book that has a sales ranking of 25,000 or lower because this means that this book's category is in demand. This is good news for you because it means that you'll have a good chance of making money by writing a book in this category.

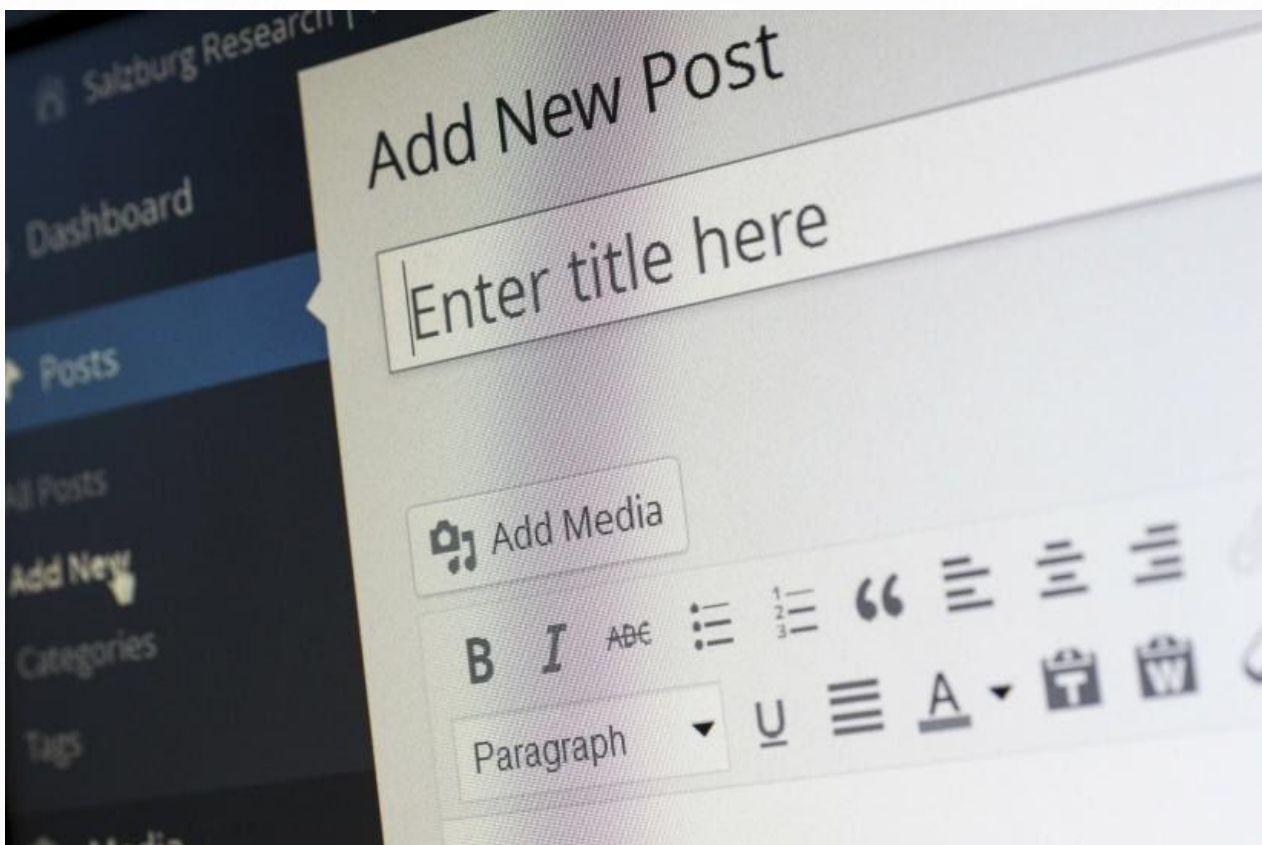
What Sales Rankings Are Relevant for Fiction Writing

If you are writing a fiction book, you can determine the competition by looking at the No.1 and No.100 bestsellers under the category that you want to write on. Model your book on a no.1 bestseller that has a sales ranking of 2500 or lower. There's more money in a particular category when the sales ranking is higher.

If you're modeling your book on the No.100 bestseller, then pick a book that has a sales ranking of 25,000 or lower. As discussed earlier, books with low sales rankings will have low competition. This means that you'll have a good chance of making your book stand out from the rest.

What Should You Do to Start the Writing Process?

Writing your book can be an immensely rewarding experience. If you've got some ideas about potential books, take some time out to translate those ideas into your creative projects.



Here are some things you should do when you're coming up with ideas for your eBook.

Use a Blank Page to Brainstorm Ideas

The best way to get started is to sit alone with your thoughts, a piece of paper, and a pen. Write down every idea that comes to your mind. If you're planning to write a novel about a murder mystery, write details about the crime, the characters, the location, the time of year, and any other detail that you can think of.

Write whatever comes to your mind, even if it doesn't make much sense. The point of this exercise is to get out as many ideas as you can. That is why you must continue writing as long as you have something to write about.

After you finish writing, evaluate what you've written. Mark the good ideas and the bad ones, this will help you separate the two. After that, take a fresh page and rewrite the ideas you like. Doing so will help you sieve out the bad ideas.

It's difficult to review your good ideas when they're surrounded by bad ones. You'll also be able to think clearly with fewer things on the page. Take a good look at what you've written and come up with a basic structure for your work on another page.

Use Writing Prompts to Get Started

Use writing prompts if you are finding it difficult to come up with new ideas. Look for some prompts online and start on any prompt that you find interesting. Try not to think much while you are writing; just write down the first thing that comes to your mind.

At this point don't bother about the quality of writing; pour out the ideas in your head first. Also, if you can't think of the right words to finish one sentence, move onto the next one. This way, you will maintain your writing flow.

Continue this exercise for 5 to 15 minutes straight. There's a good chance that a significant portion of the material you wrote will be unusable, but among that, there will be some substantial ideas that you can use in your work. Underline the sentences that contain good ideas and rewrite them on a blank page. Make a list of all of the good ideas on the new page.

After that, try and expand on each idea. Add more details for each idea to develop it into something that you can use in your book. Like before, try not to over-think what you're writing. Let your writing flow take the lead and filter out the good content from bad after you are done.



Organize Your Thoughts

Once you have some ideas ready for a book, you should begin by organizing them. Take another blank page and write down the ideas that you want to use. Write your ideas as a list that you can use as a rough table of contents for your eBook. Put the ideas that you want to use first at the top of the page. This way, you will have a basic structure for your book.

It is important to plan your book before you start so that you know how much you should write for each section. It will also be a lot easier to write a book if you know what you need to include beforehand.

Your written work will flow nicely if you plan it before you start. This is because when you know what you have to write about next you are close to finishing a certain chapter or section. A plan will help you transition from one chapter to the other smoothly.

Identify a Clear Argument

Almost every book makes a specific argument, and all of the content in that book serves that argument. This is true for both nonfiction and fiction books. The argument in fiction books are usually certain messages the writer wants readers to pick up. You could think of the climax of a story as the main argument because that is the most important moment.

In non-fiction works, the argument is often clearer. A writer makes a certain argument and provides evidence to support that argument. Therefore, you must know what your argument is so that you can write a great book.

It can be a little difficult to come up with a solid argument, which is why we have included a step-by-process to help you determine yours.

You should begin by writing down a list of questions about what you want readers to take away from reading your eBook. Try and start your questions with what, how, or why. For example, if you are writing a book on improving your footwork at playing the drums, think about what players can do to accomplish that.

An example of a question is, "How can drummers improve their footwork?" Try and answer the question with a single statement. This statement is your argument. A possible answer to this question is: "Drummers can improve their footwork by practicing certain exercises and techniques."

For this topic, you now know that you need to include content that discusses certain exercises, how and when you should practice, and which techniques you should employ in your playing.

The question you use for determining your argument is your research question. This term is usually used in academic writing, but it is applicable here too. Every time you get stuck when you're writing your book, ask yourself your research question.

Think about the first word of your research question – this will help you figure out how to answer the question. Using the example above, “how” helps us understand that our answer should include steps drummers must take to improve their playing.

Decide What Platform You Want to Write On

While an eBook is a digital book, you don't have to write it on a digital platform. Use your favorite pen and notebook to start. Some writers prefer the feeling of a pen gliding across a page over typing on a computer. You must write on whatever platform you are most comfortable with or pushes your creativity more.



You can transcribe your drafts onto a digital platform after you write them on paper. If you don't want to transcribe it yourself, hire someone to do it for you. You could even pay a friend a few dollars to transcribe your drafts for you.

Try to have each day's work regularly transcribed so that you can search through previous pages easily.

In addition to that, make sure that the transcriber you have hired does a thorough job. You don't want to spend more time editing your book because of their typos and other errors.

While some people do prefer writing their books in pen before they make it digital, we recommend users to start writing your book on a computer. Here are some advantages to writing your book on a laptop or tablet instead of a notebook.

It Saves You Time

You'll save time by writing your book on a digital device. This is because you won't have to spend time and effort transcribing what you have written in your notebook.

It Has Autocorrect

People have differing opinions about the autocorrect feature in most digital platforms. However, there is no denying that it is a useful tool for writers. Often, you make mistakes while you are writing in a flow. Some of these errors include typos, incorrect contractions, and omissions of words.

The great thing about autocorrect is that it will fix most of these errors without you having to fix it manually. You get to save time that way, and you don't have to ruin your writing flow to fix the errors in your drafts.

Your Laptop (or Tablet) Is the Only Tool You Need

One of the best things about writing on a laptop is that you can quickly switch tabs and read up on a particular topic. You don't have to put your pen down and move your notebook to make room for your laptop if you write on your laptop. This makes it a lot more convenient to use a laptop.

A laptop with internet access will allow you to research and write at the same time. A great way to do that is to split your screen, in which one half is your writing page, and the other is your research site.

Make a List of the Themes

Make a list of some important themes that you want to include in your eBook. Think about what your argument is and come up with themes that'll help you discuss said argument in detail. You don't have to write down all of the themes before you begin writing your book. You are likely to come up with new themes while you're writing.

Deciding on some of the central themes before you begin will help give your writing some direction. All of the content in your book must follow these themes. Know what some of your book's themes are so that you know what your examples should focus on.

Set Deadlines Every Week

Set deadlines for yourself every week. Estimate how much of the book you should complete each week. Set a new goal at the start of each week. Don't set the same goal for every week because some weeks may be busier than others.

During your busy weeks, you may be unable to complete the goal you set. Because of that, you may feel depressed about your performance. This feeling may also carry on to the next week, making you feel unmotivated throughout that week. That is why you must adjust your weekly goals according to your schedule.

Make a rough estimate of how much you can do each week. You must remember that your goals should be realistic and you should be able to complete them without stressing yourself out. A good way to keep track of your progress is by the number of words you have completed.

Make a Writing Schedule Every Week

Make a detailed writing schedule for every week. In your schedule, include when you will begin writing each day and what time you will finish. Designate more hours for writing on your free days. You should also include what time you will take a break from working and how long that break will be.

You don't have to follow your writing schedule religiously because that might get more restrictive than beneficial. Your schedule is just supposed to help you know when you should do what. A good work schedule is a great way to ensure that you stay on track with your progress.

Include a Rest Day in Your Schedule

We would recommend that you set one day as your rest day. You don't have to keep the end of the week as your rest day. Choose any day of the week, which is most comfortable for you. Working continuously on one project can be exhausting, and you may also run out of ideas.

Having a rest day will allow you to break from your work and focus on other parts of your life. Getting your mind off work will also help you come back with fresh ideas for your project. That said, if you find it more comfortable to work every day, then that's okay too. The best thing to do is to build a work schedule that is most comfortable for you.

Set a Total Word Count

When you are planning your eBook, make sure that you determine what your total word count should be. This will help you structure your book, and you will know how many words to work with. After you determine the total word count, make a rough estimate of how long you want to make each section. You can do this by assigning a rough word count for each section.

A tentative word count for each section will help you determine when you should begin concluding a particular section. It will help you cut out some of the extraneous content from your work. This will help you keep track of the overall word count as well.



**HOW I MAKE \$30,000 A MONTH IN
COMPLETELY PASSIVE INCOME**
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What You Should Keep In Mind When Writing

There is no particular way to go about the writing process. However, there are some rules and tricks that you should follow and know. Here are some of them that we feel are important to keep in mind when you are writing.

Try Not to Write Your Book in a Linear Order

Sometimes it's conducive to start writing a section that comes somewhere in the middle of your eBook. Human beings don't usually work in a specific order. It's best to write about the ideas that come to mind. It doesn't matter if they are about a section in the middle of your eBook.

Write about whatever comes to your head first and then organize it later. If you don't write down the ideas in your head, you are most likely going to forget about them later on. Therefore, you must capitalize on each situation and write about any part of your book.

After you write down those ideas, think about how you can fit that into your book. When you are writing a section that comes before the one you have written, make sure your content builds up to what you have already written. This will ensure that your workflows nicely from one section (or chapter) to the other.

In addition to that, it is best to write the introduction and conclusion after you have finished writing the entire body. This way, you will know what you should include in your introduction. Your introduction should address every significant theme in your book, so it is best to know what all of those are before you write about them.

Also, you are most probably going to make a lot of changes to the content and structure of your book when you are writing. In most cases, your book doesn't end up being like you wanted it to be from start. Therefore, you will have to keep changing your introduction if you wrote it in the beginning.

Don't Interrupt Your Writing Flow

While it is good to have a fixed structure for your book before you start, don't be afraid to let the pen take the lead. A lot of times, some of our best ideas come to us when we are just going with our natural flow. If you are on a roll, don't stop writing. Keep writing for as long as you can – even if you exceed the number of hours you were supposed to work for. Write your ideas as they come to you and don't worry about them being bad. You can always edit out the bad parts and keep the good ones.

All of Your Content Should Support Your Argument

You should keep this statement in your mind when you're writing your eBook. This will keep your writing focused. You can also write your argument at the top of each page. This way, you will remember what your argument is, and write content that serves the argument.

You must remember that every sentence in your book should serve your argument. There shouldn't be a single redundant sentence in your work. Gather evidence that supports your argument and write about the evidence in detail. When discussing your evidence, make sure to explain how it supports your argument. Reiterating your argument throughout your manuscript is an excellent way to help your reader keep track of what point you're making through your text.

Don't Stop Researching

You must continue researching for your book while you are writing it. It is good to research before you start so that you can gather enough material to begin, but don't let that be the end of your research process. Research every new topic that

you are addressing in your writing. This way, your writing will be a lot better, and you will have more material to offer to your readers.

Here are a few additional tips you should keep in mind when you are writing your book.

Turn Your Book into a Series

When you are planning your book, make sure that you think of your first book as part of a series. Book series is a great way to attract more readers because people like to follow stories that keep developing. You can do this for non-fiction books as well. Don't add all of your content into the first book. Save some of it for your next book. Consider making your books into a 3 to 5 parts series, depending on the content you can write on the subject.

Book series also allow you to make money faster than writing new and original books. This is because you won't have to start from scratch, allowing you to write books faster. Your first book will give you some place to start, and you can then develop your ideas from that point.

Sift Through the Bestsellers List on Amazon

Go through the Bestsellers list on Amazon to get an idea of what people are reading these days. This way, you will know what you should and shouldn't include in your novel. Don't write on a subject that a lot of other writers have written on. It will be difficult for your work to stand out from theirs. As a result, you won't get much readership for your book.

In addition to that, skim through the review section for some of the books on the list. Here, you can learn what readers liked and did not like about the books. Reading the reviews is an excellent way to get into readers' heads. Make a note of recurring things that readers don't like about books. Avoid repeating those mistakes in your book. Make sure that your writer is also well-informed about what readers want in their books.

Use the Same Book Cover for Your Book Series

Cut down on the costs of book cover designs by reusing the original book cover for every part of the series. All you will need to do is change the text. This includes the title and synopsis at the back cover of the book. Try to get the covers for all of your books in the series printed in one deal. This way, you will have more room for negotiation with the graphic designer.



What Are Some Tips I Can Use to Improve My Fiction Writing?

Writing a fiction book can be a fun experience. That said, you must know what to include in your work to make it stand out from the rest. Here are a few things you should keep in mind when you're writing a fiction piece.

Come up with Details While You're Writing

If you're writing a fiction piece, try and come up with the story while you're writing. There's only so much that you can come up with when planning your book. Let your natural writing flow take the lead and come up with situations, events, locations, and characters while you're writing.

Letting your natural writing flow take the lead offers you an excellent opportunity to develop backstories for your characters. Allow your spontaneous and uninterrupted thoughts to help you situate your characters in the narrative universe. This will help readers be more interested in the characters from your book. Good characters with their subplots are essential for helping readers develop an interest in the story itself.

Create Interesting Lore in Your Story

Creating interesting lore can be a great way to make your readers feel like they are a part of your fiction universe. This is because interesting and detailed lore provides readers with a narrative universe that is rich in content and feels real. Your reader should be able to situate the characters in a universe that constantly evolves according to the consequences of their actions.

You can create intriguing lore by providing enough details and make everything in the universe believable. This doesn't mean that it has to replicate real-life – even the existence of dragons can be believable if you explain it to a reader well.

Show your readers how it makes sense for dragons to exist. Provide evidence that explains their existence and make sure that every detail is accounted for. When you state a fact about this universe, provide explanations, and why it is necessary.

Make Sure Your Story is Cohesive

A good story is a cohesive story. Every detail in your written work should tie in together to form a cohesive whole. This means that every detail must be relevant to the story. Don't write about things that don't add value to your book. Each detail and sentence should serve some purpose and should be able to link with other details from your story.

Every Detail Should Be Accounted For

A good story will make sense. This means that every detail should be accounted for. The reader should be able to put the details together to make sense of the story. Don't leave any plot holes that leave your readers guessing how you got to a certain point.

A plot hole can break the reader's immersion from your story. This is because they will have to stop reading and try and make sense of something that was not explained at all.

Don't Let Your Plot Become Obvious

That said, you don't have to explain every detail explicitly. You can place information subtly at certain points of the story, allowing the reader to dig in further to understand the plot completely. Therefore, you should also foreshadow some big reveals in your plot.

Don't make it too easy for the reader to guess what's next but give them enough material to speculate possible outcomes or directions the plot may head in. A good story will keep your reader involved in what's happening in the plot. Their interest will keep them glued to the digital pages.

Readers won't find a story compelling if the main twists are obvious. Make it difficult for your readers to piece together. However, be careful not to omit any details because readers should be able to see how each twist makes sense after it occurs. Thus, you must include sufficient details that can explain every twist in your story.

What Are Some Tips I Can Use to Improve My Non-Fiction Writing?

There are some differences between fiction and non-fiction writing – the most obvious one being that the former is imaginary, and the latter is based on real events. Because of that, you have to approach each type of writing differently. There are different things that you have to keep in mind, and how you write each type varies. Therefore, below are a few tips that you can use to improve your non-fiction writing specifically. This is not to say that these tips won't be useful for fiction writing; it's just that these tips are especially useful for non-fiction writing.

Identify Why You Want to Write Your eBook

One of the very first things you should do before you begin writing any non-fiction eBook is identifying why you want to write this book. Many reasons may make you

want to write an eBook. One of them could be to make a bit of money apart from your day job.

Another possible reason for wanting to write an eBook is that you want to make a career as a writer. This is usually the reason for those people who have a passion for writing. It is something that makes them feel good, and it can be a good way to make income.

Some writers also want to write eBooks because they want to help other people or inform them. If helping people is the motivation for writing an eBook, then, consequently, most books by such writers are self-help books or instructional guides. They are designed to address a certain problem and provide the reader with solutions they can use in their lives. For such books, you must do significant research. You don't want to provide your reader with solutions that don't work.

Identify What You Want Readers to Take Away From Your eBook

You must also identify what you want readers to take away from reading your book. Even though you may be writing for yourself, your readers also benefit from what you've written. Knowing what benefit you want your readers to get from your book will give you a sense of direction. You will know what you should and shouldn't add so that readers can achieve what you hoped they would. That is why you must identify this benefit and keep it in mind while you are writing. It will give you a good sense of direction, as well.

The benefit to your readers is clear when you are writing a self-help book or an instructional guide. The benefit, in this case, is the solutions you provide to your readers. Ensure that the solutions in your eBook are detailed, informative, and comprehensive. Your readers shouldn't have to read various other sources to learn about how to fix their problems.

Identifying the benefit your readers get from your eBook can be a little harder when it comes to other non-fiction books. Your book's argument should help you in identifying what benefit your readers get from reading your book. What your book focuses on is often what you want your readers to take from reading your book too.



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For example, consider that you are writing a historical piece on the erasure of Alan Turing in a lot of mainstream history books. In this book, your argument is to use Turing's example to discuss some of the many problems that homosexual people faced throughout history and continue to face even now.

In this example, the benefit you want to give your readers is greater awareness of the subject (because it is not talked about as much as other prevalent issues in society). In addition, your book can inspire readers to participate more in helping marginalized communities to overcome the struggles they face. Therefore, you should write your eBook in a way that allows your readers to receive the benefit of this piece of knowledge.

Practice Critical Reading

To be a good writer, you have to be a good reader. By good reader, we mean that you should critically read every text that is relevant to your book. You should be able to connect different writers' works on the same subject and evaluate what their points of view are. You should also try and evaluate what makes them hold said points of view.

The connections between different pieces will help you develop your own opinion. You must let your opinion be evident in your writing, which you can achieve only after reading a lot of material critically.

Structure Your Argument Well

Good structure is important in every piece of writing, but it's especially important in non-fiction writing. Your writing should flow nicely from one point to the next, and each of these points should serve your argument. Keep your argument in mind when you are writing. Create a structure that allows you to drive home the argument of your eBook.

Ground Your Ideas with Real-Life Examples

You must keep your reader interested in what you have to say by grounding everything you say with real-life examples. In a lot of non-fiction writing, writers tend to discuss concepts and ideas abstractly. This can make it difficult for readers to place these ideas in their real-world context.

Therefore, you must provide examples to keep your readers interested in what you are saying. Try to write those examples in detail so that readers can understand the examples better and how they explain what you are trying to say.

You can also use anecdotes for your examples. This way, you can make your writing more interesting by adding a few story elements. Try to be creative with your writing when writing anecdotes. Use descriptive language to paint an accurate

picture of what you are describing. Adding anecdotes in your non-fiction writing also helps in breaking the monotony in your book. It changes things up and provides the reader with a bit of change.

Try Not to Overuse Contemporary References

Don't let your work age poorly. This means that you should avoid using too many references that are popular during the time you are writing. People may understand these references when your book is published, but years later, that reference may become obsolete. Therefore, readers, who are reading your book years after you have published it may feel confused about what you are trying to say. It may also make it difficult to stay interested in your eBook if there are outdated references after every other page.

How Can You Motivate Yourself to Finish Writing Your Book?

A lot of writers struggle to finish their books. Once you are done writing, you will feel the urge to change the conclusion over and over again. However, it is important to know when to stop because it will be difficult to reach a point where you are satisfied with everything about your book.

Here are some things you should do to motivate yourself.

Picture the Moment You Complete the Book

When you are writing your book, try and think positively about the moment you finish writing the book. Try and picture yourself looking at the final draft on your computer screen. Think about the relief and the satisfaction of completing something that you can call your own.

You should also think about sharing your work with others. Try and put yourself in their shoes and think about how they'll feel when they read your book. Use that to motivate yourself – think about the fact that you will be the reason they feel good when they read your work.



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Don't Let Negative Criticism Bring You Down

You must think positively about your work because you will want to complete something that you feel good about. You can ask your family or friends to review some of your work, but don't let negative criticism derail you from completing your work.

The best way to move past negative publicity is to address some of the common problems your friends and family members point out. Don't let their criticism consume you; make whatever changes you need to and continue working on your project.

You must think about the fact you are creating something unique in this world. Your eBook is the product of your time, effort, skill, and ideas. You should be proud of yourself for coming up with an idea and taking it as far as you have.

Understand That It is Okay to Have Self-Doubt

It is normal for you to doubt the quality of your work. Almost every artist does at some point. This means that you're not alone in feeling this way.

A little bit of self-doubt is also necessary because it motivates you to do better. However, try not to doubt yourself too much because it will start affecting your work.

Reduce the Number of Distractions

Distractions are almost always counterproductive. Try and reduce the number of distractions when you are working. Some distractions include your phone, people to talk to, or pets to interact with. Distractions will ruin your writing flow, and you won't be able to lose yourself in your work.

Try to keep your phone in another room or a few feet away from you if you are worried about receiving an important call. The goal should be to make it inaccessible during your work period.

Distractions are bad for motivation because they will most likely make you struggle with completing your daily goals. This, in turn, will make it difficult to feel positive about your progress, ruining your motivation in the process.

Create a Work Schedule That's Best for You

Everyone works differently, and you will have to determine what style works for you. Some people can write in long uninterrupted sessions, while some writers can only spend a few hours writing before they burnout.

The number of hours you put in writing your book will also depend on your existing schedule. If you have about 2 to 3 hours of free time each day, use that time to write your book. However, try not to work for longer than those few hours and compromise on sleep.



If you continue to take your sleep for granted, you will feel exhausted throughout your day. This may compromise the quality of your work.

Some people also use the weekend to write their books because they can work for long hours on the weekend. Figure out a schedule that works best for you. A comfortable work schedule will help you stay focused on your work.

You should also incorporate a short break into your work schedule. Take a break for 10 minutes after every hour you work. Take this time to stretch your legs or go to the bathroom. Try not to use your phone in this break because it is easy to get distracted by it, and you may lose track of time.

Get back to work once the 10 minutes end. Try to avoid extending your break because you may struggle to complete your daily goals if you do. That said, don't skip out on the breaks because you will struggle to come up with fresh material if you work for hours on end.

You should note that you can vary when you take your breaks. If you are in the zone and can put words on paper with ease, don't break your flow with a break. Delay your break until the flow stops.

(Will expand on this further in the next draft)

Reward Yourself for a Job Well Done

It is helpful to have something to look forward to outside of work (at this point, consider writing as work because you're going to profit from it). This can be a few minutes to play with your dog, reading a book, or meeting a friend for coffee. Think of the activity you're going after you're done writing for the day as your reward.

Make it a point to only participate in this activity after you have completed writing for the day. This will motivate you to finish your work because you will get a reward once you are done. It is important to note that the activity you participate in after work should be something that you enjoy doing. You won't look forward to something that isn't fun.

A reward after working also helps you feel positive about your work. This is because you will feel like you have earned the right to a reward. A reward reminds you that you are accomplishing the goals you set out to do and that you're on the right track. Staying positive about your work and your progress is necessary for completing your project.

Communicate With Other Writers

You will be able to motivate yourself better when you know that you are not alone in the writing process. Join online or physical groups with other writers. It should be a space in which you and others can talk about their experiences during the writing process.

You will find a lot of writers on such groups who are struggling with the same issues. You can talk about those problems out with other writers and figure out a solution together. You can also use this space to check up on others' progress and have others check yours.

The process of having other people check up on your progress at the end of a week is commonly referred to as bookmarking. Bookmarking is a great way to keep yourself motivated because you're being held accountable for what you have managed to complete.

It is difficult to excuse mistakes when you have to be answerable for them to other people. Also, positive remarks from strangers are a good way to remind yourself that you are on the right track with your work.

You will also find some writers share some tips that helped them through the process in such groups. In a lot of cases, the information others share about their experiences can help you during your writing process. This is also a good place to seek inspiration from other writers who completed their projects.

Where Should I Sit When Writing?

The writing space is often overlooked when writing, even though it is an essential part of the writing process. It's the space in which you allow yourself to express your ideas through words creatively.

The best writing space will allow you to be as productive as possible and maximize your creative ability. This space often varies for people because they work better in some situations than others. If you are not sure about which space you work best in, this chapter can help you figure that out. Here are the options you can consider for a writing space.

Sit In a Crowded Area

It is a good practice to set up a designated working space. This space can be inside your home or at a coffee shop close to your home. People work best in certain situations. Some writers feel comfortable working in a space with a lot of white noise.

A coffee shop is a perfect place for that. You can filter out the conversations around you and stay focused on your work. Writing in a coffee shop is also a good way to stay around people. Some writers don't like working alone; therefore, a coffee shop is a great place to work.

Create a Designated Writing Space At Home

If you plan on writing at home, set up your working space for maximum comfort and efficiency. Start by clearing out a designated space or room in your house or apartment. Make sure that space is used only for writing and nothing else. This will help you associate certain actions with a specific space. Therefore, you will get in the writing headspace as soon as you get to your designated writing space. This will allow you to start working as soon as you get there.

Sit Close to a Window for Natural Light

Think of how you want to arrange the furniture in your writing space. If you're planning on working in the day, sit close to a window. The window will be a good source of natural light, and it will be a good distraction when you can't think of what to write.





A window is nice to have, even if you're planning on working at night. However, if you prefer working in silence, you should pick a spot without a window or soundproof your window.

Select a Comfortable Desk to Work At

We recommend working on a desk, but you choose to work on a couch if that works better for you. If you do choose to work on a desk, make sure that it is at a comfortable height. Also, make sure that you have enough space to store all the necessary accessories on your desk.

Everything you'd need should be easily accessible when you are sitting at your desk. This way, you won't have to stop your work to look for something. To improve your focus while working, you must also organize all of your stationery and files. You will be able to save a bit of time if you know where you kept your things.

Adjust the Color Settings on Your Computer

Use the eye comfort option on your laptop when you are working. If your laptop doesn't have that feature, tweak the color settings, and increase the red color and decrease the blue color. Changing the color setting on your computer will reduce the fatigue on your eyes, allowing you to work for longer periods.

While these things may seem unimportant, they do affect your writing process. You'll be able to work best in the right kind of environment. You must do what you can to make your work environment as comfortable as possible so that you feel good every time you sit down to write. You won't be able to work if you don't like the space you work in.

Keep All of Your Essentials with You

Ensure that all of your essential writing tools are present with you when you're at your desk. These tools include stationary, comfortable slippers, coffee, snacks, and water. You won't have to disrupt your writing flow every time you need any one of these things are easily accessible.

All of your essentials in your working space should be easily accessible. You shouldn't be getting off of your seat to get some of these things. Therefore, check if all of your essentials are properly stocked in your writing space before you begin each session.

Outsourcing Your EBook

If you don't have time to write an entire book, you can hire someone to write it for you. Multiple organizations specialize in writing content for their customers.

When you're looking for content writing firm to work with, make sure that you do a bit of research on each of them. Go through their website and make a note of what kind of pieces they usually write on. Read online reviews about each firm so that you know what their customers think of their work.

Pick a content writing firm that has significant experience in writing eBooks. An experienced firm will know how to structure your eBook and how to research effectively on the subject matter. Essentially, they will have a good understanding of how they can maximize readers' interest in the eBook.

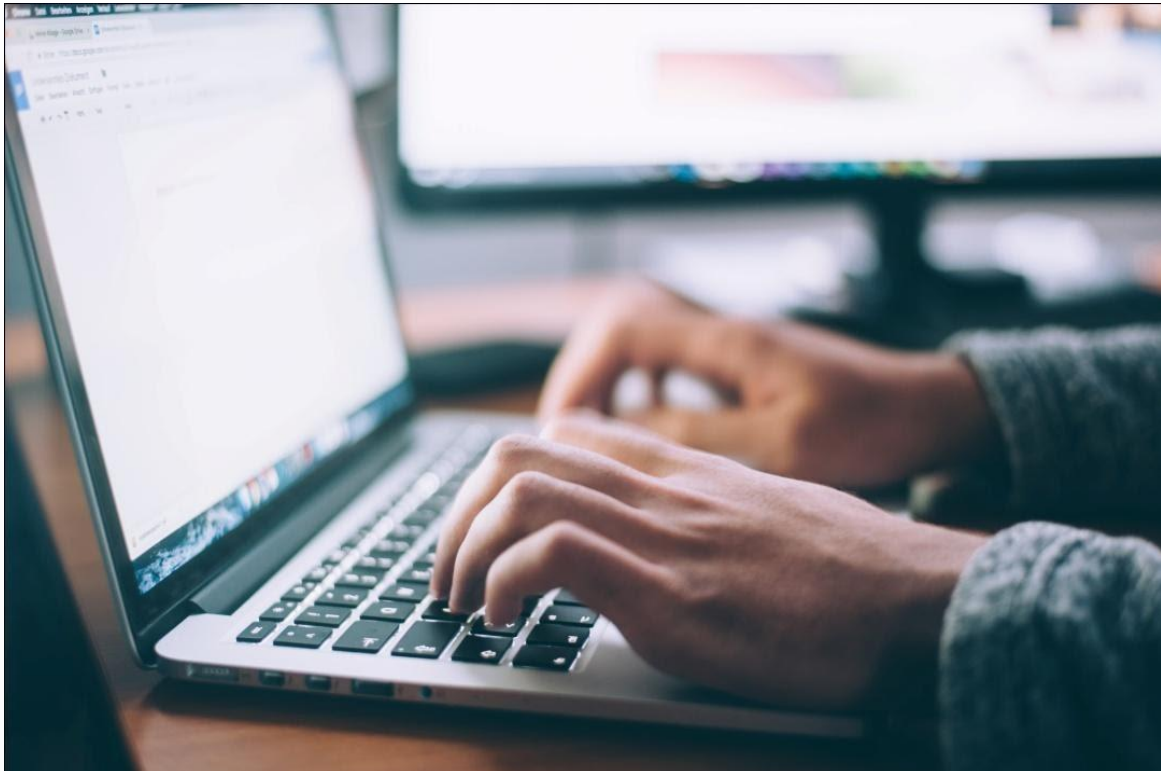
Decide How Involved You Want to Be in the Writing Process

You can choose how involved you want to be in creating the project. Some people are comfortable with letting their content writer decide the title and the content. You won't have to do anything, except to pay the content writing firm you hired.

For example, if you want a book written on home décor, ask your content writer to come up with a list of titles for an eBook on that topic. Once you have potential titles, all you have to do is to approve one of the titles and let them do the rest. This way, you won't have to take time out of your schedule to build your writing portfolio.

Give Your Writer as Many Details as Possible

If you want to be more involved in the project, make sure that you give your writer detailed instructions about the project. Start by providing them with a specific title. This way, they will know exactly what they need to write about. You can also send them an outline of the book. This will help them structure the book how you want them to. It will also help if you can make a table of contents so that your writer will know what they should cover in the book.



Stay connected with your writer during the writing process. Make sure that they update you frequently about every addition and revision they make to the book.

Let them know what you like and don't like about their work. This will help them understand which direction they should be heading in when writing your book.

Don't be afraid to ask your writer for revisions – you must do everything you can to get your money's worth

In a lot of cases, the structure of the book changes once you begin writing it. Keeping that in mind, be flexible about changes as long as your book still addresses what you want it to. Discuss all changes with your writer and figure out the best way to move forward.

Design the Cover of Your EBook

Once the book is ready, you will need to design a cover page for it. You can do this yourself if you have some experience with graphic design. If not, then hire a professional to design the cover for you. Some content writing firms write eBooks and design covers for them as well. Look into firms that do that if you don't want to deal with finding someone else to design the cover for you.



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Important Qualities That Make Your Writer's Work Great

When it comes to the content, your writer should possess a few qualities that will make their work stand out amongst others. There is no point in hiring a ghostwriter who produces poor quality content and has a bad work ethic. You must look at reviews, ask others if possible, and test your ghostwriters to identify whether they possess some important qualities that will ensure they produce great work. Here are a few qualities your ghostwriters should have regarding their written work.

Consistency

Your ghostwriters should be consistent with their job. This means that they should deliver the same quality of work every time they send you an updated draft for your eBook. Let your ghostwriter know each time they compromise the quality of their work.

Have your ghostwriter rewrite the parts of your eBook that you aren't satisfied with. Make sure to tell them what you didn't like about these parts. Avoid giving vague statements like "this is poorly written." You must instead outline in detail what made you think that section was poorly written. Also, provide recommendations of solutions that your ghostwriter can use to make that part of the eBook better.

In addition to consistency in the quality of content, your writer should also be consistent in their work ethic. They should send you regular updates and complete as much work as they promised you when you negotiated a deal with them.

Originality

Your ghostwriter should provide you with original content. You must always check every draft they send you for plagiarism. There are various plagiarism checking services that you can use to do this. It is usually as simple as copying your draft into the checker. The checker will then examine if there are any sentences or phrases that are borrowed from other existing work (without citation or credits).

Only accept work from your ghostwriter that returns zero results on the plagiarism checking service. Have your ghostwriter rewrite all of the parts of your eBook that are plagiarized. If your writer's work consistently consists of plagiarized content, let them know that you won't tolerate such content. If they don't fix this problem, look for another ghostwriter for your eBook.

Great Writing Skill

Great writing skill is arguably the most important thing that your ghostwriter should have. A well-written book is going to do a lot better than a poorly-written book in sales and readership. Readers aren't going to recommend a poorly-written book to their friends and family.

Therefore, you must hire an excellent writer if you want to increase the chances of your book selling well. They should have excellent knowledge of grammar and syntax. Your writer should also be able to write things creatively, with an exceptional ability to 'show' and not 'tell.'

Resourcefulness

Your writer must understand the importance of thorough research. Research makes your work more nuanced and informative, as we will discuss later in detail. Therefore, your writer should be resourceful and find out information and facts that are otherwise hard to find. This way, your eBook will offer material that your competitors' books do not. This will be a plus when it comes to the sales of your eBook.



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Important Personal Characteristics Your Ghostwriter Should Have

In addition to important qualities related to the content they produce, your ghostwriter should possess some important personal characteristics that will ensure that they are great to work with. A good work relationship with your ghostwriter is necessary because it will ensure that both of you are on the same page when it comes to your work. Here are a few personal characteristics that your ghostwriter should possess.

They Should Accept Their Mistakes

It can be difficult dealing with a ghostwriter that is egotistical. This is because they won't accept their mistakes with ease, which can make it frustrating when you want content rewritten.

They Should Be Accepting of Your Input

A lot of people who hire ghostwriters don't want to let the writer come up with all of the content. If you are one of those people, then you must ensure that your writer accepts your input. Get a writer who will work according to your demands because that is what you are paying him for.

Your writers should follow the content outline you provided them. They must also use the same title that you created. If there is any need for changes in the information you provided them, your writers should write to you and express their concerns. You must work together to come up with a solution that results in the best work possible.

They Should Be Empathetic

Your writer should be an empathetic person. Empathy will allow him to think from the perspective of his characters. For example, if a writer from the US is writing about a character from Mexico, the writer should try and place themselves in that character's shoes. This means that the character's actions and words should be something that a person from that region would say and do.

Empathy Allows Writers to Write Believable Characters

Culture plays a role in defining how we behave and say in certain situations. Therefore, an empathetic writer will most likely be mindful of cultural differences and the impact it has on the characters he is writing about. This awareness will allow an empathetic writer to write characters that are more realistic and interesting to readers.

People like reading about characters that they can relate to. Therefore, if a story contains characters that don't seem like real people, readers will not be drawn to the characters and, consequently, the story as well. Good characters are a vital part of good fiction-writing – which is why your writer should be empathetic. Empathy will help in writing better characters.

They Should Be Organized

Hire organized ghostwriters. They should have a proper system for working on your paper. Make sure that they provide you with a schedule or plan for completing your project along with specific timelines. This way, you will know when they are going to do what. Give them some leeway so that they can produce the best possible work they can.

Little things like properly named files and timely updates can improve your experience working with them. This way, you can keep track of the work they send you and their overall progress.

They Should Be Accessible and Responsive

Make sure that your writers are easily accessible and responsive. You shouldn't wait for days for them to respond to your email. This will slow down your work and will make your experience working with the ghostwriter frustrating. Try not to bother your ghostwriters too much because they are also human, and they need space too. That said, your ghostwriters should be available during work hours. It is even better if you have more than one way of contacting them.

They Should Have Significant Experience at the Job

You must hire a writer whose work has been published if you want your work to be exceptional. A published writer will know what readers are looking for in certain types of books. Writers with published work also have a good understanding of the industry – which is a useful piece of knowledge for writers to have.

Writers who understand the industry will know what type of content is selling right now. They can then add content based on that knowledge to the highest possible number of sales.

They Should Be Willing to Learn

It's not a good idea to hire a ghostwriter who is very rigid with his ideas and techniques. This is because writers like that won't be willing to learn new styles and techniques. This, in turn, results in a lack of growth from that writer. A writer who is unwilling to grow will produce content that is often one-dimensional and possibly uninteresting. Their opinions won't be as nuanced as other writers who are willing to learn from different schools of thought.

What Questions Should You Ask Your Ghostwriter Before and During Their Writing Process?

You and your ghostwriter must be on the same page. That way, you get to save time because there will be fewer errors. It will also ensure that they produce content that you like. That is why you must question them before the start of your project and during the process as well. Here are a few questions you should ask your ghostwriter about their participation in the project.

How Are You Dividing the eBook?

Try and have your ghostwriters send you a tentative structure along with the first draft. You should know what they plan to include in the book before they start writing. This way, they will have a format to follow. Ask your writer to change the structure of the eBook if you don't like it.

How Many Sections Is the Book Going to Have?

An important part of the structure of the eBook is the number of sections it's going to include. You must ask your writer how many sections they are going to include in the eBook. Also, ask them tentative titles to these sections and the chapters within the sections. The more you know about the book's structure, the better. This is because you will know if the book is including everything you want it to; if you have a tentative structure for it beforehand.

What do You include in Each Chapter?

You must ask your ghostwriters what they are going to include in each chapter of the book. Now, you can't expect them to give you every detail beforehand because there are always numerous changes during the writing process for almost every manuscript. That said, ask them to give you a brief outline of each chapter, with the main things they're going to cover in each.

Try to have your writers send you these outlines after their second or third draft. They will have done significant research by this point. Therefore, they will have a good idea of what they should include in the eBook.

How Long Is Each Chapter Going to Be?

You must ask your writer how long each chapter is going to be. This means that you should ask them how many pages and words they will dedicate to each chapter. Some chapters will be longer than others because they may require more explanation, and have more content to cover.

Therefore, don't expect your writer to give you a standardized estimate of the length of the chapters. They should instead send you estimated word counts for each page, according to what content the chapters will have.

Estimated word counts for each chapter will help you estimate if the eBook is covering everything you want it to in the total word count. Decide the total word count in the beginning and make sure you inform your writer about it at the start of the project.

How Are You Dividing the Book Series?

If you are getting a book series written, you should ask your writers how they are going to divide the total number of eBooks between making a series. They will be able to plan the first book appropriately if they know what the structure of the series is. Each book should offer valuable information, but the series should build up to a climax in the last book in the series.

You must decide on the number of books your series will contain before your writer starts writing the first. This is because they will need to know over how many books they need to distribute the content of the series. An ideal number of books in an eBook series is 3 to 5.

What Content Will Each Book Include?

Don't expect your ghostwriter to make a detailed outline for the series before they start writing the first book in the series. That said, have them send you a rough outline of each book in the series. This outline should contain tentative titles for each of the books in the series. The outline should also contain a short paragraph on what each book will focus on. This outline will help you plan the book series as well.

How Long Will It Take to Finish Writing the Book?

We cannot stress enough how important it is that you discuss deadlines with your writer before you begin the project. Decide when you want to publish your eBook. After that, estimate how much time it will take to write, edit, and fact-check the book. If your calculations allow you to publish your eBook on the date you want, that is great. If not, then you must extend the date of publishing.

Inform your writers about the timeline that you have created and ask them if they can complete the project on time. If they cannot, try and negotiate with them about the deadlines. Make sure that the deadline you set allows them write the eBook comfortably. If you rush your writers, they may compromise the quality of their work.

How Often Are You Going to Send Updates of Your Progress?

Ideally, you must get regular updates on your writer's progress. Have them send you updated drafts every two days. Make sure that you review their work and provide your feedback. Your writers may slack off on the deadlines if you don't respond to them on time.

It is acceptable if your writer sends you updates every week as well. However, make sure that they deliver the number of words you agreed on in each update. Confront your writer if they are delivering you fewer words or pages than you agreed on. Also, make sure that your writer doesn't try to cover up the number of pages with excessive pictures.



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Pro Tips to Get the Best Out Of Your Outsourced Writer

It is fairly easy to find a ghostwriter who will be willing to write your eBook. However, you shouldn't hire just anyone. You must make sure to vet a ghostwriter before you let them take on your project. They should be the best option you can get within your budget. They should be great writers, produce valuable material, and should have enough knowledge of the industry.

Hire a Native English Speaker

Your writer must be a native English speaker. Native English speakers have a much better command of the English language, allowing them to provide high-quality work in the process. They will also know how to keep readers interested in your book – which is necessary for your first book.

In addition to that, native English speakers will also understand certain idiomatic expressions that other native English speakers are familiar with. Native English speakers are also generally familiar with the connotations for certain words.

How to Identify a Non-Native English Speaker

The good thing is that you can identify a non-native English speaker if you pay close attention to their work. Here are a few things you should keep an eye out for.

Passive Voice

Most non-native English speakers write in the passive voice. A good writer writes in the passive voice sparingly.

Dense Vocabulary

Non-native English speakers often compensate for their poor work with dense vocabulary. Make sure that your writer's work is concise and isn't dense for no good reason.

Words That Don't Fit In

Non-native English speakers also tend to use some words out of context because they aren't aware of the connotations of that word.

Test Your Ghostwriter Before They Begin Your Project

It is wise to get your ghostwriter to send you a short draft of your eBook before they begin working on the project fulltime. Make sure to read their work thoroughly.

Here are a few things you should look out for in your writer's first draft.

Content

Your ghostwriter's work should be well-researched and well-written. It should seem like your writer's draft was written by someone who knows the subject matter well. Make sure that the content of the draft is detailed and informative. For example, if you are getting a self-help book written on overcoming stage-fright, make sure that your writer has included detailed instructions on what the reader should do.

The content of the book should also contain examples to help explain an argument. The content should also include citations for facts and figures. This gives your book a certain degree of authenticity.

Grammar

Your writer should be well informed about the rules of grammar. Keep an eye out for the correct use of punctuation and syntax. Ignore typos to some degree but don't accept work that is riddled with errors.

Tone

Make sure the tone of the ghostwriter's work is according to what you are looking for.

Look for another writer if you are not satisfied with the first one's work. You should get the best out of your deal with the content writing firm you hired. Once you have selected a writer, make sure that you review their progress regularly. This way, you can have them change what you don't like before they reach the end of the book.

Knowledge of the Niche

Test your ghostwriter's knowledge of the niche and industry. Your ghostwriter should have a good understanding of the kind of book series you want to be published. For example, if you want to publish a thriller series that revolves around murder mysteries, you should test your writer's knowledge of the genre. They should be able to write in that kind of style so that they can build the reader's interest without over-saturating the content of the eBook with useless information.

To test your writer's ability to write the kind of content you want to publish, you should get them to write a draft in that style. Observe how they develop the story, what details they add to support the story, and how they manage to build your interest in the characters and events taking place in the narrative.

Test Your Writer's Knowledge of the Industry

You should also test your ghostwriter's knowledge of the eBook industry. The best way to do this is to have a conversation with them. Considering that most ghostwriters are only accessible through the internet, you won't have the opportunity to have a conversation with them in person.

If your writer is willing to meet you in person, try to make the best of that conversation by asking them for as many details as possible. Ideally, you should have a good work relationship with your writer so that you can work together with ease.

If you can't meet your ghostwriter in person, talk to them over the phone or email. Ask them a series of questions on the industry so that you get an understanding of what they know and don't know.

If your ghostwriter doesn't know much but are willing to learn, give them a chance if their work is good. Writers who are willing to learn new things will be more open to new ideas. This will allow them to create work that is more nuanced and detailed.

Why You Should Hire an Editor

You must hire a good editor for your eBook. While you can edit your work, we do not recommend that you do it. A lot of times, we overlook some mistakes because we've been reading our work over and over again. A fresh set of eyes can help pick up on errors that you overlooked.

An Editor Gives You New Perspective

An editor will also be able to provide you with a new perspective on your eBook. Try and get your editor to review and edit each of your drafts as you write them. Don't wait until the end for them to read what you've written. This way, they can offer you advice during the writing process, allowing you to make the necessary changes in your next draft.

Consulting your editor after each draft is also a good way to keep your editor in the loop. It's always better to have an editor who is involved in your project. This allows your editor to get familiar with the project's material and your vision. Therefore, they can make changes to your eBook that are in line with your vision.

An Editor Saves You Time

Hiring a professional editor for your eBook will also save you time. Once you are done writing your eBook, hand it over to your editor while you get started on your next project. You won't be able to do that if you edit your work. You will have to finish the editing process before you begin brainstorming ideas for your next project.

Hiring an editor also gives you time to come up with effective marketing strategies for your current eBook. Marketing your work is necessary for increasing your readership, which is why you should enough time planning how you will market your eBook.

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An Editor Polishes Your Work

A professional editor can improve your work greatly. Even if your grammar is solid, you should still consider hiring an editor. They are experts who know exactly how to polish your work. Their expertise and experience will surely add value to your work.

Editors also have significant knowledge of the industry and what readers are like. This knowledge helps them make your work presentable to audiences, improving the chances of increasing your work's readership in the process. Because editors have significant knowledge of the industry, they can help you make your work stand out from the rest. Their knowledge helps them know what things you should do and avoid if you want your work to be unique.

In addition to that, an editor can also make your work a bit easier. Writing an entire eBook can be exhausting, so it is good to take a break and let someone else handle it from that point. You deserve a break after you finish writing your eBook.

You Learn a Lot from an Editor

One of the best things about hiring an editor is that you get to learn from them. A professional almost always has some knowledge that they can impart to others. Take this opportunity to develop a close work relationship with your editor. Ask them questions about things you don't understand and learn as much as you can about the industry from them.

An editor can improve your writing as well by pointing out what you're good at and what you need to improve on. Feedback is necessary if you want to grow as a writer. Make sure that your editor gives you constructive feedback.

Consider replacing your editor if their feedback only includes the following phrases: "this section is bad.", "you can make this section a bit better," or "this chapter is too boring."

Urge Your Editor to Give You Detailed Feedback

The problem with the phrases above is that they are vague and don't highlight the cause of the problem. None of these sentences tells you what you should do to improve your work. Therefore, make sure that your editor gives you detailed feedback.

An editor's feedback should address a problem, the source of the problem, and it should offer possible solutions for fixing them. Constructive and detailed feedback will help you identify potential problems in your work, and it'll help you become a better writer in the long run.

Proofread the Edited Draft of Your eBook

After your editor is done editing, make sure that you read through the entire book. Pay attention to grammar and sentence structure; don't focus on the content of the book. Finalize your content and the structure of your book before you finish writing it. You will keep finding things to change if you look at the content after you are done writing. This will make it harder to finish your book and move onto the next.

Proofread the edited version of your eBook. Make whatever changes you can as you read through it. Try not to be too nitpicky when you're proofreading. As mentioned earlier, you will struggle to finish your book if you try hard to improve every bit of it.

Talk to your editor if there are still a lot of grammatical errors in your eBook. Have them make the necessary changes and send you a revised draft at the earliest. You are paying your editor for their service, so don't accept sloppy work. Keep asking them to make revisions until the draft is the best it can be. You are in charge, so you should always get your money's worth.

What Should You Do If You're Editing Your Non-Fiction Book Yourself?

Though we don't recommend it, you can always consider editing your eBook yourself. By writing and editing your work yourself, you may overlook some errors. This is because it can be difficult to recognize your mistakes. You can prevent this by editing a book that you didn't write. By that, we mean that you hire a ghostwriter to write the entire eBook, and then you edit it once he is done. This way, the final word on that book will be yours.

Here's a short guide on what you should do when editing your non-fiction book. These tasks are important for all forms of writing, but our goal is to discuss how it specifically helps with editing non-fiction writing.

Rest for a Few Days

The last thing that you should do when editing your book yourself is edit as soon as you finish writing. You must give yourself at least a few days of rest from your book. We recommend you take a week off. In that week off, try not to think about your book. Focus on other things in your life. This will allow you to come back to your book with a fresh mind.

It is important to read your book like you're doing it for the first time. This way, you will be able to pick up on mistakes that you overlooked the first time you were writing and reading it. Also, if you start editing as soon as you finish writing, you

will still be in the same headspace. This will make it challenging to think about your work from a fresh perspective.

Start With the Large Mistakes

Your editing process should always start from the larger picture and then narrow down to the finer details. Therefore, the first thing you should look at is the structure of your book, and the last thing you should look at is each sentence. Go over the structure of your book by looking at each section of your book. Each section should flow well into the next and should cover every major detail.

Move on to Chapter Titles

The next thing you need to look at is the titles of the chapters. Is there good consistency among the other chapters? The titles don't have to be very similar, but they should have the same style. For example, if you are writing an instructional guide for your eBook, you can make all of the chapter titles like blog titles. This means that you address the reader, you add questions, or you make a list of things the reader should do. There is no particular set of rules that you have to follow, but you must try to bring some consistency in your chapter titles.

You must also check and see if each chapter title flows well into the next (within each section). At this point, your goal is to check for the structure of each section. Therefore, the chapters within it should come together to make one coherent point. Do you feel like you are getting a sense of that from the titles of the chapters only? If not, then tweak the titles of the chapters so that they make the point in each section somewhat clear.



Check the Consistency of the Subheadings

The next step is to start reading the book. Take one chapter at a time and fix everything in one go before you move on to the next. Start with reading the titles of the subheadings. Do the same thing you did with the titles for the chapters. Each subheading should be consistent with each other and with the title of the chapter.

For example, if the title of a chapter is "What You Should Do to Lose Weight," a good subheading would be "exercise every day for 40 minutes". This subheading is good because it is consistent with the title of the chapter. The title of the chapter is telling the reader what they should do to lose weight, which means that your subheading should provide certain actions that readers can do to achieve this. An

example of a bad subheading for this chapter title is “healthy diet.” This subheading is bad because it is not phrased as an action. It doesn’t tell the reader what to do. This disrupts the flow of the chapter, and you must be careful to avoid it.

Analyze the Structure of Each Paragraph

Your next step is to go through each paragraph. Read each paragraph once and evaluate whether the point within it is clear. Does each sentence help in making that point clear? Is there more than one point in one paragraph? If there is, can the paragraph be split into two separate paragraphs? Is the paragraph too long? Will it serve the reader’s flow to split a long paragraph into two shorter paragraphs? Does one sentence flow well into the other? Keep these questions in mind when you’re editing each paragraph.

That said, try not to get too obsessive about these details. You will spend far too much time on the editing process, and you may feel like giving up. Read through the paragraphs quickly with these questions in mind and move to the sentences.

Move on to Each Sentence

Once you are done with evaluating the structure of a paragraph, you should move on to the sentences. The first thing you should do is remove any sentence that seems extraneous. Don’t add fluff in your book. Fluff will make your readers feel like they are reading in circles, which will ruin their engagement with the text.

The next thing you need to do is to pay attention to the structure of each sentence. Every sentence should make sense and read in a flow. Make sure to shorten sentences that are too long. For non-fiction, it’s best to write in short sentences that are easy to read. This will allow the reader to get through the material quicker. Try to leave creative sentences for fiction writing.

The last thing you should do is pay attention to the grammar of the sentences. Here are some things that you should look out for:

Punctuation

Pay attention to the punctuation marks in the text. Each of the existing punctuation marks in the text should be used appropriately. You also may find that you haven’t added a punctuation mark in the text. Thus, make sure to keep your eyes open for that as well. If you are unsure about which punctuation mark to use, do a quick search and find out. Don’t leave anything to chance.

Passive Voice

A sentence is said to have a passive voice when an action happens to a subject as opposed to the subject acting. For example, a sentence with a passive voice is: “he

was shot by the policeman," whereas a sentence with an active voice is: "the policeman shot him."

Now, the passive voice is not grammatically incorrect. However, it is not a pleasant way of writing. That is why you must write in the passive voice sparingly or not at all. Sentences with active voice read better and will make your work more engaging as a result. For non-fiction writing, it is best to keep the passive voice to zero if possible.

Incorrect Words

Look out for words that aren't the most appropriate for a particular sentence. You should be aware of the denotations and connotations of the words you are using. Some words may have the same denotation, i.e., the literal meaning in the dictionary, but a different connotation, i.e., an additional meaning than the literal meaning. Therefore, if you are using a synonym for one word, make sure that the connotations of both those words are the same. If you use a word with a different connotation, the whole sentence will have a different meaning, and your reader will be confused about what you are trying to say.

Crutch Words or Phrases

Crutch words are those few words or phrases that you often use in your writing. You may not realize that you use these words often until you stop and count the number of times you have used it in a piece of text. You will notice that a lot of your crutch words are at the start or end of a sentence.

Read through your text and keep an eye out for words or phrases that you have used repeatedly. Make a note of those words in another document. Try to roughly count how many times you have used those words in a few pages of your text. The purpose of counting your crutch words is to know how many times you are approximately using a particular crutch word. Sometimes it may seem like you are not using one crutch word a lot, even though you are. It can be the opposite of that too.

Narrow down some of the most frequently-used crutch words and search for them in your text. Remove these crutch words in some cases and replace them with an appropriate synonym. If a sentence still makes sense after you remove the crutch word, leave it that way. Don't overcomplicate your sentences with unnecessary words or phrases.



What Should You Do When Editing Fiction Writing?

All of the rules discussed in the chapter above apply to this case. Thus in this chapter, we're not going to cover the same things that we discussed in the previous chapter. The focus of this chapter is to discuss some parts of the editing process that are unique to fiction writing. We are going to apply the same approach for editing: moving from the larger picture and then narrowing things down. Therefore, we are starting with the plot.

Edit the Plot in Your Book

You need to start by looking at the structure of the entire book. Think about the plot of your book. Does the structure of the book make sense? Does one chapter flow well into the other? Keep the content in each chapter in mind when you're thinking about the flow of the chapters. Here are a few questions you should ask yourself when evaluating the plot.

Does the Plot Make Logical Sense?

Your plot has to be coherent and believable. If you have mentioned things that seem far-fetched in the book, make sure that you provide a believable explanation for its existence. This will keep your readers satisfied.

Did I Leave Anything Unanswered in the Plot?

Readers don't appreciate it when there are a lot of plot holes in a manuscript. Make sure that everything in your book is airtight. Readers should be able to find answers to any questions they have about the plot within the text itself. Question yourself about some details regarding the plot. If you can't find the answers in the text, then you have to make sure to rewrite certain chapters and include the relevant details with them.

Have I Concluded Every Subplot in the Book?

A lot of times, writers leave some of the subplots in their books unanswered. Make sure to double-check if you have ended every subplot. Provide your readers with some form of closure. If you plan on continuing a subplot into the next book in the series, try to make that clear to your readers. You can do that by leaving things on a cliffhanger.

Is There Enough Conflict in the Plot?

Every good plot must have some level of conflict. This is usually expressed in terms of conflicting ideas on certain topics and beliefs. The conflict is manifested through character actions and dialogue. Your goal at this point is simply to check

whether your book has enough conflict or not. Don't get too much into the details of the conflict (dialogue).

Are the Plot Twists Foreshadowed Well?

A good plot twist always contains subtle bits of information that allude to it. These are so subtly placed within the text that most readers don't see the twist coming. The process of placing these bits of information is foreshadowing. Every plot twist must be foreshadowed. Otherwise, it will feel like it came out of nowhere. When evaluating the plot, you must check if you added these pieces of information. Add them if you haven't. This will make your plot more logical and believable for readers.

Edit the Characters in Your Book

Your next step is to edit the characters. Editing is not simply about fixing the sentences in your book. It is about checking everything in your book, including abstract details. Some of these details include the character's mannerisms and their motivations.

Your Characters Should Be Unique

Each of your characters should be unique. They should have their quirks, behavioral patterns, and ideas. Your characters shouldn't feel like caricatures; instead, they should feel like real human beings. Therefore, when you're reading through your text, consciously evaluate what you think of your characters. Do they feel like real people to you? Are their motivations clear to you? Are they interesting and likable? Are they relatable?

If you have answered any of the questions above with a 'no,' then you have to fix that immediately. Take a blank piece of paper and write down some details about an uninteresting character in the book. Write a few details about who they are, what they are called, what they look like, what their role is in the book, and what their motivations are.

Once you have the complete information available, think about what you can add to bring some complexity in this character. Also, think of what you can do to make this character interesting for the audience. Make the changes in the text once you can identify why this character felt weak.

Edit the Dialogue in Your Book

Other than checking the grammar, the last thing you need to do is read through the dialogue. Good dialogue is necessary for keeping your readers engaged. By good dialogue, we mean something that provides value to the text and sounds like something someone would say.

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The Dialogue Should Sound Like Something People Would Say

If the dialogue doesn't sound like something someone would say, you must change it. Read it out loud and think about how it sounds to you. One tip is to add a lot of contractions to make it sound conversational. You must also not use dialogue to dump information on the reader. Use the narration for that. Think about a character's feelings when they are saying their dialogue. This will help you write more appropriate words for their dialogue. You must remember that people don't speak the same way they write. That is why the dialogue shouldn't be written in the same way as the rest of the prose.

Make the Dialogue Unique for Each Character

Make the dialogue unique for each character. Every person has a particular style of speaking – that should be reflected in the dialogue. This includes the grammar and vocabulary they use, and how they pronounce a few words. Distinctive dialogue gives a whole new dimension to your characters' identities, making the characters more interesting for readers.

Think about Yoda's (from Star Wars) style of speaking. It is very distinctive, and people all over the world will be able to identify his style of speaking. If Yoda were to say the sentence "I am reading this sentence," he would say, "reading this sentence, am I." We understand that Yoda's example is a little extreme, but it helps us explain how a particular style of speaking is associated with a character's identity.

Use Descriptive Language to Keep Your Readers Interested

You may have heard the phrase "show; don't tell" often in writing classes. Well, that is because it is an important concept. You must never tell your reader that a certain character did a particular action. Instead, show the reader through your words.

Help them visualize the process and the action. Provide as many relevant details as you can.

Keep an eye out for this when you are editing the sentences in your eBook. Every time you feel like a sentence is simply stating things, make it more descriptive. Think of how you can make it more interesting for the reader. You must remember that readers like to use their imagination when they are reading a book. You have to encourage them to do that by giving them something to go on with. You will do a better job of holding your readers' interest if you use descriptive language instead of writing statements.

Bonus Tips for the Editing Process

Editing an entire eBook is not a simple process, which is why it's best to begin the process, knowing what you need to do to ensure you do a great job. This short chapter aims to give you a few bonus tips for editing your eBook.

Don't Obsess Over the Editing Process

One of the most valuable pieces of advice we could give you is not to obsess over the editing process. Make whatever changes you can and move on. It is normal and common for writers to keep finding new problems in their work. Because of this, they are unable to finish their project, and their work never makes it to the page (or the Kindle screen, in the case of eBooks).

Don't spend too much time on making edits to your work. Make a plan for your editing process and try to stick to it. This will ensure that you don't spend too much time fixing one thing in your book.

Use Grammarly to Edit Your eBook

You must also consider using an editing tool called Grammarly to help you with the editing process. Grammarly is an online editing tool for written texts. Go over to the website to sign up for it. The application is free to use. However, you can pay for a premium account. The premium account will give you access to some additional features. If you are satisfied with the free account, there is no real need to purchase the premium account.

It Identifies Incorrect Grammar

To use Grammarly, you just have to copy-paste your text onto the online platform, and it will analyze your text within a few seconds. It may take longer to analyze longer text. The app will point out incorrect grammar, along with suggestions to fix it. Grammarly will also point out when you have missed an article or a preposition.

You can add those by simply clicking the green button with the suggestion. You don't even have to take the time out to type in the word.

It Recommends Synonyms

Grammarly also recommends synonyms for some words. The recommendations are usually for words that repeat a lot within the text. The purpose of this feature is to make your work more engaging by including a variety of words. It also provides more specific synonyms. This will help readers understand what you are writing in a better manner.

It Identifies Passive Voice

Grammarly also points out sentences that are in the passive voice. If you generally struggle with identifying passive and active voice, Grammarly will help fix this issue. This app also points out some clarity issues that are usually fixed by changing or omitting a word.



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Determine Your Target Audience

Think about who your target audience is when you are planning your book. Once you know who you are writing for, you will know what will keep them interested in your book. This will improve the chances of your book selling well too.

Decide Whether Your Book Should be Fiction or Non-Fiction

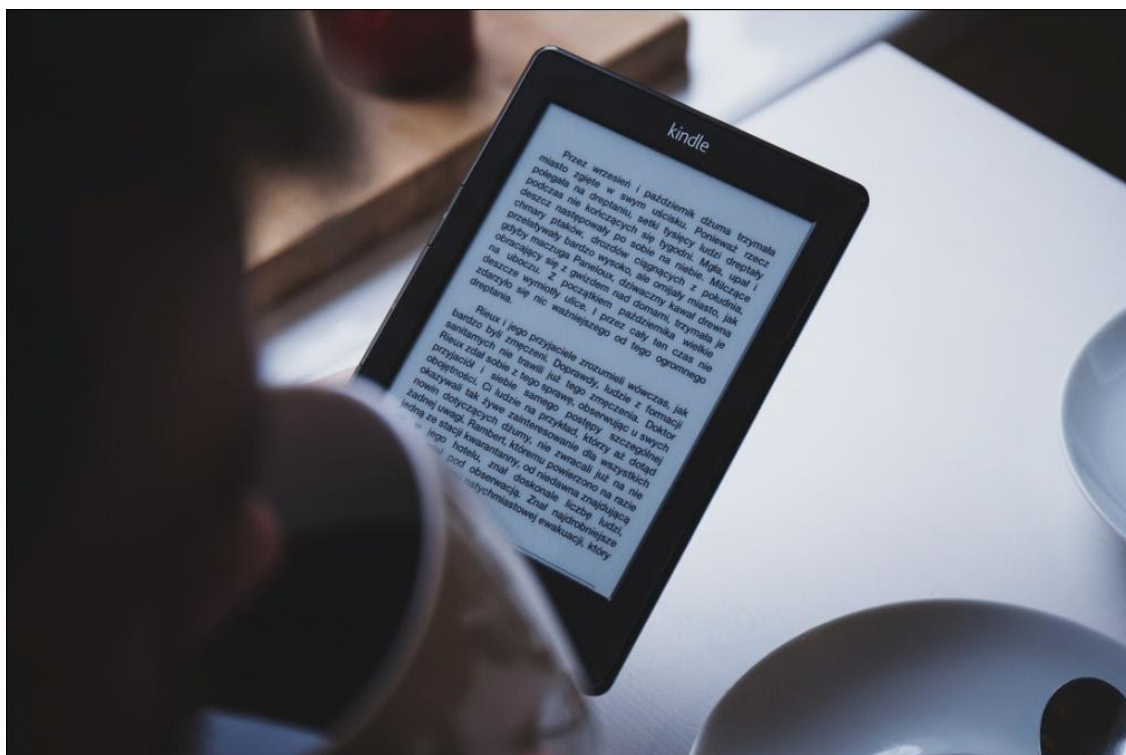
Your first step should be to decide whether you are writing a fiction or non-fiction book. The type of readers for each book category will be different. Both types of books are great for making money, so don't base your decision on profit. Pick a book that you want to write and feel passionate about.

Questions You Should Ask Yourself

Here are some questions you should ask yourself when you're determining your target audience.

What Age Group Does My Audience Belong To?

Age plays a significant role in determining what people are interested in. For example, you will find that a lot of older readers enjoy reading content that focuses on a past that they lived in. It allows them to escape in a romanticized version of their past.



What Part Of The World Are They From?

People tend to read about their contexts or contexts that affect them or are similar to theirs.

What Income Brackets Are They From?

If you are writing about a book on luxury cars, there is a good chance that people from low-income brackets won't read it. This is because luxury cars are not a part of their lives at all.

What Race Do They Belong To?

Representation matters to most people – especially to racial minorities. If you want to write a novel that appeals to Asian teens living in the US, you should make sure that your protagonist is an Asian person. Small steps like this will help in increasing the readership for your book.

What Gender Do They Identify As?

Gender is an important form of identification. It affects how people think and what they're interested in. If you are writing a book about dating tips for men in their 20s, make sure that you include material that will appeal to young men. You also have to make sure that your book's content addresses dating life problems that are common exclusively to men.

What Kind of Values Do They Have?

It's also important to get a feel for your audience's psychological attributes. One of these attributes is its values. Values are whatever ideals they believe in and what qualities or ideas they value in life. Once you have an idea of what your audience's values are, you will be able to tailor your book to fit with their values. For example, if you are writing about the history of feminism, you will know that your target audience should consist mostly of people from the political left.

What Interests Do They Have?

This question is more relevant when writing a non-fiction book. This is because a non-fiction book is focused on a particular subject in most cases (for example, woodworking). If you're writing a book on woodworking, your book should target woodworking enthusiasts. People tend to read about subjects that they are interested in or participate in as a hobby. Therefore, it is important for you as a writer to be aware of this fact.

Consider Using a Pen Name

A pen name is an alternate and fictitious name that writers (authors) use to identify their work. The pen name is usually not the writer's real name and is the only name the author uses to identify their work. Therefore, on the cover of the book and throughout the book, only the author's pen name will be present.



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If you feel that your real name is too long or will be hard for people to pronounce, using a pen name is a good idea. Here are a few things you should consider when coming up with a pen name.



Alliterate Your Pen Name

A good way to make your pen name catchy and memorable is to alliterate it. This means that both names should have the same first letter. One popular example is Sidney Sheldon. Because both names start with the same first letter, the full name is easier to say and has a certain consistency to it.

You don't have to alliterate your pen name – most authors don't. However, if you're starting as a writer; take whatever steps you need to make people pick your work over others.

Keep it Short

Don't make your pen name a mouthful to say. If your name is too hard to read, pronounce, or remember, it will be hard for readers to recommend your book to their friends in person. As a result, you will lose a potential buyer. Your pen name should contain few syllables, should be easy to spell, and easy to pronounce.

Some writers prefer using their real names as their pen names. However, they often tweak their real names to make them catchier and more memorable. If you wish to do the same, here are a few things you can do to simplify your real name for your pen name.

Break Up Your First Name into Two

Consider Stan Lee's example. Other than the fact that Stan "the man" Lee was a comic writing legend, his name is arguably so memorable because it's easy to read and say out loud. Stan Lee's real name is Stanley Martin Lieber. Therefore, to make his name more accessible to people, he broke up the first name to create a simple first and second pen name.

Each name has just one syllable and less than four letters. This allows his name to be memorable – once you hear the name, it is hard for it to slip out of your mind.

Shorten Your Full Real Name

If you want your pen name to be similar to your name, consider simplifying your real name. Jack Kirby is a good example of that. Kirby's real name is Jacob Kurtzberg. Kirby dropped one syllable by changing Jacob to Jack. He also made his last name easier to read, pronounce and remember by changing it from Kurtzberg to Kirby.

Abbreviate Your Real Name

Writers like J.K. Rowling (original name is Joanne Rowling) have also simplified their names by abbreviating their first names. This simplifies the name to a certain degree, making it easy for readers to remember.

Why Should You Consider Anonymity When Creating a Pen Name?

One common use of pen names is to keep a writer's identity safe. This is especially useful (and sometimes necessary) when you are writing something controversial. If you don't want the book to be traced back to you, you should use a pen name that is vastly different from your real name.

Anonymity Gives You More Freedom with Your Topic Selection

Anonymity is also good for authors who write about things that are considered taboo or risqué in general society. For example, you may not want people from your workplace to know that you have written and published an erotic novel that touches on subjects and practices that are not common or considered normal. In such cases, an anonymous pen name is a good way to keep your coworkers', friends', or family's noses out of your second job.

You Can Write Something Controversial

Anonymity can help you to voice your opinions on a politically sensitive subject. If you want to speak more about prevalent injustices present in society but are generally afraid of society's reactions, a pen name is a good consideration. That

said, a pen name will only be helpful if your book is not too controversial. If you overdo it, your book will gain a lot of attention, and your identity will most likely be discovered.

You Can Use It to Deviate from Your Main Work

A pen name is also good when you want to write about something different from your main work. Considering you're a writer who is just beginning their career, you won't have any main work to differentiate your secondary work from. However, if you know that your first book is not the kind of work you plan on writing in the future, it is good to start with a pen name. This way, you can keep other projects of yours separate from what you want to be associated with your real name.



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Why Is It Important to Do Research for Your eBook?

You should always research a topic before you begin writing on it. Research gives you an idea of what direction you should take for your book. You will have information about the topic, which you can then use to formulate and support your argument. Here are some reasons why it is important to research your eBook:

You Learn How to Make Your Book Unique

By researching a topic, you also learn what has been written about a particular subject. You use what you have learned to pick a unique take on the subject of your interest. Readers aren't going to care about your book if it is similar to what other writers have said about the subject matter.

Research Gives Your Book Credibility

Research makes your writing more credible. It also gives your work a tone of confidence that would be difficult to achieve without research. Readers are generally more drawn toward pieces of writing that are well-researched and thorough. Surface level research is suitable in most instances, but don't shy away from digging deeper when you need to.

Research Gives You a Nuanced Perspective

Research from various schools of thought gives you a more nuanced understanding of a subject. This is especially important for non-fiction writing.

In a lot of non-fiction writing, you will be explicitly discussing your opinion on a particular subject. Therefore, you should be well-informed about the subject to make your opinion valuable. Some readers won't be interested in reading an opinion that is one-dimensional and bordering on ignorant.

Research Allows You to Connect Different Things

This is best explained through an example. If you are writing about poverty in the contemporary United States, research will allow you to understand how race and gender also intersect with poverty levels. Therefore, your main subject, in this case, is poverty, and race and gender are secondary subjects. Research allows you to connect all of these things to form a more comprehensive outlook on the main subject.

While you are researching, you will come across various topics that are related to your main subject. Make sure to make a note of these and read up on them as much as you can.

Research Allows You to Come Up With Solutions

In-depth research is necessary for writers who are writing instructional guides and self-help books. The writer must have sufficient knowledge of the problem that they are addressing in their book. This means that you, as a writer, must know what the causes are for the problem that you want to address, what shapes or forms it takes, and what the consequences of the problem are.

You will only be able to provide your readers with a sound solution after you have thoroughly educated yourself on the problem. This is because you will be able to address the multiple facets of the problem. Therefore, you must do enough research so that your readers benefit from reading your book. Also, if the content of your book is well-researched, there is a high chance that readers will recommend your book to other people they know. Thus, you can profit more from your book, allowing you to make more in the future.

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How Should You Research?

The research required for each book depends on who and what the book is about. If you're writing a book for academics, you will have to do a lot of research. You will also have to fact-check (more on this later) your data thoroughly.

Research can be a tough process, but it can be a lot simpler when you know how to do it effectively. Here are a few things you should do during your research process.

Don't Stick To One Source

Never read up on a subject from just one source. You will compromise the quality of your book if you do so. Your opinion on the subject will not be expansive, and that will be evident in your writing. You don't have to read material from different platforms. For example, you can only do your research on the internet. However, you must read from different sources within that platform.

Cross-Check Details with Other Sources

Double-check all facts and figures from other sources. This ensures that the information in your book is completely accurate. It is good to get your information from credible sources. Most books are credible sources so that you can cite a book as a reference. Information from research journal articles (both digital and print) is also credible because a legitimate methodology was used to attain that information.

Make a Note of Important Material

You must always make a note of the research material you plan to use for your eBook. You may need to revisit your source now and then during the writing process. Therefore, knowing where your material will make this process so much easier and quicker. Here's what you should do to note down material for a few different sources.

Use Index Tabs for Books

Carry a pack of index tabs with you every time you visit the library. Index tabs are small. Stick each tab beside the sentence that you feel is relevant to your book. This will allow you to keep track of where you got your material and from which book.

Highlight sentences from books that you want to use for your book. Make sure not to use a highlighter on books that aren't yours unless the owner permits you to.

Use the Bookmarks Option in Your Internet Browser

If you are using the internet as your main research site, use the bookmarks option in your internet browser. Make a folder designated for your book. Within that folder, make sub-folders that are divided by the topics they address. Add important links to the relevant folders so that your research material is organized. Organizing your research material will make it easy to go back to if you want to recheck your material.

Use the Highlighter Option for PDFs

Use the highlight option in your PDF reader when you're reading material from journal articles and other sources in PDF format. This tip is especially useful for writers whose target audience is academic. Most journal articles are in PDF format; therefore, you will be using this tool a lot for eBooks with an audience associated with academia.

Evaluate How You Can Use the Information to Improve Your Work

It is not enough to simply extract material from different sources. You have to evaluate how the information you read helps you make your argument in your eBook sounder and more convincing. It helps to remember that the information you retrieve should serve as evidence for your argument.

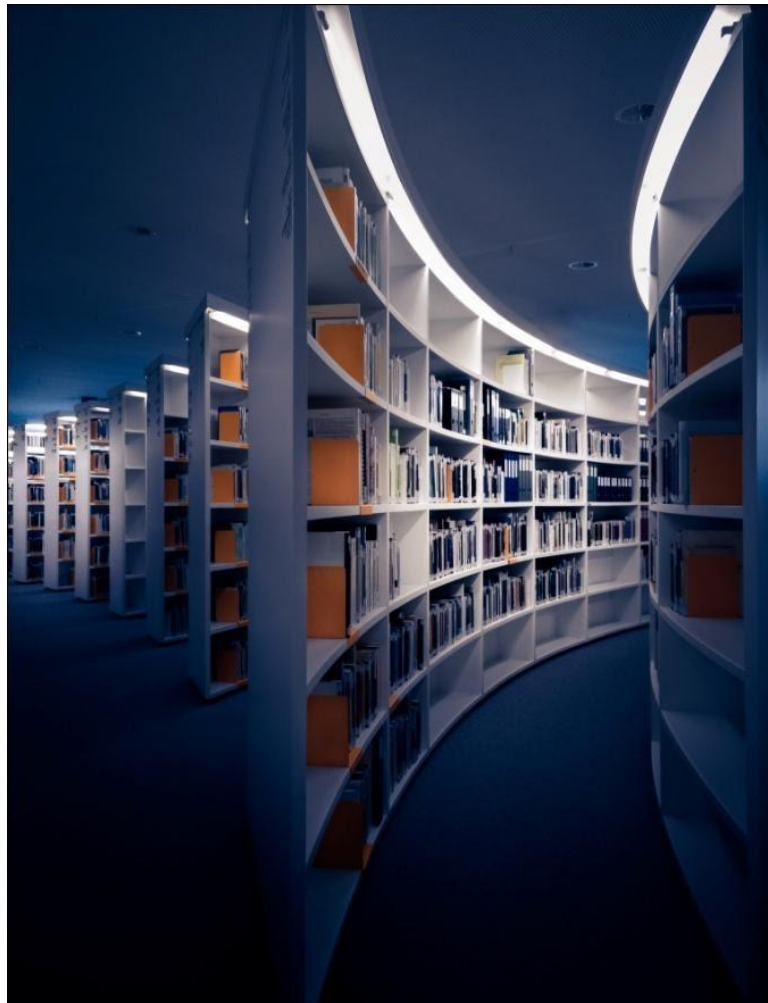
What Sources Should You Use for Your Research?

To make your eBook stand out from the rest, you should try to use multiple sources for your research. This way, you can ensure that you provide your readers with valuable material that is legitimate and unique. Here are some common sources that you can use for research.

Books

Books are still one of the best sources for research. If you want to become a professional writer, you must visit your local library as much as you can. Make it a habit to visit the library at least three times every week. Go through the shelves and try and find relevant materials for your book.





Internet

The internet is one place where you can find material on just about anything. All you have to do is write what you want to know in the search bar and voila: you will have an endless list of results.

You have to be careful when using sources on the internet because there is a lot of false information present on this platform. If you are looking for facts and figures, you will have to look for credible websites. Websites that have URLs that usually end with .org, .edu, and .gov are credible sources. The information on such websites is often meticulously collected and calculated, so it is acceptable to quote data from these websites.

Academic Journal Articles

If you want to cite studies or existing research on a topic, look into digital libraries that contain journal articles. Some examples of such libraries are JSTOR, Wiley Online Library, and Taylor & Francis. All the articles on these websites are published in academic journals; therefore, the information is well-researched and extensive.

You should note that most of these digital libraries are not free. Therefore, you will have to pay money for a membership. If you are a university student or alumnus, ask your university for access to these libraries. This way, you can get access to most of the content on these websites, if not all.

You can also use Google Scholar for searching for academic literature. You will find a list of web-pages that contain academic articles. Your access to the pieces will depend on what memberships you have.

Online Blogs

There are countless blogs present on the internet on various topics. If you want to learn why your dog sneezes during play, you will find content on that too. Therefore, blogs can be an excellent place to learn about new things. You don't always have to use sources that have citations for everything the author says.

Blogs aren't as well-researched as other official and academic sources, but they are a good place to start. Blogs are easy to read so that you can get through them in no time. They are mostly divided by headings and subheadings, allowing you to understand the structure of the piece at a glance.

Read various blogs on the same subject so that you can get as much information as possible. However, try to restrict your search to just three blog posts. You will spend too much time researching if you have various tabs open on your browser.

You will also feel overwhelmed by shuffling between multiple tabs while writing your book. This will slow down your writing pace, and you'll struggle to complete your daily goals. It will become difficult to stay motivated to complete your eBook if you constantly struggle to meet your daily goals.

YouTube

YouTube is an underrated source for research. There are various informative instructional videos on YouTube that address various topics. You can learn how to use certain software, watch reviews and analyses of contemporary art, or learn recipes for certain foods.

For example, if you are new at recording music and don't know how to use a drum machine, you can watch videos on how to use certain software. There's a form of software called Hydrogen Drum Machine that allows you to make your drum tracks. It is a little difficult to use this drum machine unless you have experience using one before.

Therefore, to help new users learn how to use the machine well, people have uploaded many YouTube videos that show users how they can use different functions on the machine.

There are also video blogs on YouTube which provide valuable insight into certain topics of interest. Therefore, use YouTube as a source to learn things. There are some cases in which you will find more content on a subject on YouTube than you will on other online sources. There is almost always something to take away from others when they speak and write.

Social Media

Social Media is not the best source for research, but it can be useful, depending on what you are writing about. For example, if your eBook is about an election campaign of a politician, you can use their tweets on Twitter as a source. You can analyze what they said during their campaign to understand their political strategy comprehensively.

Comments sections

You can look into the comments sections of online posts and reviews. Sometimes, online users share valuable opinions and insights on a particular subject or product.

Conversations with People

People are valuable sources of information. Some projects require detailed interviews with people. The best way to interview someone is to have a conversation in person. A conversation in person allows you to observe your interviewees' facial expressions. This way, you get more insight into how your interviewee feels about what he is saying.

It can sometimes be difficult to schedule a face-to-face interview with someone. In that case, you can have an interview over the phone instead. Try to avoid interviews over email. You won't get spontaneous answers from your interviewees through this type of interview. Their responses over email may be well-thought-out, but they may be more diplomatic about what they are saying.

You can either have structured interviews or let your interviewees direct the conversation(unstructured).

Structured Interviews

You must make a comprehensive list of questions for a structured interview. These interviews are good when you want to know something very specific from your interviewee. The disadvantage to these interviews is that you don't get the opportunity to follow up on something your interviewee said with another question. This can limit the amount of information you get from your interviewee.

Unstructured Interviews



For unstructured interviews, you'll only need a few questions to keep the conversation on track. However, you must let your interviewee take the lead.

Unstructured interviews are more conversational than structured interviews. Therefore, if your interviewee says something interesting, follow it up with another question. Keep adding follow-up questions so that you can get the most out of what they're saying.

One disadvantage of unstructured interviews is that you may miss out on some important questions because you may run out of time. That said, the amount of information that you receive in an unstructured interview can be a lot more than in a structured interview. Also, a good conversation with an interviewee may make them willing to have a follow-up interview with you later on.

There are a few things that you must do to ensure that you get the most out of your interview. Some of these are listed below.

Avoid Leading Questions

Leading questions are questions that are phrased specifically to get the answer you want. Such questions will never give you an accurate answer; therefore, avoid them at all costs. Keep your questions open-ended and let your interviewee decide how to answer it. You must make sure not to influence your interviewee's answers.

Record the Interview

Use your phone to record your interview (make sure to ask your interviewee for permission before you start recording). There is a high probability that you will forget some details if you don't record the conversation. Transcribe everything your interviewee said on the record. Use the transcribed text for direct quotes from your interviewee.

Write Down Important Points

In addition to recording the interview, write down important details the interviewee says in a notebook. This way, you won't have to go through the entire transcribed text in search of relevant or important material.

Don't Speak Much

You must let your interviewee take the lead in the conversation. Don't interrupt their speech, and don't speak over them. You won't get much out of your interview if you don't let them speak. Ask whatever questions you have, and give the floor to them. Only interrupt your interviewee when they are digressing from the topic at hand.

Make Your Interest Evident

Let your interviewee know that you are actively listening to what they are saying. Nod your head when they say something, and maintain eye-contact with them.

Archives

Many physical and online archives contain valuable primary texts. Archives are especially useful when you're writing an eBook on a historical event or period. You can get access to historical texts and newspapers to help you with your research. Don't shy away from visiting archives because they can expand your view on a historical event greatly.



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When Should You Do Research for Your eBook?

The short answer is all the time. Allow us to explain why it's important for you to research before, during, and after writing your eBook.

Before the Writing Process

You must do a lot of research on the subject of your book before you begin writing your eBook. You must become well-versed on the subject before you offer your own opinions on it. Your work should seem like it has been written by an authoritative figure. You will be able to do that only if you research the subject matter in your book and learn about it as much as you can.

During the Writing Process

You will come across new topics and themes while you are writing your eBook. If you are unfamiliar with details about them, start reading upon them. This will give you more material to work with, and your writing will be sounder. Try to be as thorough as possible during your research process to make your writing stand out from other writers' works.

After the Writing Process

You must read up on the subject of your book after you are done writing all of it. When you are editing your work, read up what you researched again. Sometimes, some facts, figures, or details on a topic can change between the time you wrote about it and are editing it. All of the information in your eBook must be up-to-date so that it can be a powerful piece of literature on the subject it is on.



Why Should You Fact-Check Your eBook After You've Finished Writing?

Fact-checking your written work is an important part of editing. Therefore, if you are editing your book yourself, make sure to fact-check each detail in your book.

Fact-checking your work ensures that all of the information in your eBook is correct and up-to-date. You don't want to add false information to your eBook. This will damage the credibility of your work, and you may lose readers. Therefore, it will hurt your business by damaging your reputation as an author. In a nutshell, fact-checking your work can protect you from losing money.

This is a long process, so make sure to give yourself time for this process. If you are on a deadline, it's a good idea to hire an editor to fact-check your work.

Start fact-checking after you are done editing every part of your book. Read through all of the text and write a comment besides everything that needs to be fact-checked. In each comment, add an internet link that provides evidence for what you've written.

You must fact-check every claim that you make in your eBook. For example, if you are saying that there is a correlation between mental health problems and family problems, you should quote a study that proves or indicates that. Therefore, when fact-checking, recheck that claim and a link to study in the comments section on your writing platform.

These comments are only for you to read. However, you must do it so that you keep track of what you have and haven't fact-checked. In a long manuscript, it is easy to miss out on material if you are not careful.

What Should You Keep In Mind When Designing Your eBook Cover?

Whether you're designing the book cover yourself or are getting it done by a professional, make sure that the design is eye-catching. Use striking colors, and play around with contrast and negative and positive space.

Your eBook Cover Should Be Simple

Keep your book cover design simple. Don't add a lot of elements in the cover. Covers with a lot of elements can be overwhelming, which may not attract a potential customer to purchase your book. Therefore, keep a few images and make sure that you use a legible font for all of the text.

Your eBook Cover Should Have Large and Legible Text

The text should be large and easy to read. The size of the book cover will be fairly small when it's on sale on Amazon. So, make sure that the text is large enough to be read even when the cover is small. People will only spend a second or two looking at your book cover, so you should make sure that it is something that will attract their attention and be easy to understand what it is about.

Hire a Professional Book Cover Designer

We would recommend you hire a professional for designing the cover of your eBook. They will know what kinds of designs are good for attracting customers. They will also have some knowledge of the industry. Thus, they will know which designs work best for which genres.

You must only attempt designing your book cover if you have significant experience in book cover design. If you aren't very familiar with different styles of book covers and the eBook industry, hire a professional designer.

Share Your Input with Your Designer

Share a few existing eBook covers with your professional book cover designer. These covers should be somewhat similar to what you want your cover to look like. Make sure that you tell your designer what your ideas for the cover. Ask for revised versions of the cover until you are satisfied with what you receive.

Make sure to let your book cover designer know what you like and don't like when you ask them to make changes. Try to be clear about what you want – this will save both your time and that of your designers. This will also ensure that you get what you were looking for.

Your cover should represent what you want your ideas for the book. Therefore, you must share your input in the designing process.

Write an Exceptional Book Description

For your book cover, you will also need a good description of your book. The book description should be about 150-200 words at the most. You could write it as one paragraph, or you can divide it into a few paragraphs (choose what best fits your writing flow). Here are a few things you should keep in mind when writing your book description.

Your eBook Description Should Be Clear and Concise

The book description should briefly describe the premise of the story. Give the reader enough details for them to be interested, but not enough that it ruins the book for

them. Don't write a vague book description. The description should allow the reader to be able to get a sense of which direction the book is going in. The reader will only be interested in something that makes sense.

Think of Your Book Description as a Sales Pitch

You must remember that the purpose of your book description is to get readers to purchase and read your book. Think of the description as a pitch. You want your customers to be interested by giving them a taste of what your book has to offer. Therefore, you must end your eBook description with a hook. The hook is the turning point that will make your potential reader guess the outcome of what they read in the description.

Spend significant time writing your book description because it plays a vital role in determining whether your book sells or not (especially if this is the first time you're publishing). The writing should be articulate and concise. Don't write in descriptive language, because you won't have many words to work with.

Include the most relevant and interesting details in your book. The book description is not a summary of your book. Therefore, every word in it should be aimed at persuading a reader to buy your book.

Leave the Conclusion of Your Book Description Open-Ended

A good way to conclude your book description is to leave it open-ended. You could even pose a question to the reader. Leaving the ending open-ended will possibly make the reader curious about what else the book has in store for them. If you are writing the description for a novel, make the reader guess possible outcomes so that they will want to read the book to find out if they were right or not.

Ensure That the Book's Writer Writes the Description

We recommend that the person who wrote the eBook should write the book description too. This is because the writer will know the book's details better than anybody. They will know which details in the description will do the best job of selling the book. Therefore, if a ghostwriter is writing your eBook, make sure that you include the book description in the deal you make with your ghostwriter.



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What Are Keywords and Why Are They Important?

You must include good keywords to make sure that your book shows up in the searches on Amazon.

Kindle keywords are those words or phrases that a potential customer on Amazon searches to find a book. So, if your eBook has the same keyword they search for, it will show up in the search results. For example, if they are looking for a book on the history of western music, they may search for “the history of classical western music.” Books that have this keyword will show up on the search.

Considering that the topic mentioned above is discussed a lot by various writers, you should make your keyword more specific for this topic. You have a better chance of getting your book to show up in the searches if you use specific keywords.

The great thing about Kindle Direct Publishing (KDP) [more on this later] is that you can put up to 7 different keywords. Therefore, you must think of different important parts of your book that you feel people are likely to search for.

Keyword Ranking and Why It's Important

To properly understand how keywords work, you must know what it means to rank well for a particular keyword. When someone searches for a keyword that your eBook contains, it will be present in the search results page. However, what matters here is where your eBook is placed on the search results page. The position at which your eBook is on the search results page is its rank.

Here is an example to help you understand how this works. Say, when a reader searches for “western history music” (a keyword that's included in your eBook), your eBook is 10th on the list of results. This means that your eBook has rank number 10 for the keyword “history of western music.” If your eBook is ranking at 90, you should consider changing the keywords to something more specific. People will have to go through various other books before they come across yours if your eBook has a low ranking.

Keyword ranking is important because the first few eBooks in the search result page get the most clicks. As a result, the top results also make the most sales. Therefore, your goal should be to get your eBook to rank in the top 10 results for the keywords you are using. Higher ranked eBooks also have more reviews, so readers will prefer an eBook that is reviewed. Also, a lot of readers don't scroll much to find what they are looking for. They select one of the eBooks that are part of the top results on the search results page.

There are two types of keywords: short-tailed keywords and long-tailed keywords. Both types of keywords have their advantages and disadvantages.

Here are a few details on the two types of keywords, and we discuss which one is more specific than the other.

Short-Tail Keywords

Short-tail keywords are those keywords that are only one or two words long. For example, a short-tail keyword for this book could be “kindle publishing.” However, using this keyword is not the best way to ensure that this book shows up in people’s searches on Amazon. This is because it’s a commonly used keyword; this means there will be a lot of results when someone searches for this keyword. As a result, it will be difficult for people to find your eBook if you rely only on this keyword.

Short-tail keywords are not specific, so you should make sure that your primary keyword is a long-tail keyword. It is good to include short-tail keywords in the body of your text because they can be used more frequently and can be placed close to each other.

Long-Tail Keywords

Long-tail keywords contain three or more words. These keywords are more specific and, consequently, do a better job of showing up during a search. You can’t put in as many long-tail keywords as short-tail keywords in a piece of text. This is because you will risk overstuffing keywords in your text, which may prevent it from ranking well in the search.

You must ensure that your long-tail keywords are very specific. Lookup existing keywords and alter them to make them unique. Specific keywords have a high chance of showing up in searches. Try to include as many words in your keyword. For example, a long-tail keyword for the relationship between fast fashion and the environment could be: what impact does fast fashion have on the internet. An example of an even more specific for a long-tail keyword is: how does fast fashion contribute to water wastage.

The keyword on water wastage is specific because it addresses a specific environmental problem. The word “impact” can be anything, so using a keyword like that may not make your book show up in the searches (provided that there are a lot of eBooks written on this subject).

Don’t Overstuff Your eBook with Keywords

Always make sure that your keywords flow naturally into any text. It should never seem like you tried to stuff the keyword in. Think of adding keywords to your book like you would for a blog. It is always good to include your main keyword in the title

of your book. This way, it will have a good chance of showing up in the searches. You can also add a keyword in your subtitle.

If you're using your main keyword in the title, you should use an additional keyword in the subtitle. There should be a gap of at least a few hundred words before you re-use the same keyword. You may be guilty of keyword stuffing if you place the two identical keywords nearby.

Include Keywords in Every Part of Your Book

Try to include your main keywords in every part of your eBook. Include keywords in the title and subtitle. This way, readers will find what they are looking for before they even go through the book description and reviews. You can also include your keywords in your book description if it fits in naturally. Don't add a keyword in your book description if it feels like it is forced into the sentence or if the resulting sentence doesn't make sense.

Adding a keyword in your book description will increase the chances for potential readers to come across your eBook. You must also add your keywords throughout the text of your eBook.



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Things to Keep in Mind When Coming Up with Keywords

To ensure that your keywords are effective, you must keep a few things in mind:

Keywords Must Be in a Logical Order

Your keywords should be in a logical order. For example, if you are writing about the history of western music, don't make your keyword "music western history." This keyword doesn't make much sense and, consequently, return many results. Also, people are more likely going to search for "history of western music" instead. This is because it makes more logical sense.

The order in which the words are arranged in a keyword matter a lot. If you don't write the words in your keywords in the correct order, your eBook will most likely not show in the search results (even if it contains the words the customer is searching for).

Use All of the Characters You Have at Your Disposal

As mentioned earlier, you can add up to a maximum of 7 keywords when you are publishing your eBook. That said, there's a character limit for each keyword. Each keyword box (i.e., the box in which you can add each keyword when publishing on Amazon) has a limit of 50 characters.

Therefore, you must be very selective about what you include in your keywords. We recommend that you try to make the most use of the characters you are allowed. Try to avoid using just one word for your keywords. This way, you will waste the extra characters that you could have used to get better results in the search results.

That said, don't try to use all the characters in the keyword box if you have top keywords that are fewer than 50 characters. You must remember that your goal is to use the most effective keywords for your eBook. We simply recommend that you don't shy away from making use of the space that you have.

Use Multiple Words Instead of Complete Phrases

You can either add a phrase or string a few individual words together to form a keyword. Using the example mentioned above, you could use the "history of western music" as your keyword. This particular keyword isn't a phrase but has three different words that are closely related to the topic your eBook is on. Therefore, if someone searches for this, they should be able to find your book.

The important thing to remember is that your keywords should be specific. Therefore, even if you are using individual words for your keywords, they should be specific words. Amazon recommends that you use individual words instead of complete phrases. This is because people often don't include articles and prepositions when they are searching for something.

Think Like a Reader When You are Coming Up with Keywords

To get the most out of your keywords, you must think like a potential customer. Try to imagine which words the customer (reader) would search for. If you are a writer, you are most likely a reader too. Therefore, use your own experiences to help you determine what you would search for if you wanted to read a book on the topic you wrote on.

Avoid Keywords That Are Time-Sensitive

You must also avoid time-sensitive keywords. This means that the keywords you use (or any phrase in your book) should not indicate to some point in time. This means that you should not add words like “new” in your keywords. You must also avoid adding years or dates in your keyword. Amazon recommends that users avoid using such keywords because they won't get you any results.

Avoid Using Vague and Overused Keywords

Your keywords should not be overused keywords like “the best novel ever.” It will be impossible for customers to find your book if you use keywords like that. First of all, this keyword is extremely vague. It doesn't give any indication of what the eBook is about. The only thing that we're able to learn from this information is the type of book that it is: a novel – which still gives nothing to go on with.

Another reason why the keyword “best novel ever” is bad because there's a high chance that this keyword is used so often that there will be a lot of books in the search results. This will make it difficult for your eBook to be at the top of the search results. As a result, potential customers won't come across your eBook, and you won't make many sales.

Spell-Check Every Keyword

You must also be very careful when you are writing your keywords. Make sure that every word is spelled correctly and that there are no typos. For example, if you write “music” instead of “music,” your eBook won't show up on the search results when a customer searches for “music.” If you have doubts about the spelling of a particular word, look it up in different dictionaries. Also, considering that US English is used more commonly than other versions of the English language, we recommend you use the US English spelling for every word.

Avoid Keywords That Describe the Quality of Your eBook

Avoid keywords that describe the quality of your eBook. For example, don't use a keyword like “best guide on how to repair your sink.” The quality of your guide is subjective – some people may consider it to be the best, but a lot of other readers may not. Therefore, Amazon recommends that you don't use such keywords because your eBook will not rank high in the search results if you use them.

Avoid Punctuating, Capitalizing, And Pluralizing Your Keywords

Try and avoid punctuating, capitalizing, and pluralizing your keywords. This can negatively affect your search results. For example, if you write “Repair Faulty Sinks” instead of “faulty repair sink,” your eBook may not show in the search results if the reader searches for a sink. A lot of times, the plural of a word is registered as another

word. Therefore, you should use singular and uncapitalized words because those are what readers mostly search for.

Avoid Quotation Marks in Your Keywords

Don't use quotation marks in your keywords. This will make it difficult for the website to register the words.

Test Keywords Before You Use Them

It is always a good idea to test out the keywords you plan on using. Search for those keywords and observe the results you get in the search results. It is a good sign if your search result includes books similar to yours. However, there shouldn't be a lot of books in the search results for that keyword. It will be hard for readers to find your eBook when the competition for the keyword is healthy.

You can solve this problem by tweaking some of the keywords so that your book stands out from others. This will reduce the competition and, as a result, your eBook will be ranked higher in the search results.



How Should You Optimize Your eBook Titles?

The main purpose of the title of your eBook is to attract readers. Therefore, it should be engaging and interesting. Try to keep it short and simple, but don't make it something generic. Readers may overlook your book's title if it doesn't grab their attention.

Add a Keyword to the Title

You must also make sure that your book shows up in the Amazon search results page. To do that effectively, you will need to add specific keywords. You can add one of the keywords you have included in your eBook. You can also add the title of a category on the Kindle store.

Add the Book Category to the Title

Look at the category of the book that you are modeling your book on. Go to the product details section of that book, and there you will see the book's bestsellers rank and the categories the book ranks in. If your book is on a similar topic, you can add one of the titles of these categories in the title of your eBook. This will improve its chances of ranking higher on the search results page.

Keep Your Book Titles Consistent

If you are writing an eBook series, make sure that the titles of each of the books are consistent. You could choose to keep the title the same, but only add parts 1, 2, or 3 to differentiate the books. If you want to add some originality to the titles of your books, you could change one in each title and keep the rest consistent for the most part. This way, readers will know that each sequel is connected to the other books you have written.

How Should You Use Amazon to Search for Keywords?

Finding the right keywords can be challenging. The good news is that you can do that by just visiting the Amazon website. Here is what you have to do.

Use the Amazon Search Bar

Use the search bar to help you understand what people are searching for. Type in one or two words and wait for the list of suggestions in the search bar. The ones that are most commonly searched for will be at the top of the list.

Add Different Alphabets After Every Word

To get more out of the suggestions on the search bar, add one letter after the first or second word. Keep trying this with different alphabets. This way, you will learn more about what keywords you can use.

You must note that you must use the hidden feature in your internet browser to make full use of this process. The hidden feature in an internet browser doesn't collect any internet history, allowing you to search as a new user. The hidden feature will prevent your previous searches from affecting what shows up in the search bar.

Use the Incognito Feature on Your Internet Browser

Most internet browsers have a hidden feature. Some browsers call this feature a "private browser"; however, it is essentially the same feature. You can enable this feature by clicking on the ellipsis button on your browser (or other buttons that indicate additional features) and chose to open a new incognito window. Use this window to search for keywords on Amazon.

Inform as Many People as You Can Before You Publish Your eBook

Try and let as many people as possible know that you are about to publish your first eBook. Here are some ways you can inform people effectively.

Social Media Platforms

Social media platforms are arguably one of the best places to market your eBook before it is published. You should make posts about it on various platforms like Facebook, Twitter, and even Instagram. You could tease the book cover on Instagram along with the title of the book in the caption.

Create Countdown Promotional Posts

You could make countdown posts each day before the launch. Try to restrict your countdown posts to 5 to 7 days at most. People will lose interest if you don't post so post daily for 2 to 3 weeks. The purpose of countdown posts is to remind people that you are releasing a book soon. There's a lot of information present on social media platforms and the internet in general, so people tend to forget about a lot of things. It should be your goal to remind them.

Write Giveaway Posts

There is no doubt about the fact that most people like free things. So, the best way to get people interested in your book is to give away copies of your book for free. You could write a post which informs your followers that they will get a copy of your eBook for free if they like your original post, write a comment that is more than 15 words, and share the original post on their timelines on Facebook.

Limit the Number of Winners

You should limit the number of free copies to the first few shares of your post. If you have a lot of followers, it may be difficult to discern who shared the post first. This is because the exact time of posting is never given for social media posts. In that case, you can select the limited number of lucky users at random.

Determine how many winners you can afford to have before you write a post. Estimate how much it will cost you to give away each book and multiply that with the number of winners. You should also keep in mind the number of followers you have when you're deciding how many free copies to give away. You could give away about 2.5 percent of the number of followers you have. For example, if you have 500 followers, 2.5 percent of that is 12.5. So, give free copies to 13 of your followers, or round it off to the nearest multiple of 5 – which is 15.

This is one way of possibly increasing the number of shares that your posts get. This will encourage people to act fast and share your post. If people feel like they have a good chance of winning, they may feel lazy to share the posts, which may result in them missing the deadline. Therefore, keep the number of winners low for better promotion.

Make Sure You're Fair with the Selection Process

Just make sure to do it fairly; i.e., don't select some of your favorite followers. If your other followers detect bias in the selection process, they may refrain from participating in such posts again. In some extreme cases, you may even lose them as followers. You don't want that to happen.

Make Competition Posts

A good competition post can also be a good way to promote your book. You can do this by making an online contest on a social media platform like Facebook. Here are a few things you should do to make this post an effective method of promoting your work.

Decide What the Prize Is

Decide on what to give away for free. You must remember that it won't be enough to give a useless gift to people. Giveaway something popular, a good pair of headphones, or a gift voucher at a store are good examples. Just make sure that it is something people will be interested in. You must remember that the prize should encourage people to purchase your book.

Write a Post with the Instructions

Write a post that tells people to purchase a copy of your book, upload a picture of their purchase receipt of your book from Amazon, and write a specific hashtag. People who do so will get a chance to win the gift that you are offering. Make sure to make it clear what the prize is.

You can make this more interesting by making this competition a limited-time feature. By this, we mean that you can sell your book at a discounted price during the competition. Try to limit the time your book is on sale to about two weeks. Make sure that people know that they can purchase your eBook at a low price. You can inform people before the sale through posts on your social media accounts.

When you post something on Facebook from your fan page, you will have the option to "boost" your post. With a small fee, you can increase the reach your post gets. If you choose to boost your post, it will show up on users' timelines as sponsored content. They can then choose to interact with it or not. The great thing about boosting a post is that the prices start low, so you can always consider it as an option

for promotion. Just make sure to keep your ad budget in mind before you choose this option.

Select the Winner at Random

After the deadline has passed, follow the hashtag to see the pictures people uploaded of their receipts. Make sure to look at each picture carefully. Your book should be purchased in the time limit that you set for the competition. Make a note of the names of all of the people who participated in the competition. Once you have that ready, select the winner at random. You can use a manual method for selecting a name or software to select a name.



Make a public post, mentioning that the competition has come to an end and announce the winner. Tag the winner in the post if that is possible. This way, your followers will know that you followed through on your promise – that the competition was a legitimate thing. This will encourage more users to participate the next time you have such competition on a social media platform. Also, make sure to mention that the winner will be announced publicly when you first discuss the competition. This way, you won't run into any problems if you tag a winner in your post.

Communicate with People in Social Media Groups

Join social media groups that are related to what your book is about. You can also join groups that are solely for writers writing eBooks as well. These social media groups are a great place to interact with other like-minded people. In your conversations with them, you can mention that you are publishing an eBook soon.

Develop Good Relationships with Other Members

Try to develop solid contacts in these groups. Members from these groups will be more willing to check out your eBook once it is published if you have strong relationships with them. You should also make promotional posts of your eBook in these social media groups. However, before you make any promotional posts, make sure to check the group guidelines.

Only Make Promotional Posts If You're Allowed to

A lot of social media groups restrict members from making promotional posts. If you make a promotional post when not allowed, you will probably get banned from the group. This will damage your contact with other members, making it harder to inform interested people about your work.

You must also try to ask other members on social media about strategies they used to make the most money out of their published work. Some insight on their experiences can help you with the entire process as well.

Send Your Followers Direct Messages

You can even consider sending some of your followers (if not all) a direct message about your book. Some people may not like this, but we recommend it because it ensures that more people are aware of your eBook. Try not to bother followers with direct messages. Therefore, make sure only to send them one message the day the eBook is published. Don't send countdown messages or daily updates. Such messages may annoy people, and they may decide against checking your book out.

If someone responds to your direct message, make sure that you thank them for their interest. If they offer their opinions on the title and the book description, make sure to engage in a proper conversation. Don't just respond with "thanks." People will be willing to check out your work if you seem passionate about your work and genuinely appreciative of their interest.

Run Advertisements on Social Media Platforms

You can also run advertisements for your eBook on social media websites like Facebook, Instagram, and Twitter. The prices of ads on these social media platforms are quite affordable. However, the price increases if you want the ad to reach more people.

Create an Advertisements Budget Before Promoting Your Book

Create a budget for advertisements before you begin promoting your work. Make the relevant calculations and estimate how much money you can spend in how much time. Keep in mind the amount of money you plan on investing in your next project when you are creating a budget. You don't spend all you have on just one book. You can use some of the marketing strategies discussed later in this book to maximize your profits from your books.

We recommend you test advertising your eBook on social media platforms. Start with one of the cheaper deals and observe how your initial sales are. If you are still struggling to make sales, then you can consider getting one of the better deals. Ads on social media platforms are generally a lot cheaper than other platforms.

Therefore, you should consider using this useful and affordable tool for promoting your eBook.

Spread Your Ad Plan If Your Budget is Tight

If your budget for each month is low, try to spread your ads over a longer period. Avoid running many ads in a month or two. A long term ad plan may also help get more profit. This is because there will be constant awareness of your book.

However, one major downside is that you will have to choose a cheaper ad plan for the long-term if your budget is tight. As a result, your ads' reach won't be as good as a short-term plan. With a short-term ad plan, you can reach more people because you will have more money to spend in a short period.

You must think of your eBook writing as a business and not a one-time thing. Therefore, as with any business, you have to invest in it to make it successful. Other than your time and effort, you will also have to spend money on various things. Some of which include the price of hiring a ghostwriter (if you are not writing the book yourself), an editor, a book cover designer, and the cost of stationery and notebooks (not everyone writes directly on a computer).

Make sure to estimate these costs on multiple projects (chances are you will be writing book series as opposed to just one book). Also, estimate how much time you'll spend on all of the projects. This way, you will know how much money you can spend on advertisements after taking care of these costs.

Texts

You should make it a point to send text messages to your contacts about the eBook you have published. Write a short message, along with a link to your eBook. Write a sentence about what you have done and how you'd appreciate it if the recipient checked out your work. Don't overwhelm people with information. So, don't write more than a sentence for describing your book.

Try not to worry if no one responds. A lot of people don't respond to promotional messages even if they are by someone they know. The good thing is that many of them will have read your message. As a result, you've managed to increase the awareness of your book. Your goal is to inform as many people as possible about your eBook.

The good thing about a text is that it is easy to forward to other people. So, even if a text recipient has no interest in your eBook, they might know someone who is. They can easily forward your message to an interested party, increasing awareness of your book. With time, this awareness can turn into purchases.

Calls

Give a call to some of the people close to you and inform them about your eBook. Tell them what it is about and how much you'd appreciate their support. Considering you will be speaking to people close to you, try your best to convince them to purchase your book. Also, ask them to tell their friends and family about your eBook. They might talk to someone interested in what you've written about, increasing the sales for your book.

You can also call some people you know who are generally interested in the topic you wrote about. Let them know what the book is about and why you thought they might be interested in reading it. Make sure to thank them for their time, even if it seemed like they are not interested in your eBook.

Emails

At the end of every email you send, add one sentence that informs your recipient about your eBook. You can include this sentence before the book is published. Make sure to add the title and release date of your book. This way, your email recipients will know what to search for and when (in case they're interested in your book). Include this promotional sentence only in emails to people who won't mind your self-promotion. Therefore, avoid promoting your book in emails and other important work-related emails.

You can also use email promotional programs to let people know about your eBook. You can use Book funnel (we discuss this later in the book) to create an email list and promote your

book with a group of other authors with similar books like yours. You can also create your email list and send various people promotional emails about your book.

Make sure to add the URL to your Author Central profile in your promotional emails. Your Author Central profile is your author page on Amazon. There, readers can learn more about you and what you've published. You can also add links to blog posts you've written. This is a good way to give potential customers a taste of your writing style before they purchase your book(s). We'll discuss Author Central and its uses in greater detail further in this book.



What Is Email Marketing and How Is It Beneficial?

Email marketing is a process in which a party (you, in this case) sends out a promotional message to a group of people (email list) to advertise, promote, or solicit sales for a product (your eBook, in this case) or a service that that party provides. All additional emails – including responses – that are sent to people on the email list are also part of the email marketing process. This is because the purpose of these responses is also to promote the product the sender is selling.

The purpose of email marketing is to develop and maintain good relationships with potential customers. This will eventually lead to greater sales and better customer satisfaction. You will learn about what readers want from their books, allowing you to tailor your book to satisfy their wants.



To get the best out of email marketing, do a bit of a background check on your email list. Don't send your promotional emails to random email addresses. Try to target people who speak

English and will possibly consider reading your book. You are not helping yourself by sending your promotional email to people who don't read or understand English.

Why Should You Consider Using Email Marketing?

Email marketing is an excellent way to contact potential buyers for your book. It is also a good way to increase awareness of who you are as an author and what you have written and published. Most people who have access to the internet have an email address, so you have access to a lot of potential readers.

While only a small percentage will respond to your emails, that number will grow with time. This is because time will allow you to build good relationships with your readers and increase awareness about you and your book(s). If you are still not sold on email marketing, here are five rock-solid reasons why this form of marketing is great for you as an author.

Most Internet Users Have an Email Address

Most people who can access the internet have an email address. Almost every social media platform requires users to have an email address. This, in itself, should be indicative of how many email addresses exist. The major social media platforms like Facebook have billions of users, and all of them have email addresses. So, you must market your book via email to reach a much larger audience. This is not to say that you shouldn't market your work on social media (social media has the option for you to share posts and have others share them as well). We are just saying that you absolutely must capitalize on email marketing.

There Are No Middlemen in Email Marketing

The great thing about email marketing is that you get to operate on your terms. When marketing on social media platforms, there is always the possibility that your promotion is taken down for whatever reason. However, with email marketing, you don't have to worry about that at all. What you say to people remains, and you can always contact them unless they block you (which you should try to prevent).

Don't bombard people with frequent emails, and make sure to respond to the people who reply to your original email. Your goal is to make connections and get people to understand what you have to offer. If potential customers feel like you are not reciprocating their interest, they are likely to move on.

Emails Are Private

Unlike social media posts, emails are private. This way, you can have private and personal conversations with some of your potential readers. This is your opportunity to develop relationships with them, listen to what they say and respond to them with personalized emails.

Try not to use email templates or automated emails. A lot of users don't like receiving automated responses because it makes them feel like they are just one of many

other people who are interested in your work. However, if you take the time out to write personalized responses, your potential readers will know that you care enough about them and their interest.

This will help you build better relationships and possibly increase the number of customers purchasing your work.

You may come across some email recipients who are also writers. In that case, they may also use this opportunity to promote their work. Make sure that you listen to what they have to say as well. Read, listen, and watch what they have created and sent them your feedback. Showing them that you care about their work will encourage them to read your book when it's out. You must understand that relationships – regardless of what kind they are – are built on mutual effort. You must give to receive, and that is the only way you can get results from your email marketing.

Email Market Increases the Number of Your Subscribers

By marketing your book through an email list before its launch, you will increase the number of subscribers on Amazon. This is because more people will know about you and will be interested in what you write and publish. This, in turn, can increase the sales of your book greatly.

An additional reason why it's good to have more subscribers is that it increases your book's chances of becoming a bestseller. Amazon tends to pick books that are written by authors with many subscribers. Therefore, the more subscribers you have, the greater the chances of your book to making it to the bestsellers list.

During your conversations with potential readers via email, make sure to ask them to subscribe to you on Amazon before your book launches. Many readers won't know about this feature unless you tell them. Try to bring it up early in the conversation, because some readers may stop responding after their first response. However, don't bombard them with information, because they may feel overwhelmed by the excess of information and lose interest in your work as a result.

Email Marketing is a Long Term Investment

Email marketing allows you to develop relationships with potential readers. Make sure to let them know when you have a new project coming up or when you've got a sales promotion for your book. The great thing about these relationships is that they don't require a lot of work, so they are relatively easy to maintain.



JOIN KINDLE CASH FLOW NOW



Contacts and relationships are an important part of a business – it is where the money comes from. That is why you must treat your email list in the same way. Don't stop contact with your readers after your book launch. Make sure to engage with them if they are asking you for details. Don't ever leave your readers' emails unanswered. This will damage your relationship with them, and you may never get them to return.

What Is Author Central and Why Should You Use It?

You must set up an account on Author Central to help readers learn more about you as an author. Author Central is a page on Amazon that is dedicated to authors who have published books on the website. When you sign up as an author, your books, along with information about you will be on your public profile.

Readers Can Learn About You Through Author Central

Author Central allows readers to learn more about you as an author. Include what you enjoy writing about, what inspired you to write, and any other relevant and interesting information about your writing. On Author Central, you will be able to manage the books that you have published and uploaded pictures of yourself, artwork, or events related to your books.

Author Central Allows You to Upload Videos

In addition to that, you can also upload videos on Author Central. You could upload informative videos about your writing process and share it with others. If you have any interview videos of yourself in which you talk about your work, upload those too. If you don't want to upload those, you can always upload inspirational videos from some of your favorite writers.

Include Content in All Sections of Your Profile

Make sure you do not to leave any parts of your profile blank. If you don't have much content on your profile, visitors won't spend much time there because there's no content for them to consume. You should make sure that visitors spend as much time as possible on your profile. This will increase the chances of them purchasing your work and remembering your name the next time it comes up.

People are going to remember names that they invested their time in. If your profile doesn't have much content, readers will visit your profile and leave in a heartbeat. Because of that, they are more likely to forget who you are and what you have written.

Author Central is an Opportunity for You to Promote Yourself

Think of your Author Central profile as an opportunity to advertise yourself as an author. Try to add as many details as you can about yourself that will help you promote yourself and improve the sales of your books as a result. Author Central also allows you to include feeds to blogs in your profile. So, when you are not working on your books, write high-quality blog posts and include them in your profile. This way, visitors will get a taste of your writing without having to purchase your books. If they like your blog posts, they may also consider purchasing your books.

Hire a Ghostwriter to Write Blogs on Your Author Central Profile

If you can't find the time to write blog posts, you can hire a ghostwriter to write them for you. Make sure that you follow the same steps we provided earlier about hiring a ghostwriter. You must always try and hire some of the best writers in your budget. Test a ghostwriter out. If you are not satisfied with their work, you can edit the blog post yourself. However, make sure that you hire a good ghostwriter the next time you want a blog post written.

Your blog posts must contain high-quality content and are written well. These posts are one way that you can encourage people to purchase your books. Thus, they should read your posts and want to purchase your books. If your posts are poorly written, then visitors are less likely going to consider purchasing your book.

How to Start Using Author Central

Setting up your Author Central account is fairly simple. On the Author Central page on Amazon, you will see an option that says "join now" at the top of the page. You will be asked to use your Kindle Direct Publishing (KDP) account to register on Author Central. Follow the instructions and complete the process.

Once you are done, you will be an active member of Author Central. In about 3 to 5 days, your Author Central page will be visible on the Amazon website. However, you are not done yet.

Click the Profile Tab to Start Adding Content

Now, you'll have to add content to your profile. Click the profile tab on the Author Central page. There you will see the option to add content in various sections, including the blogs feed, your bibliography, author photos, and videos. You can select the "edit" or "add" options beside each section to upload content in the said section. In about 24 hours, your content will be visible on your Author Central profile.

The sections will only appear on your public profile when you've added content in them. For example, if you haven't uploaded any author photos, the author's photos

section won't be visible to visitors. Add content in every section so that it shows up on your profile. This will encourage more visitors to spend time on your profile.

Create a URL for Your Author Central Profile

You can also create a specific URL for your Author Central profile. You can share this link in emails, social media ads, and posts, or in your blog posts. This way, people on the internet can instantly learn about you as an author and what you've written and published. It is a great way to market yourself without having to do much. People on the internet like the convenience, and this URL makes things so much easier for them. They can find all work in one place.

Change the URL to Your Liking

The good thing about this URL is that you are allowed to change it according to what you want. Therefore, you can keep it short so that it doesn't take a lot of space when you share it with others. Your changes have to be limited to 30 characters but must include one character. You are not allowed to add any spaces or use any special characters except for 3. These 3 include underscores, periods, and dashes. Other than that, you're allowed to add numbers and letters.

You can create your URL by selecting the "add link" option in your Author Central profile. You will be given a URL which you can edit according to your liking. We recommend you add your name or a variation of it in your URL. That looks professional and will be easy for readers to understand. Once you have selected an available URL, click the "save" option to finish the process. Your new Author Central URL will be active in about 30 minutes after you click "save."

What Are the 3 Main Strategies You Should Use For Making the Most Money from Your eBook?

We recommend three main strategies for promoting your book and maximizing your profit from your eBooks. These strategies are called the Permafree Strategy, the Book funnel Strategy, and the 5 Book Strategy. Each of these strategies are unique but provides excellent results. In addition to these three strategies, we have included two bonus strategies, which also do a great job of promoting your eBooks.

The two bonus strategies are called the Bundle Strategy and the Boxset Launch Strategy. Each of these strategies borrow from the Permafree Strategy because they are both based on book series. That is why we have included them as bonus strategies. However, make no mistakes; these two strategies are also effective in maximizing the amount of money you can make from your eBooks. Go through each one and see which works best for you.

What is Permafree Strategy?

The permafree strategy is a marketing strategy that ensures you make maximum money from your eBooks by turning them into a series of eBooks. This means that every eBook should be connected. Each of the eBooks in the series should address the same main topic but a different facet of it.

Therefore, each eBook you write and publish should use the information from the previous book to discuss new ideas. Considering that each eBook will be a sequel to the one before it, the new book will carry off from where the last book left off. You mustn't include all of the information in your first book. Leave some material for the other books.

The great thing about the permafree strategy is that you get to make more money off of your original idea. Because you will be providing your readers with information in parts, you can leave them in anticipation of what each subsequent eBook has to offer. Here are a few things you should keep in mind when designing your eBook series.

Ensure That Every Book is Valuable

You must ensure that each book in your series offers your readers some value. Readers won't be interested in an eBook series in which you hold out important information for the next book. Each purchase should be satisfying to the customer – that is the only way they will return and buy another book that you have published.

Each Part in the Series Must Flow with Each Other

Each of your eBooks in the series should flow naturally. For example, if your eBook series is about repairing various elements in a bathroom, each eBook can focus on each element. For example, your first book could focus on repairing your bathroom sink, and the next could focus on repairing the shower in your bathroom. Each of these elements have features that are exclusive to them; therefore, use each book to cover each element in detail.

Cover Everything in the Relevant Books

Don't leave some details of one element for the next book unless you can only explain it after you discuss the next element. Therefore, you must only discuss details about sink repairs in your second book if you need first to discuss shower details. Readers won't appreciate it if your eBook doesn't provide all the necessary information in one purchase.

If you are writing a fiction eBook, the other books in the series should be sequels to each predecessor. Think of the entire plot before you start writing the first book. Think about how you are going to divide the plot into 3, 4, or 5 books. Make a short outline of what each eBook is going to include. This will give you some direction when you are writing your first book. You will also know what you shouldn't include in each book.



Keep Readers Interested by Using Cliffhangers

If you're writing a fiction series, make sure that each book flows well into the other. You must also ensure that each eBook has a well-developed story that will keep the reader interested in each book and not just the series. The best way to ensure that your reader purchases the next part in the series is to leave each eBook on a cliffhanger.

The conclusion should be slightly ambiguous, that will make your readers want to guess the outcome. Their curiosity will encourage them to purchase the next book in the series. Therefore, you must make sure that you address the cliffhanger from the previous book in the next part of the series. If you don't talk about what the ambiguous ending was, readers will be discouraged from purchasing further books in the series.

The permafreet strategy is an excellent way of increasing the amount of money you can make from your ideas. This is because your idea or topic is the same throughout each book in the series. You just have to divide your idea into parts so that you can sell more books than one. Selling one book that covered all of the details about your topic would not make you as much money as selling multiple books would.

What is Bookfunnel Strategy?

The Book funnel Strategy is the second-best way to maximize the amount of money you can make on your eBooks on Amazon. This strategy involves using the online service called Book funnel, to promote your eBook. Book funnel is an online service that aims to help independent writers promote their work. They have various features that can help independent writers interact with other writers and effectively market their work to readers. Some of these include group promotion email lists, codes for free eBooks, book deliveries, and much more.

The Bookfunnel strategy is an effective way of promoting your work. All you have to do is sign up for their service on their website and get started. Here are a few details on the features Bookfunnel offers along with a discussion on why you should use this marketing strategy.

Bookfunnel Includes Group Promos

Bookfunnel has an interesting feature called group promos to help you promote your book. This service organizes groups with various authors whose work is in the same genre as yours. This group promo operates through email lists. So, when an author promotes their work on the existing email list, your work is automatically promoted as well. Therefore, each author promotes each other's work. Recipients from the email list can then check out the link to your Author Central profile (which you should include, by the way) and subscribe to you on Amazon. More subscribers mean that your book will have a better chance of becoming a bestseller.

Bookfunnel Gives You the Option of In-Person Sales

Book funnel gives you the option of in-person sales. This means that you can give away your eBook to people you meet in person for free. Here is how it works: Book funnel gives you a list of codes that other people can use to get your eBook for free. They just have to enter the code on Amazon and then download your eBook for free.

You can use this when you are promoting your book. You can give away these codes during a book launch, conference, or a book club. Giving your book away for free is a great way to encourage people to read your book. People like free stuff, so you should capitalize on that. If you have a book series published, giving away the first book for free is a great way of getting readers hooked. This way, they will want to buy the entire series, and you can profit from that. If you don't have a book series out, giving your first book for free can encourage readers to purchase your next. So, don't shy away from giving your work out for free initially; you will profit from it eventually.

You Can Create an Advanced Review Copies (ARCs) Street Team

Through Book funnel, you can create an Advanced Review Copies (ARCs) street team. This is a team of writers who will have access to your written work and can review it. This is a great way to interact with other writers and receive valuable feedback on your work. Feedback from other writers is very helpful because they will be able to pick up on some issues that you and other readers may not have. Take this as an opportunity to learn and grow as a writer and a reader.

Bookfunnel Allows You to Create Reader Magnets

You can use Book funnel to create a free reader magnet for potential readers. As mentioned earlier, Book funnel operates through email lists, so they will help you provide your recipients with a free copy of your eBook. Most people don't look at promotional emails they receive. However, a free copy of your eBook can spark their interest. You just have to make sure that you enable free access before you send out the promotional email. If any of your recipients aren't able to download a free copy of your eBook, you can count on losing that reader for good.

What is the 5 Book Strategy?

The 5 Book Strategy is an excellent method for attracting more readers to purchase and read your books. This, in turn, results in you making more money from your eBook series. In the 5 Book Strategy, you keep the prices of each book in the series different from each other. However, some books can have the same price.

Make the First Book in the Series Free

We recommend that you keep the first book free for all customers on the Kindle store. To make the best use of this strategy, your first book has to be exceptional at drawing in readers.

Readers should thoroughly enjoy reading your book so that they will want to read more of what you write.

Make Sure Your First Book Will Hook Your Readers

Spend as much time as you need to write the first book. You must also make sure that your editor does a great job of polishing your work. Your book has to be almost addictive to readers; therefore, you must ensure that you leave no loose ends. If you feel like something is lacking in your work, take some time to correct it. Try not to worry about delaying the publishing process. Creating a great book should be your focus.

Make It Clear to Readers That Your Book is a Part of a Series

You should also make it clear to readers that the free book is the first part of an entire eBook series. This way, they will know that you have additional books that discuss the topic you have written on (if your book series is non-fiction). If your book series is a fiction series, you should make it clear that this is one part of a series of novels. Also, your readers should know that the story continues over a series of books.

One effective way of making this clear is by the title of the book. Make sure that you include "part 1" in the title and the book cover. This way, readers will know that you have other books that they can purchase and read.

Charge a Discounted Price for the 2nd Book in the Series

Once you've got the reader hooked to your first book, it is time you start charging a fee for the second part in your book series. It is best not to scare off your readers (and potential customers at this point) by charging a high price for your second book. You should ease the prices.

Price your 2nd Book at \$0.99

Therefore, you should consider pricing your second book at \$0.99. This is an affordable price, and there's barely any jump from the price you set for your first book. Readers who liked your first book won't mind paying a dollar to continue reading your book series.

Hold Your Readers' Interest in Your Books

Like the first book, you must also make sure that readers stay interested in the second book in your book series. The 5 Book Strategy is only effective if each of your books in the book series is interesting. Make sure you plan your book series well. This way, you'll ensure that you stay on track when writing your books. The material in each book will also not seem haphazard if you plan the entire series well.



**HOW I MAKE \$30,000 A MONTH IN
COMPLETELY PASSIVE INCOME**
By Simply Uploading 25 Page Word Documents To Amazon...

LEARN MORE NOW

Use Cliffhangers to Keep Your Readers Interested in the Next Book

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We cannot stress this enough: you have to hold your readers' interest for this strategy to work. Don't compromise the quality of your work so that you can get this book series out of the way. People will be more willing to purchase other book series you write and publish if they like this one.

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To ensure that your readers enjoy your work, you must make sure that your eBook series has a satisfactory conclusion. This is more important for fiction books. Readers do not like stories that end poorly. Even if the narrative was exceptional, some readers might dislike an entire series because they didn't like the ending of it. As a result, they may avoid other eBook series that you publish in the future.

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Bonus Strategy 1: The Bundle Strategy

We believe that it is important to provide you with bonus strategies that you can use to make the most money from your eBook series. The main three strategies we have outlined have worked for us, which is why we are imparting the information to you. Here is another strategy that you can consider using to make more money from your eBook series on Amazon. It is similar to the 5 Book Strategy, but it can be used for book series that have fewer than five parts.

Make the First Book Free

In this strategy, the first book is free. Like in the 5 Book Strategy, the point of keeping the first book free is to encourage readers to read your book. Readers are most likely going to want to read more of what you have written if the first book is great. Therefore, you must hook your readers on your first book.

Develop Interesting Lore to Keep Your Readers Invested

If you are writing a fiction series, make sure that you develop interesting lore – especially if it is a fantasy series. Readers enjoy getting lost into the universe of the narrative. You should make it your goal to create that for them. Engaging lore will ensure that readers purchase your book series.

Sell the Rest of the Books in a Bundle

Once you've hooked readers to your book series with a solid first book, you should charge them a price for the remaining books in the series. The one difference between this strategy and the 5 Book Strategy is that readers will have to buy the entire bundle (except the first book in the series). This way, they will have no choice but to buy the entire collection instead of each book in the series.

Keep the Price Affordable

You should keep the bundle reasonably priced. Make sure that the price is lower than it would be if you sold each book individually. Readers should be able to see an advantage in purchasing a bundle instead of individual books.

You Can Also Make the Bundle an Option Instead of Compulsory

You can also make the bundle a choice for your readers. This means that some readers could purchase the books individually, or they could purchase the bundle. In both cases, make sure that the first book is free.

If you are making the bundle a choice, make sure that you make it evident that the bundle is at a discounted price. This is a way you can attract readers to purchase the bundle instead of each book. Your advantage to readers purchasing the bundle is that you make money on your entire book series.

You Don't Lose Money If You Make a Bundle

Sometimes readers lose interest or don't get the time to read through an entire series. As a result, they don't purchase all the books in the series. This way, you don't make money on some of the later additions in the series. With a bundle, you get a profit on all your books in one payment.

This Strategy Works for Book Series with 3 or 5 Books

This strategy can be used for book series that contain 3 or 5 books (we recommend you don't exceed this number of books in your book series). Therefore the next 2 or 4 books in the series should be included in the bundle pack. Your reader can access the first book for free and then buy all of the remaining books at an affordable price.

Make Sure That Your First Book in the Series is Exceptional

You should spend the most time writing the first book in the series. This is because readers will use the first and free books to determine whether they should purchase the bundle or not. Your first book has to be written well and includes high-quality content if you want readers to purchase the bundle.

However, this doesn't mean that you write the other books in the series poorly. If readers are not satisfied with the other books in the book series, they may avoid other book series you publish in the future. It's important to write your entire books well, but it's even more important that the first one is exceptional.



Bonus Strategy 2: Boxset Launch Strategy

The Boxset Launch Strategy is similar to the Bundle Strategy. Once you've written and published every book in the series, turn all the books into a premium bundle.

Discount the Price of Your Bundle for a Limited Time

For this strategy to work effectively, you must sell this premium bundle at a discounted price for a limited time. This will make the bundle more attractive to readers. The limited-time offer will also urge readers to pick up their cards and purchase your book series. Consumers tend to purchase things that are on sale for a limited time. The limited-time also urges them to act fast so that they don't miss out on the sale period.

We recommend that you keep the discounted price at \$0.99. This may seem like a ridiculously low price for a bundle of books. However, there are a few advantages to pricing your book collection at \$0.99.



You Get Paid For Each Page on KDP Select

You must enroll your eBook in Kindle Direct Publishing Select. This will allow you to get paid for each page the reader reads. So even if your book is priced at \$0.99, you will still make good money on each sale of your bundle.

The Boxset Launch Strategy Helps Your Bundle Rank Higher

Pricing your book bundle at \$0.99 is a good way to get your book to rank high in the Amazon search results. This means that your book will be higher than many other books on the search results page when a customer searches for a keyword your book contains. This means that there is a high chance that people will select your book bundle than other available books. The low price also does a great job of attracting customers to purchase your boxset instead of other ones in the search results page.

The Boxset Launch Strategy Gives You Great Exposure

Pricing your boxset at \$0.99 will allow your book bundle to make it to the list of bestsellers at \$0.99. This will greatly increase the exposure your eBooks get. This will inevitably result in more purchases for your eBook series. It is also a great opportunity to create some recognition for you as a writer. If people are familiar with you and your work, they will be more willing to purchase your upcoming works when they release them. Also, people tend to recommend books to people they know. Therefore, there will be more people recommending your book to other readers as a result.

What is Kindle Direct Publishing, and How Should You Use It?

Once your book is written and edited, and you've decided which keywords you're going to use, you are ready to publish your eBook. To self-publish your book on Amazon, you can use the Kindle Direct Publishing (KDP) service Amazon offers.

Kindle Direct Publishing is a self-publishing unit in which users can publish eBooks and paperbacks on Amazon. Other users can then purchase these books from the kindle store on the Amazon website.

KDP Allows Writers to Publish Their Work Quickly

KDP is a great tool for writers to get their work published quickly. They don't have to wait for long periods trying to find publishers who'll like their work. KDP works very quickly, so writers can publish their work in no time. This way, they can move on to writing another project without wasting much time.

You can publish your book on Amazon in just 5 minutes or fewer – which is so much better than any other publishing platform. Once your book is published, it will be available for purchase in the Kindle store on Amazon. This usually takes anywhere between 24 to 48 hours. Therefore, in two days, your book will be ready for sale.

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One of the best things about self-publishing your book through Kindle Direct Publishing is that it costs you nothing. Yes, there are no hidden costs for publishing your book on Amazon – it is a 100% free, and you get to set the price of the book as well.

You Can Make Changes to Your Book After You Publish

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Select the "Create New Title" Option

After you have signed up and logged in on the KDP website, go to your bookshelf. There, you will find an option called "create a new title." Select this option to start the uploading process. Under the "Learn More" tab, you'll be asked to join the KDP Select program. With this program, you will get paid for each page that the reader reads. However, for 90 days, you won't be allowed to publish your eBook on any online platform other than Amazon. Therefore, make sure to uncheck this option if you plan on publishing your eBook on other online platforms as well.

Fill in the Description in the HTML Format

Once you select the “create new title option,” you will have to fill in the book description. We recommend that you write all of the content in the description box in the HTML format. You don’t need to worry if you are unfamiliar with this format; we will teach you how to write in this format.

The first thing you need to do is to write the title of your eBook. Write down the title and subtitle as you would normally. This means that your title can include the correct capitalization, quotation marks, forward or backward slashes, and other punctuation marks.

How You Should Write Your Title

The only thing you need to do is to make this in the HTML format is add `<h1>` before the title and `</h1>`. In this case, h1 means heading 1. `<h1>` is referred to as an H tag. Any letter between the two brackets is known as a tag. You will have to add a tag before and after all of the text you want to upload. The forward slash before the h1 in the latter tag is used to end the heading (in this case).

Therefore, your title should look like this: `<h1>This Is the Title: This Is the Subtitle</h1>`. Just remember to add the relevant tags in the correct position, and you will be okay.

How You Should Write Your Paragraph

If you are writing a paragraph, you will have to use paragraph tags before and after your text. The beginning paragraph tag is `<p>` and the ending paragraph tag is `</p>`. Paragraph tags operate in the same way as the H tags. Therefore, you can write anything between the appropriate paragraph tags.

Here is an example of how you should use your paragraph tags: `<p>This sentence is a paragraph.</p>`. There are two things that you need to observe in this example. The first is that the period is enclosed within the paragraph tags. Therefore, make sure that your ending paragraph tag is after whatever punctuation marks you include in your paragraph.

The second thing that you should be aware of when using tags, in general, is that there should be no space between the tag and the first and last character of your text. That is why the ending paragraph tag is right after the period. There is no space between the period and the tag. If you added a space between these two, space would also be included in the text. Therefore, you must be extra careful when you are writing in a dialogue box that has limited characters.

How You Can Write Bold Text

You should make the text bold when you're writing about a special discount for your eBook. Bolded text will do a better job of attracting customers than regular text. To make text bold in the HTML format, you'll have to use a strong tag. Therefore, the starting strong tag is `` and the ending strong tag is ``. An example of bolded text in the HTML format is: `This text is bold!`.

You can also add big tags in the middle of a heading or a paragraph. To do that, you'll have to add big tags before and after the part of the text you want to make bold. These big tags must be enclosed with the H tags or paragraph tags (depending on whether the text is a title or a paragraph). To help you understand, here's an example: `<p>This is a paragraph with bold text.</p>`.

How You Can Write Italic Text

You can italicize a word or phrase in your text to add a bit of emphasis. You can italicize text in HTML format by using italics tags. These tags are written as `` (for the starting italics tag) and `` (for the ending tag). Here's an example sentence with italics tags: `This text is italicized.`. Like the big tags, you can also add italicized tags in the middle of the text. Just follow the same steps we provided for the strong tags. Both tags work in the same way but have different purposes.



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How You Can Divide Text

You can divide your content or add space between two paragraphs with division tags. The starting division tag is `<div>` and the ending division tag is `</div>`. These tags are used to divide different parts of an HTML document into sections. This can help you in making useful separations in your text.

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Don't settle on a price without first checking what price your competitors are selling their books. Look at the prices of some similar books in the same category you are writing on and evaluate whether your book can compete at the same price. You must keep in mind that

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Read More Than One Good Book Description

We also recommend that you read more than one good book description. Read about 3 to 5 good book descriptions that are from the same category you are writing on. Analyze what makes each of these descriptions captivating. There will be some similarities and differences. Reading more good book descriptions will give you more ideas on how you can write your book description just as well.

How Should You Use Existing Book Covers to Design Yours?

You should look at existing work to take inspiration for your book cover. On the Kindle store, look at the book covers of the bestsellers in the category that you are writing. The book cover plays an important role in attracting readers' interest in a particular book. Therefore, you should model your book cover on some of the bestseller book covers. Here are a few things that you should look out for.

The Content of the Book Cover

Look at what the book cover designers have added in the book covers (i.e., the main image and the background). What images do these book covers contain? Are

the images real-life photographs or animations? How does the image for each cover relate to the content of the book? For example, the book cover for a book on the history of Western Classical music may contain a picture of a nylon-string guitar. Your goal should be observing how the designer has related the content of the cover to the book.

The Placement of the Image

You must look at where the main image is placed. A good balance is an important part of the design. This doesn't mean that you place the image in the center of the frame of the book. It means that there should be an overall balance of the amount of negative space (space) and occupied space. If the image is placed on the top right of the book, the rest of the space should be taken up by text or other graphics.

If one side of the book cover is overcrowded with images and text, and the other side is empty, the book design will look bad. All of the bestsellers will have book covers with a great balance of positive (the focus of the cover: the image) and negative space. Make sure to look out for how these covers have managed to achieve that balance.

The Color of the Background

Color also plays a significant role in making a book cover attractive. Look at the number of contrasting colors the bestselling eBooks have used in their book covers. You can look up colors that contrast with each other to get a better understanding of their use of color. Also, look at how colorful these book covers are. For example, if you are looking for bestsellers in the horror or thriller category, those book covers are probably going to have a lot of dark colors, with just a few contrasting colors to make things interesting. Try to use a similar color palette for your book, but make sure not to make your book cover too similar to the ones you're taking inspiration from. The last thing you want to be accused of is plagiarism.

The Title's Font and Size

Observe what font the bestselling books have used for the titles on their book covers. Most of these books will have fonts that are easy to read. This is to ensure that readers don't skip over the book because the font is hard to understand. You will also notice that the size of the title is large. This is done to ensure that readers can read the title on the search results page. On that page, the size of the book covers are really small.





How Long Should Your eBook Be?

The length of your eBook will depend on what your eBook is about. That said, we recommend that your eBook should have more than 200 pages. This is because books with fewer pages don't sell well on Amazon. This is because readers won't be willing to pay a lot of money for something that they can finish in no time. You have to make sure that your reader feels like their purchase is worth it. While you should try to do that by providing high-quality content, the quantity should also be satisfactory.

We recommend that you write about 350 to 450 pages for a novel. This should be enough content to keep readers satisfied. Also, it is best to write a novel instead of a short story. Short stories don't sell very well on Amazon because they don't contain much content for readers.

Avoid Writing a Long Novel For Your First eBook

Avoid writing a very long novel for your first eBook. Some readers don't like investing a lot of time in novels by unknown writers. Thus, a long novel may not do well in terms of sales.

Look at Other Books to Decide How Long Your Book Should Be

Look at other books to get an idea of how long your book should be. Go through the bestsellers list in the category you're writing on and take note of the length. You can check

the number of pages of a book by looking at the “product details” section for each book. Here you’ll find the “print length” for that book. This will be described by the number of pages, not the number of words.

Look at the print length of multiple books in your category to get a better idea of how long your book should be. Also, if you’re writing a book series, make sure to check the print length for each book in your competitors’ book series.

How Can You Make Money from Amazon If You are a Non-US Resident?

You can still make money from Kindle Direct Publishing even if you are not living in the United States. So you shouldn’t think that this self-publishing service is just for American citizens. You will need a Payoneer debit card to make money from Amazon.

Use a Payoneer Debit Card

Payoneer is a US-based financial services company. It allows you to receive money from international clients. The service is available to freelancers, business owners, and online sellers. Payoneer has millions of users all over the globe. Users can use Payoneer’s services to pay people and get paid by other people as well. Payoneer offers its services in 200 countries, so you will most likely be able to make use of its services.



Sign Up for a Payoneer Debit Card from Its Website

Sign up for this service so that you can begin using Kindle Direct Publishing. You'll need to make a Payoneer debit card to start making money from Amazon. Go on to the Payoneer website to sign up for the debit card. It's a simple process, so you can expect to finish in a few minutes. However, after your application, you will have to wait for some time until you receive your debit card.

Activate Your Payoneer Debit Card As Soon As You Receive It

Activate your debit card as soon as you get it. Try not to delay the activation process because it'll reduce the chances of you running into any problems. You will receive a set of instructions on how to activate the card along with the card. Follow those instructions, and you will be okay.

Sign Up for the United States Payment Service

Once your card is activated, you will be asked if you want to sign up for the United States Payment Service. Follow the instructions that follow, and you should be able to receive royalties. After this, your card will be ready for use on Amazon.

Change Your Account Information on Amazon

The last thing that you have to do is log on to Amazon and edit your account information on your KDP profile. Change your preferred method for royalties to your United States Payment Service details. This will now allow you to receive kindle royalties on your Payoneer debit card. You can be living in almost any part of the world and make money out of the work you created.

What Non-US Residents Need to Do to Comply with the Tax Requirements on Amazon

If you are a non-US resident, you will need an Employer Identification Number (EIN) to be able to use Kindle Direct Publishing. Obtaining an EIN is a fairly simple process. To help you get through it with ease, here's a step-by-step process to help you finish it.

Apply for EIN by Filling Out the SS-4 Form

The SS-4 Form is an EIN application form by the International Revenue Service. You can access this form via their [website](#). It is a comprehensive form; however, it will take you only a few minutes to read and fill it. Make sure that you read each part of the form carefully.

Fill in the form with legible handwriting and a dark-colored pen. This will ensure that the representatives of the IRS have no problems in understanding what you

have written. Oversight on your part can delay the entire process, and waste time you could have spent making money off Amazon. It's best to be thorough in your first attempt so that you can avoid running into any problems.



Fax or Mail the SS-4 Form

Once you have filled the form, you have two options for sending it to the IRS: fax or mail. You will save a lot of time if you fax the form to the IRS. On the IRS website, it says that the timeframe for receiving the SS-4 form via mail is approximately four weeks. You will have to wait a long time to publish your eBook if you send the EIN application form through mail.

You must ensure that you provide a fax number along with your SS-4 form when you fax it. This will ensure that the IRS gets back to you with your EIN in about four business days from the time you send the fax to them. Save time by choosing to fax your SS-4 form instead of sending it through mail.

The details for where to fax or mail your form are given on the IRS website. Make sure to double-check the address before you send it. The last thing you'd want is to cause further delay because of oversight on your part.

Call the IRS

You can also call the IRS for your EIN. You can call 267-941-1099 anytime between 6 a.m. and 11 p.m. (Eastern Time), from Monday to Friday. This number is not toll-free, so make sure that you get a good data plan before you make a call. You don't want to run off talking time in the middle of your conversation.

The IRS representative will ask you a series of questions. Tell them that you want the EIN to publish books in the Kindle store on Amazon. If you've already sent in the SS-4 form, they may ask you details about that. Make sure that you answer each question correctly. There is also a chance that you'll receive your EIN over the phone. If not, then it will be faxed to you at a later date.

Write and Store Your EIN Safely

Once you receive your EIN, make sure that you write it down somewhere safe. You cannot afford to lose this number. Therefore, you should write it down in a notebook and your phone's notebook. This way, you will be able to access your number in case your phone malfunctions or if you misplace your notebook. Don't rely on remembering your EIN, because there's always a chance that you may forget. It will be difficult to retrieve your EIN if you forget what it was.

Enter Your EIN on the KDP Website

Here's a quick rundown of what you need to do on the KDP website.

Consent to the Electronic Signature

You will find a "continue" option when you go to the "What to Expect" page. After that, you will be redirected to a page that says "Consent For Electronic Signature and 1099 Form".

Here, you will need to select the "yes" option to consent to the electronic signature and for electronic receipts.

Confirm That You're a Non-US Resident on the "Tax Status" Page

Once you take care of that, click the "continue" option to move on to the next step. Choosing to continue will redirect you to a page called "Tax Status." Here, you must click the "no" option to select that you are not a US-resident. Confirm your selection and continue to the next page.

Select the "Beneficial Owner" Option in the Form

After the "Tax Status" page, you will have to fill in some personal information about yourself. This includes your name and mailing address. The form is short, so you will be able to go through it quickly. After you fill the form, you must select the "Beneficial Owner" option. You will be asked to fill in a few details about yourself. Select the "continue" option once you are done to go to the next page.

Fill in Your EIN on the "Foreign (non-US) Tax Identification Number" Page

Your next step will be to fill in your Employee Identification Number on the "Foreign (non-US) Tax Identification Number" page. Make sure you type this number carefully. A mistake may cause you to repeat the entire process. Continue to the next page once you are done.

Leave the “U.S. Person Entity Test” Page Blank

After this, the “U.S. Person Entity Test” page will open up. Here, don’t fill in any details and select the “continue” option. If you don’t fill in any details, you’ll be redirected to a page that’ll ask you if you possess a “Tax Identification Number.” You must select the “yes” option and continue to the next part of this process.

You will be redirected to a page where you will have to fill in your Employee Identification Number. Select the “continue” option once you have filled in your EIN correctly.

Select Your Country

After you fill in your EIN, you will be redirected to “Effectively Connected Income (ECI) – Operate a business in the U.S” page. You just have to select the “no” option and move forward from there. After this, you will have to select your country on the following webpage. You will also have to select whether your country has a Tax Treaty with the US. If you are unsure, look this up on the internet. Make sure that you check a credible and updated source. You must get accurate information.

Update Information on the “Derivation of Income” Page

Your next step is to update your relevant information on the “Derivation of Income” page. After that, you will be asked to review the W-8BEN information. Only select the “continue” option if all of the info is correct.

Select the “Submit W8” Option on the “Certification Page”

The last step is to select the “Submit W8” option on the “Certification Page.” You will be asked to wait until your information is validated. Once it is, you are ready to start publishing eBooks on the Kindle Store even when you are living outside of the US.

**HOW I MAKE \$30,000 A MONTH IN
COMPLETELY PASSIVE INCOME**
By Simply Uploading 25 Page Word Documents To Amazon...

LEARN MORE NOW

What Can US Residents Do to Receive Their EIN?

Residents in the United States or US territories have the option to apply for their Employee Identification Number online. This is a much quicker process than faxing or mailing the SS-4 form – the form non-US residents have to fill to receive their EIN.

US residents simply have to fill the online form on the IRS website to receive their EIN. It's a fairly short form, so you won't need to spend much time on this. You should note that you should keep all of the necessary documents or information with you when you are filling this form. You can only fill this form in one session and within a specific time limit. You are not allowed to save your changes and continue at another time.

Therefore, make sure that you give this application form your undivided attention. You will have a maximum of 15 minutes before the application expires. If you are unable to complete the application form during the time limit, you will have to refill the entire form again.

Once you've finished filling in your form, you should receive your EIN soon after. If you are a US resident (or reside in one of the US territories) who needs an EIN, complete this fairly straightforward form, and you are good to go. You can access this online form from the IRS website.

What is a Facebook Fan Page and How to Use it Effectively?

To make the best out of your Facebook fan page, you will have to first have a profile on Author Central on Amazon. We have gone over Author Central in detail earlier in this book, so check that out before you start this process.

A Facebook fan page is a Facebook page that is dedicated to you as an author. Users of this social media platform will have the option to like and follow your page. You can use this page to post updates on your books, your writing process, or writing in general. You can also upload photos and videos about yourself or about writing in general – anything that is related to your profession is acceptable.

A Facebook Fan Page Is a Great Way to Get in Touch with Fans

One of the best things about a Facebook fan page is that you get in touch with the fans. That is extremely important if you want to increase your readership and get people to know you. People like it when they can get to know the artist behind the art, so try and engage with your fans as much as you can. If some of them message

you, saying that they like your work, don't leave them hanging. Respond to them as soon as you can.

Avoid replying with short phrases like "thank you" or "glad to hear that." Write a response with at least two sentences, showing your fans that you care about what they think and what they have to say. If some fans message you with criticism of your work, hear them out and tell them that you will do your best to address their concern in the future.

How to Make a Facebook Fan Page?

Odds are you already have a personal Facebook account. You can create a fan page from your existing account, so you don't need to make one. If you already have an account on Facebook, skip step 1. Here's a quick overview of how to create a Facebook fan page.

Step 1: Create a Facebook Account

You must first make a Facebook account for yourself. It's a free and simple platform to use. Go to the Facebook website. On the landing page, you will see an option to sign up. You will be asked to add a few personal details. Add these details correctly and follow the remaining instructions. Once you've completed that, your account will be ready.

Step. 2 Create a New Page

The next thing that you have to do is create a new page about yourself. Go to the "pages" section on your Facebook account. On your mobile device, you will find this on the menu (it's the far-right option on the bottom of your screen). The "pages" option is marked with an orange flag. Select the "pages" option, and you'll see an option called "create." Select this option to start creating your Facebook fan page. If you are creating a page on a desktop device, you will be given two options on what your page is about. These options are "business or brand" and "community or public figure." You should select the latter because that is most appropriate in your case.

Add a Page Name and Category

After that, you'll need to add a name for your page. You're not allowed to keep a generic name. Keep your real name or your pen name (use the name you publish your books with) as the name of your page. Once Facebook approves your name, you will have to choose the category of your page. Facebook has a plethora of categories that are assorted alphabetically. Look for 'author' as your category.

If you want to change the category of your fan page, you can do that by selecting the edit page option on your page. Change it to whatever suits you best.

Add a Website or URL for Your Page

Once you are done with that, you'll have the option to add a website or a URL. If you don't have a website for yourself, make sure to add the URL for your Author Central page. This way, visitors can easily get access to your books by visiting your page. Make sure to update your Author Central page with an updated bibliography. Visitors will be able to see all of the books you published if you do so.

If you haven't published a book yet but have your blog, add that in this section. You want your fans/visitors to find your work with ease. Making things convenient for readers and visitors can improve the chances of them being interested in your work and possibly purchase it in the future.

Add High-Quality Images for Your Profile and Cover Photos

The last thing you'll be asked to add when creating your page is an image for your page. Add a high-quality portrait shot of yourself. Ask a professional to take a picture for you if you don't have access to a high-quality camera. Avoid uploading a selfie for your page's image. The purpose of a high-quality image is to maintain a professional appearance of your page.

People tend to follow pages that seem more professional than others. There are often various fan pages on social media platforms that are not official. Many users don't follow these pages because they are not officially run. A high-quality image can play a role in convincing users that your page is legitimate and official.

You have two options for uploading pictures: your profile photo and your cover photo. For your profile photo, we recommend uploading a high-quality image of yourself. The cover photo is at the top of your Facebook page. It's a landscape image that mimics a banner.

Add a Promotional Image for Your Cover Photo

For your cover photo, you can add a promotional photo of your book or book series. This can include an image you may have created for an ad or a cropped image of your book cover. This is a good way to advertise your book because it will be the first thing visitors see when they visit your page. We recommend an image with 820 pixels for the width and 462 pixels for the height.

Once you upload your image, your Facebook fan page will be live. Now that your page is ready, you'll have a few things to make the best of it. Your page should be a virtual space where users can access high-quality content. Therefore, you must make sure that you share and post new content as often as possible. Users tend to lose interest in pages that are not active. Here are a few things you should do to make your page attract as many followers as possible.

Add an Interesting Bio for Your Page

Every page has an “about” section. Here, you have some details about your page; there are contact details, a bio that describes what the page is about and what it intends to do, and an address or website details. You should make sure to write an interesting bio in the “about” section of your fan page. A lot of Facebook users don't look at the bio of a page, but some do. And for those few people, there should be something to capture their attention. Don't leave any loose ends; make sure that you are taking every advantage you can of this helpful platform.

Add Links to Other Social Media Pages of Yours

A great way to increase the number of fans you have is to create a social media presence on various platforms. Create accounts of yourself on other major social media platforms like Twitter, Instagram, and LinkedIn. Once those accounts are made, add the link to them in the “about” section of your Facebook fan page. This way, people can find and follow you on other platforms that they use. This will improve your visibility and can result in more purchases and more money.

You aim to Build a Community

To make the most out of your Facebook fan page, you must try to make it into a community. People get tired of promotional posts fast. They don't want to be treated as customers all the time. That's why you must make your page into space where users can have meaningful discussions with other like-minded individuals.



Respond to Comments on Your Page

A good way to improve traction on your page is by being very active on Facebook. Respond to comments on your page. If a user offers their opinion on what you have posted or if they have some queries about the post, engage with them civilly and helpfully.

Share Other Users' Posts

Share other related posts on your page so that people can have discussions on your shared post. As more discussions take off, there will be more people visiting and learning about your page. This is good for you because your eBook sales can improve as a result.

Comment on Other Pages' Posts

You should also comment on interesting and related posts by other pages. Share your ideas and views with other people. If people like what you have to say, they may even check your page out.

Write Your Posts

You must offer your fans and followers high-quality content on your page. Write well-written and informative posts about relevant topics. You can also share the link to some of your blog posts, along with an excerpt from the post. This way, users can get an idea of the content of the blog without having to click the link. If they like the content, they will surely click it. Therefore, make sure to add an excerpt from the best or most interesting part of your blog. You want to make sure people read the whole piece because this increases the chances of them writing a comment on your post. Comments can increase the traction on your website.

Respond to Messages Quickly

We have said this countless times, but only because it's important: respond to your fans' messages on your fan page. Try to respond to your fans within 24 hours. Ideally, you should respond in less than 10 hours. This is important because visitors can see the average response time for a page. This is usually written as "typically responds in..." People will be more willing to write a message to your page if the response time is relatively quick. If you're unable to keep up with constant messages, hire someone to manage that on your page.

Ask Someone to Help You Run the Page

You don't have to run the page yourself. As the admin of the page, you will be able to add other people as an admin for your page. You can hire a friend or family member you trust to help you out with running the page. They should be well-versed in your published work and tastes so that they can respond to your fans appropriately when

you can't. Make sure to tell them which posts to share and at what time when you cannot access the page yourself.

Hire a Professional to Help You Run the Page

You can also consider hiring a professional promoter as an admin for your Facebook page. They will be well-equipped to improve the number of followers on your page because they will know a few tricks that you may not. Their interactions with fans may be better, and they'll know what and how often to post on the page. They will probably also know which keywords will help maximize the number of followers you get.

If you're hiring a professional to run your page, make sure that they have some experience in running pages for authors. If they don't have the experience, then they should at least be familiar with the industry. You must also make sure to tell them what you want them to do exactly and how you want your image to be. They should tailor their posts, comments, and messages according to the said image.

Limit the Amount of Control Other People Have on Your Page

The great thing about Facebook pages is that you get to control how much control you give to others on your page. You don't have to add someone as an admin if you want to limit their access. Instead, you can designate different people for different tasks. You can put people in charge of writing posts, make them an analyst, or have them manage Facebook advertisements. This way, you get to have the final say in everything, and you can manage things a lot more easily.

Hire More than One Person to Help You Run the Page

You can also add more than one person for one task as Facebook doesn't have a limit on the number of people you can designate a task to. Try to keep the number of people to a minimum. You will be able to manage things better, and it will be easier on your wallet. However, once your page gains a lot of followers, it may be difficult to manage with just a few people working on it. In that case, you can consider hiring more people to run your page.



JOIN KINDLE CASH FLOW NOW



How Can You Optimize Your Facebook Fan Page?

To maximize the number of followers of your Facebook fan page, you need to optimize your page. Optimizing your page means that you improve the chances of people finding your page and making sure that they can get access to your Author Central page with ease.

Add a Call-to-Action Button on Your Page

One way to optimize your page is by making things more convenient for people who visit your page. People are more likely to try things out if it is convenient for them. You can use an optimizing button on the Facebook Timeline banner. Go to your Facebook fan page and look for the “add button” option at the bottom of the cover photo.

Select the Sign Up Option

Select the “add button” option, and you’ll find a “contact us” option. Under “contact us,” you’ll find a list of other options. Select the “sign up” option toward the bottom of the list. After that, a small window box will open in which you will get to add a website link to your call-to-action (CTA) button. You should add the link to your Author Central profile here. This way, visitors can find all of your books in one place. In case you’ve forgotten, you can add a bibliography that includes all of the books you have published in your Author Central profile.

What Is a Call-to-Action Button?

The sign-up button at the top of your Facebook fan page is a call-to-action button. Call-to-action is literally what it sounds like. It’s a phrase or button (in this case) that contains a link to your product or service – in your case, it is your Author Central profile. This allows a potential customer to learn more about what you are offering and possibly make a purchase if they are interested in what you are offering.

How Does a Call-to-Action Button Help?

Adding a call-to-action button on your Facebook Timeline banner will allow users to be redirected to your Author Central profile with the click of a button. There, they will be able to look at the books you have published, the blogs, photos, and videos you’ve uploaded, and a few details about you. A CTA button adds another level of convenience for your users, encouraging them to check out your work in the process.

Use Keywords to Optimize Your Page

As we’ve discussed before, you can add keywords to improve the visibility of your page. Specific keywords can improve your page’s ranking on search engine results pages, like Google. You want your Facebook fan page to show up on the results page

when someone searches for any of the keywords you are using. Try to use various keywords to improve the chances of your page showing up in the results. More often than not, blog posts and articles are highly ranked on Google's searches. So, try to increase the number of specific keywords you use on your fan page.

We recommend you use long-tail keywords instead of short-tail ones because the former is more specific. However, if you're unable to fit a long-tail keyword in any text, then stick to a short-tail keyword. Just be sure that your keywords are as specific as possible, regardless of which type you use. Here are a few places you can add keywords on your page to improve its chances of showing up on search results pages.

Insert a Keyword in the About Section of Your Page

Add a specific long-tail keyword in the about section of your page. Try to make it fit in as naturally as possible. Your ranking will decrease if the keyword is forced into the text. If you can't fit a long-tail keyword in the short bio, add a short-tail keyword. Try to use more than one short-tail keyword, if possible.

Insert Keywords in Your Posts

Insert keywords in your posts on your Facebook fan page. Sprinkle them a few times in your longer posts. We recommend that you don't add them in short captions unless they fit in naturally. Make sure to use keywords that are relevant to what you're writing about. Also, you can add keywords in posts that you share. If you are sharing blog posts, write a paragraph for the caption and insert a keyword or two in it. It'll help with your page's visibility.

Conclusion

Writing, editing, and publishing a Kindle eBook on Amazon may seem like a challenging task, but it's not. If you know what you are doing, you will be able to get through it without many hurdles. Writing and publishing books is a lot of work, no doubt. However, it can be a fun and great learning experience. Also, you will get better at it the more you do it.

That said, you can always consider lowering the burden on your shoulders by hiring a ghostwriter. With an affordable fee, you can get someone else to write the book for you. In that case, all you will have to do is edit the book and publish it – which is a fairly straightforward and quick process.

If you do consider getting your work written by someone else, make sure that you vet them before they start working on your project. You don't want a bad writer to write a book that will be published in your name. We will constantly emphasize that your

books are your business. Your reputation is extremely important – it plays a huge role in determining the number of people who choose to purchase your work. Therefore, only publish your best work. Polish your work until it is good enough to be put under your name.

You can also publish other works under another name if you just want to make money. Hire a ghostwriter, have them write the book, and read through the work quickly, changing only what's necessary. You can then publish that under a pen name. You can also use that pen name to publish other similar works written by your ghostwriter.

Getting books out quickly is a good way to make passive income. Passive income is money that you make without putting in time and effort. Consider getting more than one book written by different ghostwriters simultaneously. However, make sure that you hire ghostwriters who have similar styles of writing. This way, there will be a lower chance of people suspecting that you didn't write those books.

To make the most money out of your book, you should model it after some of the bestsellers on the Kindle Store on Amazon. That is not to say that you should plagiarize their work. You aim to use their work as inspiration and as a guide simply. Study what they have done to make their books successful. To be a successful writer, you must know what the reader wants. And the only way that you'll be able to do that is if you spend time studying the content that readers like, i.e., bestsellers.

There are two main things that you have to look out for when you are figuring out what readers like: what kind of content do bestsellers contain and how are authors promoting their books. The first thing you need to do is determine whether you want to write a fiction or a non-fiction book. Look at similar books to figure out what you want to write about and see what kind of material they contain.

Make a note of similar material across a range of books. Make sure to include this content in your book, but add a unique spin to it. Don't just churn out work that is already done. No one is going to want to read what other, more established writers have already written about.

To understand how others have promoted their work, look at the book description and the book cover. What is it about each of these things that make you even slightly interested in the book? As we've discussed before, the book description is like a sales pitch. Its goal is to convince readers to purchase the book. Study other writers' book descriptions and apply what you learn in your book.

Once your book is ready, the last thing you have to do is promote your product as much as you can. In this detailed eBook, we have provided many techniques that you can use to promote your book. Some of these include marketing your eBook via

email, social media platforms, online advertisements, and through word of mouth – which is also done mostly online. The only way people will buy your eBook is if they know about it – and it's your job to tell them.

Your eBook business – like any other business – should help you make some profit. That's the only way it can sustain. The great news is that, throughout this book, we've outlined various rock-solid strategies for maximizing your profit. Most of them are long-term plans, which entail that you create a book series instead of standalone books. Book series generally do a better job of maximizing your profit because they allow you to offer content to people in parts. This way, people will return to your next book because they'll be inclined to learn more about what they already read in your first book. You just have to make sure that you give readers a reason to come back to your work. One way to do that is by releasing great content each time you publish something.

Publishing books under your name is a long process because there are a lot of things that you have to take care of. That is one of the reasons why this book is fairly longer than other material published on this topic – there's just so much for you to learn. We did our best to cover everything that you need to get an eBook published on Amazon. That said, there's always more than you can learn, which is why you can expect more work on this topic from our end.

Try not to let your fears come in the way of achieving success. You just have to dive headfirst into your writing goal, and this book will guide you every step of the way.

Good Luck!



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