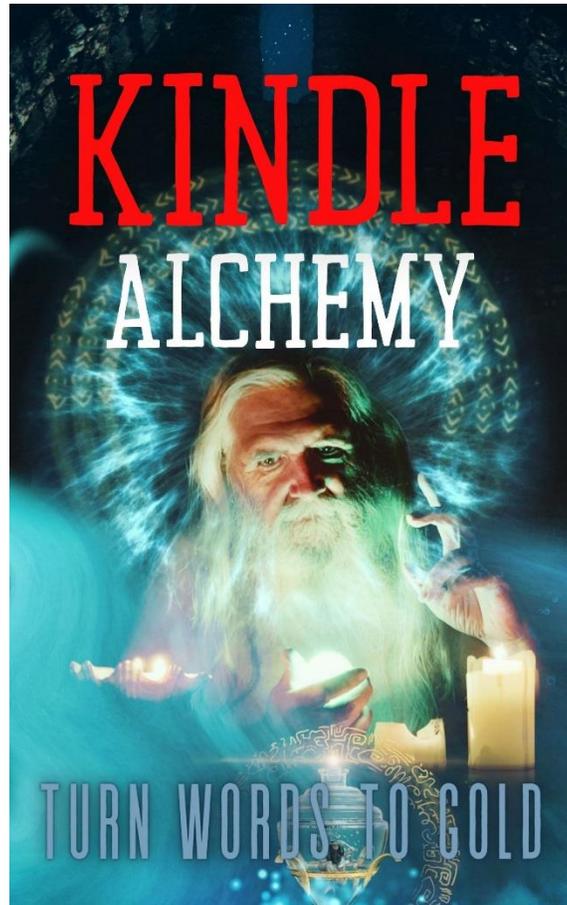


# Kindle Alchemy

by Will Edwards



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# Your Giveaway Rights

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# Introduction

It's not at all hard to see why writing for the Kindle platform has become the absolute best choice for any writer wanting to sell books on the internet.

But before we begin to get into the subject of how to start your own publishing business from the comfort of your own home, using your own laptop to gradually build your income to whatever level you desire - and I do not say that lightly - let's first take a look at why this model is so perfect for genuine writers.

I say 'genuine writers' because I want you to understand, right up front, that this truly amazing opportunity is definitely not for those who want to get rich quickly and somehow think that Kindle is the way to do it. If that's you, let me save you a whole lot of time by telling you that making significant amounts of money using the methods we are about to discuss requires both time and effort. So it is definitely not *quick* but, because your results will be in direct proportion to your own efforts, the method can produce really excellent results for anyone who is committed to achieving success.

If you are a determined writer who wants to find the best route to market for your own original writing, you have definitely found the right method for translating your words (pencil lead) into income (gold) and that's why I like to call this method

*Kindle Alchemy*. According to the *Oxford English Dictionary*, alchemy is:

The medieval forerunner of chemistry, concerned with the transmutation of matter, in particular with attempts to convert base metals (such as lead) into gold.

In fact, the Kindle version of alchemy is even better than you might at first think because you are not turning lead into gold; you actually turning it into recurring income. In other words, once you master this process, and place your books into the Kindle system, they will continue to earn money for you, over and over again, without any additional effort on your part beyond the initial research, writing and publishing.

Does that excite you? If you are a genuine writer, I hope it does because ... it really should!

## Why This Particular Method?

When I began my first website, way back before AdSense, eBay and Kindle, I was determined to find a way to successfully market my own books and, after a whole lot of trial and error, I eventually did.

Back then, many people were trying to generate passive, recurring income by selling ebooks, but most of them failed, and it is not overstating things to say that most of them failed miserably! Before I began selling my own books, I had to go through that period of failure too because I had to master so many different skills to eventually be able to effectively market and sell my writing using the limited tools and facilities that were available at that time.

But I persisted and became very successful in selling ebooks where many others had failed. In fact, I 'retired' to do this full time, a number of years ago, having built a steady reliable income from my writing. But then, things changed on the internet ... dramatically! Google significantly altered their search algorithms and, as a direct result, I lost 90% of the traffic to my site and – you guessed it – 90% of my income too – ouch – and it still hurts me to think about it today!

Just so you understand, here's what I was actually doing in order to create a full time income, back then:

- Traffic Generation
- eMail Lead Capture
- Free Newsletter
- Maintaining Social Presence
- Building a Product Store
- Periodic Special Offers

There is an enormous amount of work involved in the above processes. Traffic generation alone involved blogging on a daily basis i.e. writing a quality original article of around 1000 words, notifying people via social media and participating in relevant online forums. I became so effective at this method of generating traffic that my site was receiving 1.8 million unique, organic visitors per year.

But then, you have to get those visitors into your free newsletter list and ‘feed’ them with quality free information so that they gradually get to see that you genuinely have something of real value to offer them. All of that involves work, for which you are *not* paid: you have newsletters to write, products to create, forums and social media to frequent. But if you do it well, the leads you have harvested will eventually be ready to look at your paid offerings in the right frame of mind.

Once you have built a good relationship with your prospects, you can periodically pitch special offers and, if you do it right, you will definitely make sales – if you are prepared to engage in this process, all of this stuff still works, even today! But it is a lot of work and, of course, if Google changes the rules of their

search algorithm, which they do from time to time, you can quite easily lose your business and be right back to square one.

However, now contrast that method with the new *Kindle Alchemy* method:

- Research a Profitable Title
- Write the Book
- Publish it on Kindle

As you can see from that simple 3-step process, you don't need to generate traffic because visitors are already there, actively looking on Amazon for solutions to their problems. Instead of trying to get people from Google to your site, into your newsletter list and then eventually pitching your product offerings, all you need to do is write your ebook and get it to show up in the first couple of pages of the Amazon results (we'll discuss how) when people perform a search for a term related to the subject of your book.

Amazon do all of the rest!

It is truly amazing when you understand what Amazon actually does to market books on your behalf after you have published them. Provided your product is good quality, you can rest assured that they will do their level best to get your books onto the radar of all relevant prospects who are actively looking for what you have to offer. They do this in a variety of ways including: clustering related products in the Kindle Store,

suggesting relevant books to browsers and even proactively emailing prospects directly.

But here's something else that puts this method way ahead of what I will now refer to as the *old way*. If you were successful with the *old way* – and, as you now know, I was – you must understand that Google can and may well decide to filter your pages from their search results at any time.

This was a huge lesson for me and a bitter pill to swallow, because I never believed they would do it if you created a quality site. But the lesson I learned is that you simply cannot second guess what the Google programmers will see fit to do. You see, their agenda is to deliver relevant search results to their visitors and to generate advertising revenue for themselves in the process – and the naked truth is that they are really not interested in you.

Now Amazon, on the other hand, effectively do the exact reverse because, quite simply, the more successful your books are, the better they will promote them! Amazon will actually move your books up their listings, for example, if they prove to be a hit with their visitors. Far from fighting you, they are focused upon helping you to sell products which is absolutely great news for the aspiring writer.

So, I hope you can see why if you are a genuine writer looking to sell your books online, you should not hesitate to research, create and publish your books on Kindle and make use of the Amazon marketing machine to sell them for you. Just in case I

didn't make it absolutely clear, here it is in plain language:  
provided you commit to doing your part i.e. doing your market  
research properly (we'll discuss that too) and always producing  
top-quality offerings, unlike marketing the *old way*, your  
success on Kindle, is practically guaranteed.

## How Much Money Can I Make?

Of course, the answer to the above question is difficult to realistically assess but, in this section, I will try to give you an honest and realistic idea. The truth is that there are people making millions of dollars publishing for Kindle (including John Locke, Stieg Larsson, James Patterson, Nora Roberts, Charlaine Harris, Lee Child, Suzanne Collins and Michael Connelly, to name but a few) but there are also many people making next to nothing!

After our discussion so far, it may surprise you to learn that I think there are a large number of people who are doing so poorly on Kindle, nevertheless this is indeed true. The first few books I published myself hardly ever sold at all, and that was because I simply did not know what I was doing at the beginning. So, yes – it is true that you could easily write a book that does not sell well or, even worse, does not sell at all.

To succeed, you need to research the market and accurately assess the demand for your subject before writing your book, and you must then find the right keywords to target within the Kindle store. If you fail to do this correctly, your book will, simply, never be found!

Make sure you understand the importance of the above because that is why some people are making a healthy living writing for Kindle, whilst other people are struggling to get out of the starting blocks. My suggestion to you is that you forget

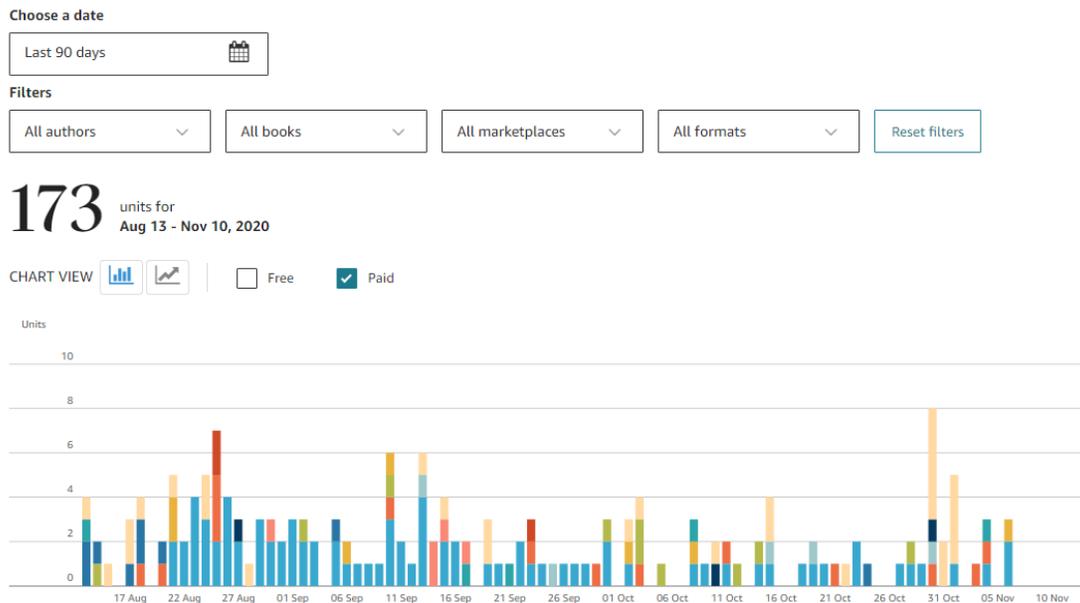
the idea of writing a blockbuster novel and, instead, concentrate on writing short books that each provide a simple and direct solution to a particular problem. And not just any problem, but the kind of problem that you absolutely know people are actively researching online.

If you do this and you write your book's sales copy (often referred to as the 'blurb') well, and you also create a good cover, you can be sure that your book will sell a number of copies every single month. Now that may not sound very exciting to you at first. But the important thing here is to understand that if you do this correctly, your book is going to continue to generate sales each and every month.

Unless you are very lucky, the revenue is unlikely to be enough for you to retire on, but – here's the key – once you have your book selling, you can forget about it and repeat the process to create a second book, and then a third, and so on, until you gradually build up your income to whatever level you wish. Yes – it takes time and effort too – remember, I told you that at the start. But, it is the closest thing to a sure fire method of success that I have found in well over ten years of writing and selling my books on the internet.

To give you an idea of how much you can realistically be making in a year, let me share some of my own results with you. Here is a snapshot of my Kindle account sales (at the time of writing) for various markets across the world over the past 90 day period.

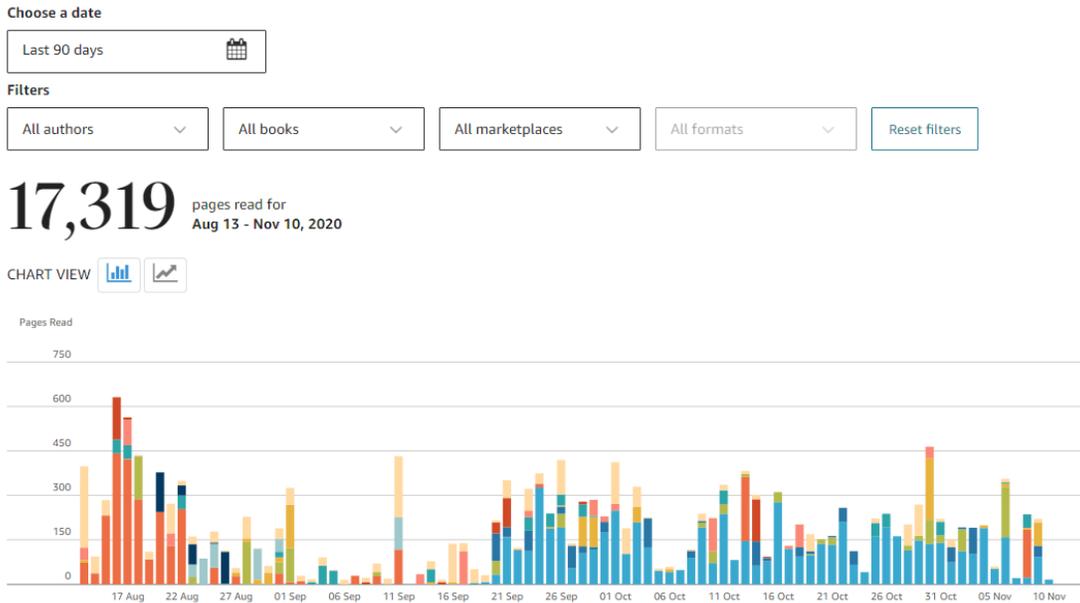
## My Actual Orders (at the time of writing)



As you can see, I sold 173 books over the past 90 day period. Almost all my books are priced at \$2.99 (though I do also have a range of books that are priced lower) so the above sales (mostly at 70% royalty) generated around **346 USD** in sales revenue.

But my books are also enrolled in Amazon's *Kindle Unlimited* program. The program works a bit like Netflix, but for books. Subscribers pay a monthly fee and they then get 'free' access to over a million titles. Participating authors receive extra royalty payments based on how many pages of their enrolled books are actually read. So, here are my Kindle Unlimited (KU) royalties for the same 90 day period.

My KU Royalties (at the time of writing)



The above report shows that I received 17,319 pages read by subscribers - Amazon refers to those page reads as KENP. Now, the amount that Amazon actually pays varies from month to month based on the currently available author funds pool, but that figure is usually around \$0.00488 per page on average.

So the above, KENP (pages read) translated into revenue works out to about:

$$17,319 \times 0.00488 = \mathbf{82.52 \text{ USD}}$$

My total earned revenue from the last 90 day period is therefore actually approximately:

$$346 + 82 = \mathbf{428 \text{ USD}}$$

That works out to **1,736 USD per year** at my current rate of earning. And I should point out the bulk of the above revenue was generated by **just 10** of my **non-fiction books!** My writing portfolio is larger, and I do write fiction as well as non-fiction

under various pennames. But perhaps those figures may help you to understand what can be accomplished with non-fiction.

Now, I don't know what you are thinking. Perhaps you think that figure is very low. Although it is a nice little side income at the moment, it is certainly not enough for me to live on and, I suspect, not enough for you either. But the beauty of this method is that you can keep moving the needle; you can keep increasing your revenue by releasing more and more books until you reach the level of income you desire.

Sure it takes time and effort – I did mention that! But it is doable, and with non-fiction books especially, once you get them to stick in Amazon's search results for a given search term, the income is effectively on auto-pilot from then onwards. Also, it is worth pointing out that non-fiction books can be very short. So long as you are delivering on your promise to the reader, your book could even be as short as 1500 words – the length Amazon recommends for its 15-minute short reads (that's why I have a number of books at precisely that word length)!

We are all different when it comes to writing, but I can generally write 5,000, decent, properly edited words in two days; and that is most certainly enough for a short non-fiction book – that is actually the length of the book you are now reading. If you keep following the process outlined in this little book, within a period of about two years, you could be earning

the average American's income, passively, from your writing efforts.

Now, just think about it for a moment and make sure you get all this into its proper perspective because, once you have done that, you would be able to give up your day job for good ... or, as I intend to do, you could simply continue to build your income to whatever level you wish. My own goal has always been to create a 6-figure income and that is exactly what I am doing right now, using this very method.

Hopefully, you should now be able to see that not only is this method a sure fire bet but that, if you are prepared to work at it, it can *completely* replace your current income in a relatively short period of time. I am not seeking to misrepresent the effort required to do this; on the contrary, I am trying to give you an accurate view of what is possible and hopefully encourage you, if you are the right kind of person i.e. someone who can write well and wants to earn an income online, to give it a shot.

## A Possible Shortcut

In this section, I want to deal with the subject of outsourcing because so far, I have tried to emphasise that the Kindle Alchemy method, whilst it is truly an amazing opportunity, requires both time and effort before really significant results can be obtained. So, what can you do if you are *a)* not a competent writer or *b)* not prepared to wait? One possible answer is to make use of outsourcing services i.e. you simply pay other people to do the writing for you. Let's first look at how this might work out.

If you could find enough decent writers to produce texts for you, at the right price, you could obviously get your books written very quickly. Supposing, for example, that you would be prepared to invest just half of your first year's profit into using an outsourcing service. That would mean that you could shortcut the whole production process and still make a profit. Of course, any writer has a limited capacity for production, so you might need to find a number of writers in order to do it quickly. But ... it is indeed doable and so, it is definitely something for you to, at least, think about.

As someone who has used outsourcing in the past, I am ideally placed to be able to warn you about the potential pitfalls. These are things you should be aware of so that you can select the right writers for your projects. Firstly, and most importantly, you must find good quality writers whose first

language is English, assuming you are intending to publish books in English.

With a fairly modest budget they will not be easy to find, but they are definitely there if you look. Take a look on [www.fiverr.com](http://www.fiverr.com) for a start. Type the term 'content' into the search box and you will find a lot of people prepared to write around 500 words for just \$5 ... so that would be 5,000 words for only \$50. Once you begin making money, simply reinvesting it in the production of more non-fiction books can really accelerate your income.

Secondly, you need to beware of unscrupulous people who are out to take your money and, in return, deliver poor quality or even duplicate work they have simply copied from elsewhere on the internet. You would be amazed at how many people seem to think they can get away with doing it too. One writer I employed actually cut-and-pasted the terms and conditions of an article site into the text he delivered to me - incredible!

The important thing is to ask for samples of their work so you can assess each writer's style and determine whether they live up to your expectations. With all due respect, if you are not a native English speaker, get someone else (who is) to review the quality for you because you are not just looking for word count; you are looking for immaculate grammar, style and, above all, that the content is good enough to command an asking price i.e. the information provided is actually valuable. With time, you will get better and better at making this kind of judgement.

With regard to possible plagiarism, there are many online checker programs including some very good ones that are completely free – just type ‘plagiarism check’ into Google and you will easily find them. You can use these programs to quickly and easily check that the document you have been sent is indeed unique i.e. it is not published elsewhere on the web.

Once you have made contact with enough writers and found those people who can produce quality documents and also work within your budget, you will be away. Using outsourcing, and working with competent writers, you could get a reasonable sized non-fiction portfolio together in just a few months! Just think about that for a moment: if you do this right, within around three months you could quite easily be adding an additional and sizeable increment to your income.

Now, having said this, I want to return to the subject of quality. It is imperative that you only publish quality books because, poor books attract poor reviews, just as good books get excellent reviews. Of course you want good reviews because good reviews will cause Amazon to market your books more aggressively and thereby accelerate your sales which is, naturally, what we want. So if you do decide to make use of this shortcut, you must find a way to ensure that each finished product is top-quality. That’s why I recommend that, if you do decide to outsource a book, you should always do the final review and editing yourself.

## What to Write

Once you have created a steady income, you can indulge yourself and write about anything you want. But, as I mentioned earlier, at least at the start, you should be writing non-fiction. The reason is that, although fiction sells very well on Kindle, people generally tend to search for the work of established authors. So - it is all a bit catch-22 - to really break into the big time with fiction, you first need to get your name known, which is, by no means, an easy task.

On the other hand, if someone is looking for a cure for haemorrhoids, or a way to make some extra cash, or a method of attracting the opposite sex, they will **not** be looking for a particular author. Instead they will be searching based on subject matter and they will be typing various keyword phrases (such as 'haemorrhoids cure') into the Amazon search engine. So, if you were to write a book on that particular subject, and you made proper use of the keyword phrase in your book title, metadata and description, your book would stand an excellent chance of being found.

Of course, this is just an example, but my recommendation to you is that you should stick to subjects that fit within the following three topic areas:

- Health
- Wealth
- Happiness

You could do very well indeed if you were to just stick to writing for the health market. If you want to do this, each book you write would address a specific minor ailment, such as haemorrhoids or arthritis. I would suggest that you stay away from major diseases like cancer and, of course, be ethical in your claims and in your writing. You certainly don't want to be offering people false hope.

What you would do is identify minor health problems and then research and write about them. There are an almost endless number of minor health problems that you could research and write about. This could quite easily take you past the number of books you would need to create a revenue stream that is equal to the average American income.

You may think that you don't know enough to write books about health issues, but these days, it is fairly easy to research these topics. As an example, a while back, I was suffering from a minor health problem myself and I spent a good deal of time researching the matter and putting together my own plan of attack. My plan worked for me, and afterward, I thought that it might make a good Kindle book. So I wrote the book and published it and it now sells a few copies every single month, without any extra effort on my part – a solid result!

Of course, you needn't focus on health. The other two areas listed above are both very lucrative too. If you would prefer to research and write books on either finance or personal relationships, you could again do very well with our method.

## Getting Started

As I previously mentioned, my first few Kindle books were not successful at all. But this was entirely because I did not properly understand what I have already explained to you i.e. that you need to do the market research, accurately assess demand, select the right subjects and find the right keywords to target.

If you are unfamiliar with the business of researching market demand, finding, and targeting keywords, then I would suggest that you do what I did myself and get a copy of the *Publisher Rocket* software (see the resources page below). This is definitely the best way to ensure you get started on the right foot

The software produces data scraped live from the Amazon site, so you can tell exactly how many people are actually searching for the very solution you are considering creating. Supposing we were thinking of writing a book on the subject of diabetes (just as an example). The first thing I would do is fire up the software and type in the keyword 'diabetes'.

KEYWORD	NUMBER OF COMPETITORS	AVERAGE MONTHLY EARNINGS	GOOGLE SEARCHES/MONTH	EST. AMAZON SEARCHES/MONTH	COMPETITIVE SCORE	
diabetes and carb counting for dummies	131	\$ 3,120	N/A	123	44	COMPETITION
diabetes and ckd cookbook	36	\$ 1,507	N/A	123	1	COMPETITION
diabetes and diet	>1,200	\$ 8,262	1,000	<100	80	COMPETITION
diabetes and heart healthy cookbook	1,114	\$ 2,079	N/A	212	54	COMPETITION
diabetes and heart healthy meals for two	353	\$ 2,271	N/A	120	47	COMPETITION
diabetes and kidney disease	801	\$ 1,449	1,600	189	1	COMPETITION
diabetes ataul	16	\$ 2	N/A	<100	25	COMPETITION

As you can see, the software reports the actual terms people are typing in to Amazon (1<sup>st</sup> column), how much people are making on average (3<sup>rd</sup> column), and how easy (or difficult) it will be to get your book (should you choose to create it) ranked in the Amazon search engine (last column) for each individual term – isn't that amazing?

Right away, I can see that there is a golden opportunity right there if, for example, you were to write a book entitled *The Diabetes and CKD Cookbook*. Those results tell us that (at the time of writing) there are only 36 other books competing for that search term! And, the average earnings for those books is very good indeed. In addition, the competition score of '1' tells us that this search term is easy to rank for (1=easy, 100=difficult).

Sometimes, one keyword search will naturally lead to another, and another. But you should simply stick with it until you find the right idea – before you begin to put pen to paper, so to

speaking. With the right data to inform your decision making, you will be writing non-fiction books that the market actually wants and is actively searching for. And with careful selection, you can virtually guarantee your book will show up against a keyword search. For many people, finding such a system has been a dream.

Sure, it will take some initial effort to get your books published and selling, as I hope I have made clear in this book, but the results will be well worth it and, in closing, I would like to encourage you to make a start because once you have your first book published and earning a steady, recurring income, you will realise that with Kindle publishing, you finally have a very solid solution to the problem of how to create an online income.

# Essential Resources

Below are my recommendations for the essential resources you will need to succeed marketing your books on Amazon, all in one handy reference section.

Okay, so here we go ...

## **Publishing Account**

Let's begin with the most important of our writer's resources i.e. your publishing account. Create an account with Kindle Publishing (KDP). They accept files in many formats including both native Word format and EPUB. You can set your own pricing and upload your cover graphic. It's completely free and your book gets its own page on the Amazon site.

[Create Your KDP Account Here](#)

## **Book Creation Software**

Hopefully you will already have your own word-processor program, but the free tool Calibre is a must have. It can convert your Word document into EPUB, MOBI (Kindle) and a whole host of other formats. EPUB is definitely the best format to work with, even on Kindle, as it allows you complete control over layout. You can upload it to KDP and they will convert it to Kindle format – it works very well. Plus, EPUB is the standard format for every other ebook site. This is an absolutely brilliant and truly indispensable writer's tool.

[Get a Copy of Calibre Here](#)

## **Cover Creation**

Many people use a software program such as Photoshop or the public domain equivalent, Gimp (which has a very steep learning curve) for cover creation. But the brilliant Canva site is what we use. It is easy to use and it's free too; what's more, the free version does a pretty good job of creating and editing cover graphics, as well as all kinds of other promotional graphics that you may also need.

[Join Canva Here](#)

## **Market Research**

The program I personally use for market research is Publisher Rocket. It is an inexpensive tool you can use to find both niches and keyword phrases to target. It essentially takes away a lot of the guesswork and reports actual search volumes, for both Amazon and Google searches. Once you get this tool, researching the profitability of your book ideas is a breeze. For me, this tool is another absolutely indispensable resource for writers.

[Get Publisher Rocket Here](#)

## **Blurb Writing**

Getting your blurb right is like having the book fairy sprinkle magic dust over your Amazon listing. Master this one most important skill and you too will be able to work magic and

significantly improve your book sales in the process. Get your copy of Kathy Dee's eye-opening book below.

[Blurbissimo: Your Book Sales are About to Explode](#)

## **Domain & Hosting**

When you are ready to create your own funnel, you will need a domain (that's your address on the internet) hosting (that's the storage service where your website sits on the web) content management system (that's the software that runs your site) and autoresponder (that's the email service you need to stay in touch with your readers and prospects). These items are the basic building blocks of internet marketing.

The ideal choice for your content management system is WordPress. It is what I am using, it is both flexible and powerful. It offers a huge array of plugins that can get your site to do anything you want (I don't say that lightly), and it is completely free. You can get your domain and hosting from HostGator. They have a great track record for reliability and support, they offer a 45 day (money back) trial, their service is very affordable, and you can install the WordPress content management system easily as they have a one-click installation in their dashboard.

[Get Your Domain, Hosting and WordPress Here](#)

## **Autoresponder**

You can use your autoresponder for many things including running a newsletter, notifying your fans of your next releases, making special offers to your subscribers, offering advanced copies of your work and so on. It is the way you stay in touch with your prospects and gradually turn them into customers and ultimately, into your fans.

A good choice is Mailchimp, but the ideal choice is for your autoresponder service is Aweber. They offer the best delivery guarantee in the business, they have excellent support, great training, they are very competitive on price, and you can even get started with your first 500 subscribers completely free.

[Get Aweber Free Here](#)

## **Book Promotion**

Leveraging the contacts of other sites is a smart thing to do, especially when you are starting out. Our promotion service was designed to give our own books a boost when they are on free offer at Amazon, but now is available to other authors. If you have a book that is permanently free (permafrees) or on free offer, we can help get the word out for you too.

[Our Book Promotion Service](#)

That's quite a list, but all of those writer's resources are tools and services that I have personally used and can wholeheartedly recommend to you. They will certainly give you an edge over your competition and make the business of getting into profit that much easier.

## Watch the Video

In his eye-opening video, Ty Cohen introduces his step by step blueprint to creating passive monthly income using Amazon explaining how he went from zero to over \$30,000 per month publishing Kindle books ...



[WATCH THE VIDEO](#)

In this video, you will discover the little-known method that self-publishers are using to leverage the power of Amazon with low-to-no upfront investment.

This book was another of our Coffee Time Reads  
You can get plenty more [Here](#)