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INTRODUCTION

So called ereaders like the Kindle, the Kindle fire, the Barnes and Noble Nook and others have really taken the marketplace by storm. Sales of these devices have increased greatly since they first burst onto the marketing.

Along with these readers, authors have who publish content for Kindle has also grown substantially. In fact some experts think that the ebook readers like the Kindle will sometime put hardcover books out of existence entirely.

This is debatable, but at the same time there is no denying the growth of epublications. In point of fact there is a huge growth opportunity for those that wish to make money as Kindle publisher.

The growth of the Kindle marketplace is only increasing. Some people specialize in just marketing books to be read on kindle or other edevices. Kindle in particular is good because although Amazon is tight lipped about how many Kindle devices are out there... estimates are that there are over half a million Kindles in the world. Many individuals can take advantage of the number of Kindle subscribers out there to publish for the kindle specifically.

Naturally, it is important to do your research first. You need to find out what is selling and not selling on Amazon. You do not want to waste your time working on content that is not going to sell.

It is also important to be patient when selling printed material. Many budding Kindle authors get discouraged when the sales are small, however, even though it may take a while for the books to sell.

There are niche forums on Amazon that can help you decide what to publish and how to market it.

Even groups like yahoo answers can help you decide what to publish for the Kindle marketplace. You should also find out how to publish for Kindle, using the Kindle formatting guides is essential.

You will want to make sure your content is easy to read and something that Kindle readers have an interest in. As a Kindle publisher you will have a huge marketplace that may purchase your content, however it is essential that you market your material. You must also pay attention to your cover design, your table of contents and Amazon formatting guidelines when marketing your book.

The Rise of the Kindle marketplace means that there is another great format in which to sell your ebook, however, as with other ebooks it is essential to promote these books. Promotion is part of the publishing game and promoting your book on your blog or website is fundamental to getting your content noticed on Kindle. Amazon has a huge market share and great optimization features, but getting your publication noticed and sold on

the Kindle takes work on your end as well that goes beyond writing it.

The technologically advanced Kindle Fire may have led to the rise of the Kindle marketplace, and huge opportunities exist to publish on the device. Take advantage of this format today and be published on Kindle.

CHAPTER 1- THE FUTURE OF EBOOK PUBLISHING

Since the beginning of eBooks, millions in revenue have been amassed not only by publishing houses but by individuals also. So why are people turning to eBook publishing now? Discover the reasons and fuel your motivation:

- **EBooks encourage reading.** Acknowledge that you are now spending more time in front of the computer screen than immersing yourself in printed matters. Who can blame you? Almost all information you need is accessed online. That's why publishing an eBook is useful; it allows people to read information they would otherwise not do when given a book.
- **EBooks preserve books.** It should be common fact that classics are now available for download in electronic form. This applies to all other books. Because literature occupies the bulk of man's written

history, eBooks will live to continue that legacy. What about being one of those who will help it expand?

- **EBooks save trees.** Printed books helped a lot in history. We learn because of books. But now, with the growing focus on taking care of the environment, eBooks provide the avenue to continue getting published without the need for trees. It's not as though publishing houses are not cooperating. It's just about using the current resources that yield the same results.
- **EBooks are published quicker.** Writers do not need to work with an agent. They simply need to work with an eBook platform provider like Amazon Direct Publishing and the rest is done for them. This means that information gets to readers faster than

when waiting for printed books to be placed on bookshelves.

- **EBooks reach out to a wider audience.** Because people do not need to wait for a physical book to be handed out to them, eBook authors are able to expand their base of readers. With the billions of Internet users, eBooks will find their way to different demography. In addition to reaching out to users across multiple locations at once, the features of eBooks can also be changed to fit the needs of its readers. An example would be the visually disabled or impaired. At times, eBooks come with Audio Books which allow almost everyone to be able to read.

- **EBooks are more economic.** Notice how a book can be more expensive as it thickens? eBooks provide enough storage capacity at a lesser price.

Besides that, the ability of an author to include multimedia information is made easier.

- **EBooks pay higher royalties.** On the author's side, royalties are revenues. With eBooks, authors are assured of their livelihood from the ideas they write about.

- **EBooks motivate people.** In contrast to the historical stigma of not being published for some reasons, individuals who can write can now see their works published less the fear of their manuscripts getting declined.

At any angle, you will see how eBook publishing is now challenging the bounds of traditional authorship. With the power of the Internet, even the person who considers himself an unlikely author may end up becoming a celebrated writer. So with these benefits, let us move on the mechanics of getting published.

CHAPTER 2 – WHY SHOULD I PUBLISH ON AMAZON DIRECT PUBLISHING

There are a lot of companies out there who offer eBook writing platforms. However, Amazon Direct Publishing is leading the race. Find out why below.

- **Fresh Audience.** Each day, Amazon is taking in new members who take advantage of the lending services it offers. Your eBook could be one of those that people will be looking for. With the saturation of titles in specific literary genres, your eBook might just be what people are looking for to get new perspectives about certain subjects. Imagine how your work will be exposed to different minds as they absorb your ideas and use it to learn, to be entertained, or to be inspired.
- **Higher Royalties.** For 2012, Amazon prepared a budget of \$6 million to fund its royalty payments to