

# TO KINDLE *OR NOT* TO KINDLE

**SELF-PUBLISHING SECRETS  
OF THE 1% SUCCESSFUL  
NON-AUTHORS**



**To Kindle Or Not To Kindle**  
**Self-Publishing Secrets Of The 1% Successful Non-Authors**

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# Foreword

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Reading has always been a passion for many people. For some it is like breathing, essential, integral and a must, a part of their everyday lives. From hard covers, to paper backs, encyclopedias to magazines to just about anything, a lot of people are just in love with the power of words.

As one of the first basic lessons that we learn from school at a tender young age, or at many times, before we even leave the house to join nursery school, a lot of people get hooked on books. The world of books or printed materials is indeed priceless. It can invoke so many feelings, spark ideas, view and set different opinions – it is like a treasure trove discovered in the palm the palm of your hands.

But should you use Kindle? We will find out here.

# Chapter 1

## Introduction

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For many people, owning or possessing books is like discovering a long lost treasure. For book lovers and aficionados, they become avid collectors of printed materials. May it be out of print works of masters, to romance novels, self help books – the list is just goes on and on.

The smell of musty paper or if new, the smell of “hot off the printers” pages, the look on that cover, the weight of the book in your hands, it is just like a love affair that send chills down your spine.

Collectors often face a problem. Where to put these books? The deep passion that a collector has is nothing to be laughed about. It is truly amazing. So where do books fit in? After a hundred or so books, a collector tends to wonder if there is still available space. A dilemma that many share, truth be told.

Technology has made a breakthrough for avid collectors of the printed word. There are now gadgets and applications that help collectors or readers lug around hundred or maybe thousands of books in a single device.

Gone are the days where you need to wait in line to purchase that book that you have been waiting for. Gone are the days where you wait in line at a bookstores doorstep to be one of the first to own that

new release of the series that you are so addicted to. Gone are the days where you go to out of the way bookshops looking for that out of print copy that will finally complete your collection. Gone are the days where you carry 3 or 5 books to lug around while you are on vacation where you plan to read and toast in the sun and just get lost in the world that only books can do.

Now all you need is a charger and maybe internet connection and a portable device and you are set. You can now own thousands of books at your fingertips, just waiting to be discovered. For some this has been a piece of heaven on earth, that slice of the most delicious chocolate cake that you discovered. The passion that keeps you same and whole is now at your fingertips.

# Chapter 2:

## What is Kindle

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Thanks to the modern marvel that is called technology and the internet, a little “spark” was formed to ease the lives of many reading enthusiast, collectors and really just about anybody who likes and loves to read.

### **The Dawn of a New Age in Reading**

Kindle is an electronic portable device that lets you purchase, download, store and read electronic books. A breakthrough made by Amazon.com to further fuel the clamor that people have when it comes to reading. It can store countless number of electronic books or E-books.

The portable device has an instant wireless access to the Amazon.com website, enabling you to browse through and purchase through the vast and growing collection that they currently have. You have access to newspapers, magazines and even purchase and play audio files, like MP3's and audio books.

### **Compact and Lightweight**

Comparing the Kindle to a hard cover, the difference is definitely noticeable. With a hard cover or a paperback, you are just lugging one



or two items, with the Kindle, you have the library with you, or for most part – the half of the Library of Congress that you would like to own and can own.

Dreams come true for so many since it's like owning a portable library. The access that the Kindle gives you with over 115,000 books and counting is just truly amazing. With a just a name and a title in mind, you have results in a few seconds. You still nourish your insatiable thirst for knowledge but eliminating the carrying, storing and stacking that you need for your collection.

### **How it Works**

A hand held portable device, the Kindle enables you to read and listen to your books or audio files from one device. Using a grey screen, your text is displayed where you can just press a button to go forward and backward to view the material that you are reading. You can download material through Amazon.com's Whispernet and your files will be directly stored in your Kindle device. It also enables you to browse the web, though limited to Amazon and Wikipedia.

### **How Can It Help You**

For many, this is a true helpmate. For example, students who are just swamped with research work can use this device to provide them with the books that they need without trekking to the library and lugging

home countless books to be used as references for their research work. It's like having a library, librarian and researcher all in one.

If you own a personal computer or laptop, you can say that you can do the same work with them, but the Kindle's function is more specific and offers less distraction that would enable you to work faster and finish earlier than scheduled. With an email service, you can convert files from jpeg, bmp, PDF, HTML and others into the Kindle format for easy access.

### **Other Features**

The Kindle has a function that is a cross between a word processor and a book. It enables you to highlight words or texts where you can research and find the definition from the Kindle electronic library. So again, no need to dust off that big dictionary that you own when you come across a word that is unfamiliar.

Next we will look at you becoming the author so others can search for your books to read.

## Chapter 3:

# Figure Out What You Can Write About

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Even the art of writing has evolved. There is a wider playing field when it comes to what you can write about. It's just a matter of putting words into paper, or in this case, typing them and posting them online. Simple, fast and oftentimes free, change has also touched how printed media can touch more minds.

### **The Aspiring Writer**

For many who are avid fans of the printed word, there is that dream of being able to put all of the words that are swimming in your head and making something that makes sense. The dream of being a writer is well and alive for a lot of people. The creative urge is there, but often potential authors really don't know what and how to write that best selling story that is stored inside your head. The proverbial wind knocks them down and the best seller is put on the shelf.

### **Figure It Out**

For some, they already have that story swimming in the recess of their minds. For others, it's the urge that is pushing them to sit in front of that computer and type away. Just like in baking, it is really important that you have all of your ingredients in front of you. Before

you even mix and beat and whip, you need to measure and make sure that you have all of the ingredients that is listed in the recipe right in front of you.

Figuring out what you can write is hardest when you are at the birthing stage. You need to know what genre you are going to get into. The target audience should also be considered since you really want to get to the right people. You will always have that scatter-brain moment where you have bits and pieces here and there and you are just trying to piece them together.

### **What Can You Write?**

The possibilities are endless for potential writers especially with the accessibility that the internet is providing. You can do some freelance work to test the waters so to speak. Many aspiring non-authors and authors alike do freelance work first, since they want to get comfortable in their craft. They are afforded with the opportunity to work and find the niche that they are comfortable in. With the hype that e-books are getting, the playing field has widened further and further that in all reality it really is a market that will not lose its fan base.

There are many topics, areas and genres that an aspiring writer can look into. A person can start with article writing or blogging or be a creator of e-books like this one. There is no limit to what you can do when it comes to writing as long as you have a great idea in your head and you know how to express it, mix it with great grammar then you

are set. Finding the right media to make yourself heard is now easy and fast.

## Chapter 4:

# Figure Out What Will Sell

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When it comes to selling, it is imperative that you know what the market needs. It is the same deal when it comes to writing. What is the current demand? What is the hype all about? Do you want to break the mold and create something new and dynamic? Again the possibilities are endless.

### **Freelance**

When you are testing the field of online writing, freelance work is one of the best test markets that there is out there. You get a fair idea on what is needed and you are given wider range of choices to sink your teeth into, so to speak. You also enhance your writing style to suit the needs of your clients or your potential market. Imagine it this way; you are actually looking for a mold that would suit your taste. When you are selling to a market that is invaded by people from all walks of life, you need something that will stand out. Think JK Rowling and Dan Brown. These authors created a stir that broke the mold from the usual form of writing.

## **Make a Sale**

Everybody is in line to make a sale. This is in truth one of the best feelings that you can get without the use of any drugs or controlled substance, you don't even need to break a sweat. When someone sells something, there is this feeling of accomplishment. For writers, when the work that they made is accepted, a certain kind of happiness settles over them. It is not easy to create a 5 to 10 thousand word document that you will call an e-book. You need to have that idea and put it into words that will assist and inform your readers on what they need. If you are creating a story, you need to make sure that you are holding your audience captive, just like a bestselling author.

## **Create a Stir**

Curiosity killed the cat, right? So figure out what the market is curious about. Tapping into what the public needs is one way to figure out what will sell and what will not. When you have that general idea, make sure that you become a farmer and milk that cow.

Supplementing what the people need will always create the best avenue for you when you would like to earn when it comes to online writing.

For example, there is a big stir in self-help and entrepreneurial books. Many people are interested and are looking for tips and suggestions on how they can start businesses. They are looking for ideas on what

works best and how this certain billionaire started and what did you do and stuff like that. So milk on that idea.

Go from there and see what you come up with. Then market that idea or self publish through the internet. There are many ways how you can self publish, all you need to do is create your product, so to speak, research on the where you can post and sell your product, then you can go from there.

Kindle is a great place to self publish your product.

Make your book available as an ebook on Amazon.com and reach 1000000s of readers with Kindle Direct Publishing. Kindle publishing gives you everything you have to become your own publisher now.

Publishing your work is free and you are able to earn up to 70% royalty while having the power to set your own cost for your work.

Publishing takes less than 5 minutes and your book commonly shows up on the Kindle store inside of a day.

A finished manuscript and an Amazon account are all that is required to publish your book on Amazon and Kindle publishing.

You can publish books written in English, German, French, Spanish, Portuguese and Italian and set your pricing in US Dollars, Pounds Sterling, or Euros.



# Chapter 5:

## Understanding Price Points

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Writing and selling your product, may it be online or not, requires you to be aware of economics. Sure, you have a product that is just so amazing that you know it will capture that market once it hits the virtual stands. But then, you need to sit back and think about the “how much will I charge for it?” thing. Another turning point in being a successful non author trying to make it in the world of consumer products.

### **What is a Price Point?**

This term refers to the point of sale of any item. The retail industry uses “price point” because this is how the retailers react to a certain product. When you are selling something, may it be virtually or personally, the price point should always be in line with what you are selling.

Just like with manufacturers and distributors, they play with the price point of a certain product to ensure that they can create a sale. They use the balance of demand and sale. Remember that consumers or buyers will always look for the best price for anything. So when you are making or setting the range for the price of your product it is important to get into the mainstream of things.

## **Economics**

Economics will always play a major role. Remember to keep in mind that if a product is priced too high, the demand will slacken, and if it is priced too low, there is demand, but then are you sure you are making the profit margin that you have set. Understanding the acceptable standard mark up is one way to ensure that you are hitting that profit margin. Remember that making a sale is imperative since if you want to break into this area, but next to that making a profit is really what matters.

## **Marketing**

There are many tactics that distributors, manufacturers and sellers use to grab the attention of the buying public. Some use time tested, effective practices that will make the customer do a double take. An example would be marketing a product that they are selling for \$3.99 instead of \$3.47. The consumer will be more attracted to thinking that they are saving \$.01 than buying it for \$4 than seeing that they shelling out \$.47 above of \$3.

## **Sold!**

Once you have a fair price to go along with your product, now is the time to see the reaction of the market. Once word gets out about you and what you are selling, you can be sure that you will get the sale that you need.

Selling a literary work is indeed more profitable since you really only need to make it once and then you sell it. After the first five to 10 copies are sold, which will cover the cost of the electricity that you consumed in creating your masterpiece, the following sales would bring in profit for you.

Selling through Amazon's Kindle is one way to ensure that you really have a steady market since there is a constant stream of buyers who are always on the lookout for something new and exciting.

# Chapter 6:

## Learning How To Format Correctly

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When you are writing, remember that there are people out there who will always look into how you made your work. Not only editors but the big guns that really have the final say. The public. They hold the ultimate power because they can really make or break you. They cause the stir in your proverbial pot. The editors will cite the areas of improvement that you can do to make your work better, but the public will see the final work.

### **Format!**

In writing, may it be freelance, academic or anything else; there should be a format that you follow. Your work will be read by people and you need to make sure that they understand your work. Having something that is all over the place will surely turn off people, giving you the thumbs down. So make sure that your work is not only interesting, but readable as well.

Make sure that you use an easy read font, with the right size, at least 12 or 14 so that words are seen well by the reader. Keep in mind that your work is read via a computer, or a portable mobile device like the Kindle, and reading this way will cause eye strain when done for a long period of time. So do your reading public a favor and make the

letters and words more visible. The comfort of the reader should always be your topmost priority.

## **Flow**

Also, take into account that your overall idea should be broken down appropriately. It may be an e-book but it is still a book. So before you lay down those words, do your part by cutting them into chapters. Make it easy for you and for the reader by categorizing or classifying what you are writing about.

Within each chapter, make use of subheadings to make your idea easily translatable to the reader.

## **Watch out for Errors**

For readers, they will always have that critical eye. They will see typographical errors like a hawk. Then you have the grammar slips, even as simple as interchanging using an “a” to a “the”. Oh boy. Remember that these people are not shy to tell you what they think and what they saw within your work since they paid for your work. They are your best and worst critics, so it wouldn't hurt that you double and triple check your work before you sell it.

## **Formatting For Kindle**

Make a new document in Microsoft Word, 3.5 inches wide, 4 inches high, with 0.25 margins to follow the size of the Kindle. This will let you see what your work will wind up looking like on a Kindle. Once uploaded, Kindle will dismiss the page size.

Copy and paste the contents of your book. Paste it into the new document you just made.

Change your font sizes to 10, 12, 14 and 18. These are the only sizes utilized by Kindle. Additional font sizes will be converted to the size nearest to one of those numbers. Font types will likewise be dismissed by Kindle, so utilize Times New Roman to see what the fonts will look like on the Kindle while processing your document.

Format paragraphs to "Left Align." Remove any dashes placed in the middle of words.

Utilize first-line paragraph indents as needed not exceeding 1.5 inches. Kindle will mechanically indent the first line of paragraphs, so you don't have to set these manually. Kindle won't recognize 0-indent first line formatting. For these paragraphs, utilize a first-line indent of 0.01 inches. Kindle will live with this, and it won't look like an indent to the reader.

Get rid of any tabs utilized in your document. Kindle won't recognize them.

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Remove any tables from your document. Kindle will be not able to format them right.

Utilize page breaks as needed. Place a page break before each chapter.

Insert hyperlinks to the Net as needed.

Utilize Word's Table of Contents feature to produce a table of contents with links to every chapter. Then format the TOC and delete all page numbers. Page numbers will vary depending upon the font size picked out by the reader, as well as the device being utilized to read the document.

Save the document as an HTML format by choosing "Save as..." and selecting HTML in the formatting choices.

Review your document thoroughly prior to uploading to Kindle. Utilize Word to make alterations to your document. If you need to make alterations to the HTML code, don't utilize Word, as this will produce irregular results in your document. Utilize Notepad or an HTML editing software package to edit HTML code.

# Chapter 7:

## Marketing Your Book

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So now that you have the finished product and you know about the selling price, it is now high time to market that book. Many new non-authors really don't have a fair idea on how to go about this when they market their book. The common idea to marketing a book is to go to an editor, or a publisher or a publishing house so that they can carry your book and make mass product it.

### **The New Way...**

In this day and age, there are now many ways on how you can market a literary work, whatever genre it may be categorized in. The internet is really a powerful tool to market literary works especially for new and non-authors alike. With the help of portable and handheld devices like the Kindle by Amazon, they create a new avenue on which you can market and sell your work.

Part of the glamour when you market a product is creating an impact on the people whom you are selling your product to. The “packaging” is important along with the content. For some authors and non-authors, they create or join forums in different social medias to market and make them and their products known. It's like stirring up the beehive, so to speak. They introduce themselves to a wide range of



social classes thus creating an impression on them and the product that they are selling.

## **Excerpts**

Some authors and non-authors would share a chapter or two as part of their marketing strategy to pique the curiosity of the public. Excerpts are a good marketing strategy, comparing them to teasers and trailers in the movie industry.

## **Reviews**

Another stir that you can do is to create an impression of your work and gather reviews. How can you do this? Choose a few participants whom you will bestow the great honor of being one of the first to read your work and ask for a review of your work. This in turn is creating a virtual “word of mouth” form of advertisement.

A lot of people will look at what other people are saying about a product before they make the decision of buying it. They need the virtual thumbs up before they make that purchase. Reviews are beneficial to newbies in the writing industry, so take into account gathering and conducting reviews for your product.

## **The Power of the Net...**

The internet is now the go to when a person is looking for something. Since you are marketing primarily via the web, SEO or search engine optimization is an area of social marketing which will help you. For search engines, key words are essential. With the use of SEO, you can be very visible via the many search engines, like Google, Yahoo, etc... Creating online advertisements is also a key factor in online marketing; using sites which are visited often are also great instrument for you to get the attention that you need.

Marketing nowadays is really easy with the help so many sites and apps available to a tremendous market. Take advantage of all the resources that you can use. Make sure that you use the techniques and tools available at Amazon as well.

# Chapter 8:

## Deciding If It's Time To Go To Print From Digital Product

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As a writer, the thought of going from to digital product to print is like being handed the keys to the city. There is always that dream of having your work printed on paper. There is something ultimately eternal about knowing that out there somewhere, people are reading your books, holding the real deal in their hands.

### **Is it Practical?**

For many authors, the deal of transferring a digital work to a printed material is really tempting and can make you jump up and down with glee. There is an upside then there is also a downside.

The upside is that your name is part of the mass produced works that only a few are granted the opportunity to do. You can show something that is physical and say that you have a book. Congratulations, you are now an accomplished writer! You can now put that work of art in your bookcase to rub against other literary giants who earned millions with their works.

The downside would be, are you sure that the mass produced works of art that carry your name are going to be sold out? Think about the space that they will occupy in your garage or in an office space while

you are waiting to ship them out for orders. It is literally money just lying around, accumulating dust.

### **Think Green...**

Then there is the think green thing. In having your literary works printed are you helping the greater cause of the environment? There is something about that entire advocacy of saving trees that one should be concerned about. You don't really need to be a tree hugger to know the issues that this world is facing. How many trees were cut for you to have your book printed? Just let that play in your mind.

Many publishing houses are also doing their part in helping to save the environment. They are now concerned about the paperless advocacy. Though in reality, the gadgets and other digital devices that people are now using use up more of Earth's other resources, but since these are the inevitable and emerging and in demand, doing your part, albeit small is something that should be considered.

Books are books in any shape, form or media. For many, they are the next best thing to coffee and chocolate cake. But thinking on the practical side of things, is it really time for you to have your digital work printed?

### **Weighing the Pros and Cons**

Just like in any situation, the pros and cons should always be considered when you are making a great move or shift in life. As an

author, you also have to think if going into print vs. digital is really the right move for you. Deciding what is best will always fall on your shoulders. There are many questions that will play in your head especially if you are shifting from mode of media. Make sure that you have a solid answer for all of them.

If you do decide to go to print instead of a digital product, Amazon has a solution for you as well.

# Chapter 9:

## People Who Have Had Great Success And How They Did It

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Many authors dream of success and for aspiring writers and non-authors going into self publishing, they often ask themselves – is this really possible? The simple answer is YES! It is possible. In all reality, these authors or writers are part of the minority, owning like 1% of the publishing world. But then again, they were able to do something with technology that enabled them to bite a portion of the publishing industry.

### **Simple People**

There really are successful self published authors, and they are simple, ordinary people just like you. They took the chance knowing that they have something great in their minds; putting it down as something readable and they self published their work, making them earn more than they could imagine. It's like getting a Christmas bonus every month. These people are not well known, bestselling authors. They are simple people - educators, attorneys even stay at home moms who took the risk and made the plunge.

## **Who are they...?**

Amanda Brice is a good example of a self published author. She is an Intellectual Property attorney and in her spare time she writes teen novels. She has an average income of \$750 a month from the sale of her books. Another would be Jan Strnad, who is a 62 year old educator. His goal is to supplement his retirement and with what he earns, which is around \$2000 a month from his published works, he is well on his way to his goal.

Rachel Schurig is also an inspiration. She just made six figures last year in sales with her self-published work. There are many people who are making a decent living or supplementing their income using their talent writing and self publishing their works. Take note that they did not shell out money to have their works printed on paper, they used another media that is more adaptable and more versatile like online publishing.

## **How did they do it?**

They took their work seriously for one. As this was a passion for them, they worked on their craft and made sure that they were producing quality work. They adapted to the changing times and used the net to touch a bigger reading audience. There are many publishing houses that are now offering self publishing business to aspiring authors and Kindle publishing is the leader in this area. The choices are not limited and there are other avenues in which you can publish without linking your works to existing publishing companies.

## **How it works...**

As the author, using online publishing, you own all of your own rights. No splitting the cost except for a small percentage to the company. You have direct contact with your fans base. It's like you get to bake your cake and eat it, too... Nothing will ever go out of print; it will stay as fresh and new as the day that you first published it. For some, it will not start with the first work, but remember, once you have a steady fan base, you will have the opportunity to see the rest of your work take off.

Remember that there is always a chance for you to make it or break it. There is no promise of success but the risks are worth it once you are able to get your work out there.



# Chapter 10:

## Conclusion

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If you really think about it, the Internet has paved the way for many writers, authors and non-authors to make a name and earn a living. With devices like the Amazon.com's Kindle, there is a big market out there that you can tap into. The possibilities are endless. The options are limitless. You can join existing publishing houses who can help you with your work and you can also self-publish, technically eliminating the middle man out of the picture.

All it takes is you and your drive to succeed. With all of the resources at your disposal, there is no reason why you can't do it. Talent is really a gift and it would be such a shame if what you have is not fully maximized to its full potential.

Reality will always play a role and you should be ready for it. There is always the 50-50 chance of failure or success. But looking at the brighter side of things, the important part is that you can get your work out there. It is no longer just a dream. Someone will be able to see your work and just let nature take its course with your success.

The enterprising mind will always look at the bigger picture and not let minor distractions waylay him from his ultimate goal. Now that the doors are open, it is time to enter the arena and make something that was just an idea in your head. Remember that if that idea just stays there, there is no room for growth, no chance to expand. Give

your talent room to grow. The only person who will stunt your growth is you.

Thank technology and all those smart people who invented e-book readers, applications and devices that are now available in the market. They really made lives easier for the newcomers who will make names for themselves in this generation. Their talent has enabled many to make their “small” dreams into big realities, giving them the opportunity to earn in the process. This stroke of luck or manna can also happen to you. Always remember that nothing is impossible when you put your mind into it.

The Kindle device is just one of the few devices that are enabling writers and authors to tap into an industry that was impenetrable before. With the continuous surge of development, you can be sure that there will be more devices like the Kindle which will be instruments to expanding the accessibility of the market for published works.

For the 1% of self published authors out there who are living the dream of having fans for their works, making a living with their self published works of art, gives the body a real push and inspires one to really believe that having a published work is not just an idea gathering dust in the bottom of your desk drawer.

They are simple people who are now enjoying the benefits of the risks that they made. You can do the same as well. If it worked for them, you can surely make it work for you.

I hope that this book has given you a head start on getting started with getting your work published and to have great success with the Kindle platform.

***Best wishes on your ventures.***

***OTHER RESOURCES:***

Fast & Cheap Storybooks

<http://scgoldmine.com/go/?b4ij>

Kindle Me Wordpress Plugin

<http://scgoldmine.com/go/?t2zr>

Instant Book Apps Ultimate

<http://scgoldmine.com/go/?y0ko>