

About Kindle Books



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Have you written a book and published it on Amazon's Kindle platform? When Kindle first came into being it instantly became a way for thousands of wannabe authors to publish a book without having to "sell" their writing to an agent, or find a publisher. Kindle gave access to wannabe authors, and that's why it was (and remains) popular.

I've written 3 books that I published on Kindle and taken part in a 4th book that was a "collaboration" book.

Create Your Own Income: How To Take Control of What You Do and How Much You Make (find it at confidentmarketer.com/your-income).

Starting a Small Business - Are You Really Ready to Work for Yourself? (find it at confidentmarketer.com/areyouready).

How To Get More Clients and Help More People: A Guide for Energy Workers and Transformational Business Owners (find it at confidentmarketer.com/howtogetclients).

ABOUT KINDLE BOOKS



I wrote these books because so many people I talked to wanted to work for themselves, own their own business, be in control of their life and how they worked. These 3 books were designed to help people understand how to prepare for owning their own business, which, after all, is very different than heading to work every day and working for someone else. It requires a different set of skills and a different mindset.

The fourth Kindle book was a collaboration spearheaded by a friend, Donna Gunter. She rounded up a group of us who are experts in the online world and we co-wrote a book titled **Biz Smart Quick Guide: 10 Strategies to Online Visibility for More Traffic,**

Clicks, and Profit! (find it at confidentmarketer.com/BizSmart).

Question: Have you published a book on Kindle? If you have would you please send me the title and the Amazon link? I'd love to know about it. Simply hit reply to this email and give me the title and Amazon link.

Sometimes the business owners I work with ask me about how to structure a Kindle book. There are many online courses available about how to publish on Kindle. But for me, I look at how to organize a Kindle book so that the information is easy to find and super-helpful for the reader. (I'm talking about a non-fiction book here.) So I use a framework that is basic and includes these points:

- Purpose - what is the purpose of your book? What do you want your reader to know and use that they didn't know before?
- Points - for a Kindle book stick to 3 to 5 points. What are the most useful 3 to 5 things you want your reader to know about this topic? What do they really need to know the most?
- Examples - for each of your 3 to 5 points make sure that you offer one to two good examples that illustrate the point. Tell a story or use a case study. Using examples helps your reader to anchor what they are learning from you. They will be more likely to use what they learned.
- Summary - Close the book by bringing your reader back to the main purpose and how they can now use their new knowledge.

ABOUT KINDLE BOOKS

- Next steps - If you have another book you want to lead your reader to be sure to do that. Or, you might want to lead them to an online resource aligned with your book which becomes lead generation for you.

If you follow that basic outline you have a good chance of creating a Kindle book that your readers will understand, use, and love.

Marketing your Kindle book is an entirely different topic. All I'll say here is that there are bazillions of Kindle books, so you can't just put the book up on Kindle and expect your baby to be found. I'm not a Kindle book coach (there are plenty out there) but I can sure tell you that as you write your book you must also begin to write a marketing plan for that book. This is where most authors I know fall down. And that's a big shame because their wonderful book goes unnoticed when it could really be helpful to so many people.

One article online that has a lot of useful information about promoting Kindle books can be found here: contentnitro.co.uk/promote-free-kindle-book.

If you end up buying one of my Kindle books listed above please go back over to Amazon and leave a review when you're done. That's one small way to bring a Kindle book to attention, so I'd appreciate that.

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To your sweet success,

Sue Painter

PS My latest article about customer perception and your sales is ready for you. Read it here: confidentmarketer.com/customer-perceptions.