

Kindle Sales Krusher

QuickStart Guide

by HP Jeschke

Introduction

Selling books on Amazon.com and especially ebooks for the Kindle can be very lucrative. One ebook alone will not make you rich over night but if you have several ebooks that are selling a few or more copies each...it's a different story.

You are going to learn all the secrets that I use to make an additional \$700 to \$1,000 on complete autopilot. As a matter of fact I really had to dig in to my memory as I have set up about a dozen ebooks some time ago and I basically forgot about them.

When Jay Boyer contacted me and asked how they were doing I was actually surprised to find out that they were basically selling almost the same as several months ago when I originally set them up.

I first learned about Kindle publishing only 5 months ago from Jay Boyer's excellent Amazon Cash Machines course, and now I am going to share with you what I learned from him and the

special twists that I developed to kick sales into high gear.

Have a nice day!

HP Jeschke

PS:

Please feel free to contact me with any questions or comments. My personal email address is hp@jeschke.com

How to Identify Hot Niches

There are several ways to identify hot niches. As we want to sell books for the Kindle we are going to look what is selling in other markets in order to get some clues. One of those markets is Clickbank. The ebooks on Clickbank.com are sorted by sales volume. The best selling items are listed on top. Something that sells on Clickbank.com might as well sell on Amazon.com.

Clickbank also sends out promotions for certain products. If you go to

<http://www.clickbank.com/communications>

You can subscribe to these announcements.

☒ **I wish to receive the following email marketing communications from ClickBank:**

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Get connected! Receive announcements about upcoming events.

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Be the first to know about new products launches available through ClickBank.

☒ **Press Releases**
Receive featured stories and late breaking news related to ClickBank.

☒ **Product Updates**
A bi-weekly email specifically designed to inform affiliates of high-quality products from vendors, including new, featured and top performing products.

☒ **Promotions and Offers**
Learn about the benefits and rewards exclusive to ClickBank affiliates and vendors.

☐ **I do not wish to receive any email marketing communications from ClickBank. Note: This does not include the CLICKBRIEF™ Newsletter. [Click Here](#) to manage your subscription preference for this weekly newsletter.**

Clickbank does not send out promotions for products that don't sell. You can use these announcements as cues and that way find very interesting trends and products.

But you don't have to wait for any newsletter. You can also check out the products that are listed in the featured marketplace:

<http://www.clickbank.com/featured/>

The regular Clickbank marketplace can also give you some pretty good ideas:

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Sell Products

Promote Products

Buy Products

About Us

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English

Marketplace

Choose from thousands of great products to promote

Find Products:

Advanced Search

Search Tools

Introducing SocialPromote™ Share products you like with your Facebook friends & earn affiliate commissions. More Details

Make More Money.

Featured Marketplace

Promote These Products!

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Categories

Arts & Entertainment

Betting Systems

Business / Investing

Computers / Internet

Cooking, Food & Wine

E-business & E-marketing

Education

Employment & Jobs

Fiction

Games

Green Products

Health & Fitness

Home & Garden

Languages

Mobile

Parenting & Families

Politics / Current Events

Reference

Self-Help

Software & Services

Spirituality, New Age & Alternative Beliefs

Sports

Travel

How to Find Products to Promote

1. Browse Categories on the left.

2. Use the Find Products box above to search by keyword.

To view the vendor's Pitch Page, click the listing title. Stats show you how much you can earn for referred sales. Click Promote to create a HopLink and start referring sales!

To learn more about how the Marketplace works click here.

New to Affiliate Marketing?

The ClickBank Help Center will help you to get started.

- Not sure what an affiliate is or does? Learn the basics of being a ClickBank affiliate.
- Follow the easy steps in this guide to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? This article will show you how your earnings are calculated.

Sponsored Links

Join ClickBankLaunchForum.Com

New - Profitable - 100% Free!

ClickBankLaunchForum.Com

Avg Comm 50% Promote Now

Get Paid by Google!

Get Setup in 7 Days!

www.The7dayTest.com

Avg Comm 75% Promote Now

#1 Paid Survey Site!

Top Conversions. 75% on \$50.

www.Surveys4Income.com

Avg Comm 75% Promote Now

Still On Top For 2 Years!

Still amazing CR, happy AFF.

www.the100blackbook.com

Avg Comm 75% Promote Now

\$10,000 Affiliate Bonuses!

#1 Rated. Earn HUGE checks!

www.PennyStockProphet.com

Avg Comm 75% Promote Now

New Affiliates Get \$50!

Who Else Pays You To Join?

www.RealWritingJobs.com

Avg Comm 75% Promote Now

\$466,197 in 4 weeks? Wow!

Huge Market. 75% + Bonuses!

www.I-Click-Fix.com

Avg Comm 75% Promote Now

See My \$4,370/DAY Secret?

Big FREE Secrets Revealed

www.SecretOffer.org/FREE

Avg Comm 65% Promote Now

\$3.00 EPC - Killer Conversions

Hottest New Bizopp Offer on CB

www.MobileMassMoney.com

Avg Comm 75% Promote Now

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Let's take for example the category "Health & Fitness". And within that category the subcategory "Remedies":

Marketplace

Choose from thousands of great products to promote

Introducing SocialPromote™ Share products you like with your Facebook friends & earn affiliate commissions. [More Details](#)



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- ### Categories
- Arts & Entertainment
 - Betting Systems
 - Business / Investing
 - Computers / Internet
 - Cooking, Food & Wine
 - E-business & E-marketing
 - Education
 - Employment & Jobs
 - Fiction
 - Games
 - Green Products
 - Health & Fitness**
 - Addiction
 - Beauty
 - Dental Health
 - Diets & Weight Loss
 - Exercise & Fitness
 - General
 - Meditation
 - Men's Health
 - Mental Health
 - Nutrition
 - Remedies**
 - Sleep and Dreams
 - Spiritual Health
 - Strength Training
 - Women's Health
 - Yoga
 - Home & Garden
 - Languages
 - Parenting & Families
 - Politics / Current Events
 - Reference
 - Self-Help
 - Software & Services
 - Spirituality, New Age & Alternative Beliefs
 - Sports
 - Travel

Results

Marketplace Help

Displaying results 1-10 out of 2,371 (pg. 1 of 238)

Results per page:

Health & Fitness

Narrow Results by: Product Type | Language | Billing Type

Sort results by: Popularity

Low to High | High to Low

The Diet Solution Program

Super High Converting Weight Loss & Nutrition Site With Awesome Sales Video Filled With Real Content. Find Out How You Can Cash In Too: <http://www.thedietsolutionprogram.com/affiliates>

Avg \$/sale: \$45.96

Promote

State: Initial \$/sale: \$43.32 | Avg %/sale: 75.0% | Avg Rebill Total: \$28.29 | Avg %/rebill: 75.0% | Grav: 370.92

Cat: Health & Fitness : Diets & Weight Loss

Fat Burning Furnace: !!!May Update!!!

Your Average Payout Now Boosted 30% With More Unusual Tricks Used On This Uncomfortable Website. www.fatburningfurnace.com/aff

Avg \$/sale: \$38.43

Promote

State: Initial \$/sale: \$31.67 | Avg %/sale: 75.0% | Avg Rebill Total: \$25.74 | Avg %/rebill: 75.0% | Grav: 186.76

Cat: Health & Fitness : Diets & Weight Loss

Truth About Six Pack Abs - bestseller since 2005

75% comes plus Three 1-click upsells! For tips on getting 3-cent clicks (not google), SEO tips, facebook, and more go to - <http://truthaboutabs.com/affiliate-info.html> - see how my super-affs do 100+ sales/day from ppc.

Avg \$/sale: \$36.12

Promote

State: Initial \$/sale: \$30.90 | Avg %/sale: 75.0% | Avg Rebill Total: \$26.21 | Avg %/rebill: 75.0% | Grav: 294.82

Cat: Health & Fitness : Diets & Weight Loss

The Muscfe Maximizer

The evolution of video sales letters has arrived! Brand new product has sky-high conversion and big payout! This proven system promises to pack-on muscle without fat, and delivers with this amazingly unique, custom, interactive nutritional software.

Avg \$/sale: \$59.60

Promote

State: Initial \$/sale: \$56.03 | Avg %/sale: 75.0% | Avg Rebill Total: \$44.08 | Avg %/rebill: 75.0% | Grav: 88.45

Cat: Health & Fitness : Exercise & Fitness

Fat Loss 4 Idiots

Affiliate Page Here -- <http://FatLoss4Idiots.com/aff> -- Thank You

Avg \$/sale: \$31.94

Promote

State: Initial \$/sale: \$31.94 | Avg %/sale: 75.0% | Grav: 199.86

Cat: Health & Fitness : Diets & Weight Loss

No. 1 Penis Enlargement Guide - PenisAdvantage.com

Natural Penis Enlargement Guide Paying Up To \$59.35 Per Sale - Now paying 75% on all CB upsells too. Every guy wants a bigger penis, and Penis Advantage is the best selling penis enlargement site on CB. Low refunds, high conversions.

Avg \$/sale: \$43.79

Promote

State: Initial \$/sale: \$43.79 | Avg %/sale: 75.0% | Grav: 163.50

Cat: Health & Fitness : Men's Health

Yeast Infection No More(tm): Yeast Infection

Cure Top Aff--\$257k/Month

The Highest Converting Yeast Infection Program On On. The Only Clinically Proven & Unique 5 Step Holistic Candida Cure System. Extremely High Conversions. Highest Payout: \$27-\$35/Sale!

Avg \$/sale: \$29.63

Promote

State: Initial \$/sale: \$29.63 | Avg %/sale: 75.0% | Grav: 153.73

Cat: Health & Fitness : Women's Health

Vince Del Monte's No Nonsense Muscfe Building &/or Your Six Pack Quest

Highest Converting Muscfe Sales Copy! Top Muscfe Program On Net since 2007! Earn Up To \$150 Per Hop With Upsells & Backend Offers. Sign Up For Free Newsletter

Avg \$/sale: \$72.57

Promote

State: Initial \$/sale: \$51.89 | Avg %/sale: 75.0% | Avg Rebill Total: \$211.15 | Avg %/rebill: 75.0% | Grav: 108.83

Cat: Health & Fitness : Strength Training

The 31 Day Fat Loss Cure - Best Video Sales Letter Out There!

4/14/2011 - New upsell bump avg. payout to \$33.95 - Affiliates in Apr-May can win a brand new iPad just by making a few sales. Get more info on the iPad and also insider affiliate tips/banners/email swipes at <http://www.31dayfatlosscure.com/affiliates>

Avg \$/sale: \$33.42

Promote

State: Initial \$/sale: \$32.77 | Avg %/sale: 75.0% | Avg Rebill Total: \$24.11 | Avg %/rebill: 75.0% | Grav: 76.94

Cat: Health & Fitness : Diets & Weight Loss

Burn The Fat: Massive promotion May 19th to May 25th

Once a year opportunity - body transformation contest promo may 19th to may 25th 2011. Huge payouts 75% on sales up to \$136.95. Conversions skyrocket during this 7 day week blowout! promo details and affiliate tools at: burnthefat.com/affiliates

Avg \$/sale: \$27.59

Promote

State: Initial \$/sale: \$25.17 | Avg %/sale: 68.0% | Avg Rebill Total: \$17.52 | Avg %/rebill: 60.0% | Grav: 185.07

Cat: Health & Fitness : Diets & Weight Loss

1 2 3 4 5 6 7 8 9 >>>
Total of 238 pages

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Some further research shows that this is actually based on a book that is in the public domain.

A quick Google search brings this up:

<http://www.iblindness.org/books/bates/>

"The book's copyright expired in 1948. It is now in the public domain. That means we can use this book and do what we want with it."

Now let's see whether this would sell or maybe is already selling on Amazon.com.



In memory of
W.H. Bates, M.D.
1860-1931

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The Bates Method

[The Origins](#)
[Who Can Benefit](#)
[Applying the Method](#)
[The Problem with Glasses](#)
[Signs of Progress](#)

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Perfect Sight Without Glasses

(also titled: The Cure of Imperfect Sight by Treatment Without Glasses)

by W.H. Bates, M.D.

Presented here is a reproduction of Dr. Bates's above-named original 1920 book. It should not be confused with *Better Eyesight Without Glasses*, an abridged edition published in 1943, twelve years after Bates's death. That "pop" edition is more widely available, but it excludes large portions of the text and all pictures. It is the opinion of many (including myself) that the original version is more useful and a better representation of Bates's work and methods.

The book's copyright expired in 1948. It is now in the public domain.

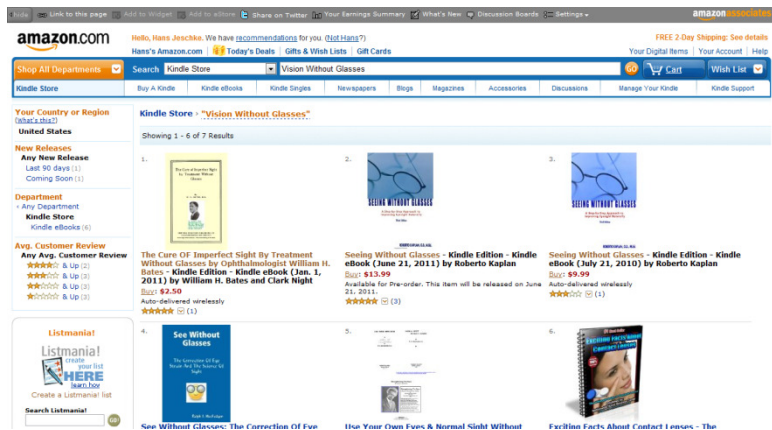
For easier printing or offline viewing, you can also download the [pdf document](#) version (in a zip file). If you don't have Windows XP, you may need [WinZip](#) to extract the pdf document from this file. You'll need [Acrobat Reader](#) to view the pdf document.

Bound paperback copies of this book, as well as scarce original copies from 1920, are available at the [Bates Method Store](#).

[List of Illustrations](#)

[The Fundamental Principle](#)
[Preface](#)
[Chapter 1 - Introductory](#)
[Chapter 2 - Simultaneous Retinoscopy](#)
[Chapter 3 - Evidence for the Accepted Theory of Accommodation](#)
[Chapter 4 - The Truth About Accommodation..... \(1\)](#)
[Chapter 5 - The Truth About Accommodation..... \(2\)](#)
[Chapter 6 - The Truth About Accommodation..... \(3\)](#)
[Chapter 7 - The Variability of the Refraction of the Eye](#)
[Chapter 8 - What Glasses Do to Us](#)
[Chapter 9 - Cause and Cure of Errors of Refraction](#)
[Chapter 10 - Strain](#)
[Chapter 11 - Central Fixation](#)
[Chapter 12 - Palming](#)
[Chapter 13 - Memory As an Aid to Vision](#)
[Chapter 14 - Imagination As an Aid to Vision](#)
[Chapter 15 - Shifting and Springing](#)
[Chapter 16 - The Vision of Immature and of Normal Sight](#)

A search on Amazon.com for “Vision without Glasses” brings up 7 results.

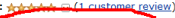


The screenshot shows the Amazon.com homepage with a search bar containing "Vision Without Glasses". The search results are displayed in a grid format. The first result is "The Cure of Imperfect Sight by Treatment Without Glasses by Captain H. Bates, M.D." (Kindle Edition) by William H. Bates and Clark Night, priced at \$13.99. The second result is "Seeing Without Glasses - Kindle Edition - Kindle eBook (June 21, 2011) by Roberto Kaplan", priced at \$9.99. The third result is "Seeing Without Glasses - Kindle Edition - Kindle eBook (July 21, 2010) by Roberto Kaplan", also priced at \$9.99. The fourth result is "See Without Glasses: The Correction Of Eye" by Neil A. Brown. The fifth result is "Use Your Own Eyes & Normal Sight Without". The sixth result is "Fifteen Facts About Contact Lenses - The".

One of these results is actually “The Cure OF Imperfect Sight by Treatment without Glasses by

Ophthalmologist William H. Bates”. This looks like our book here.

Product Details

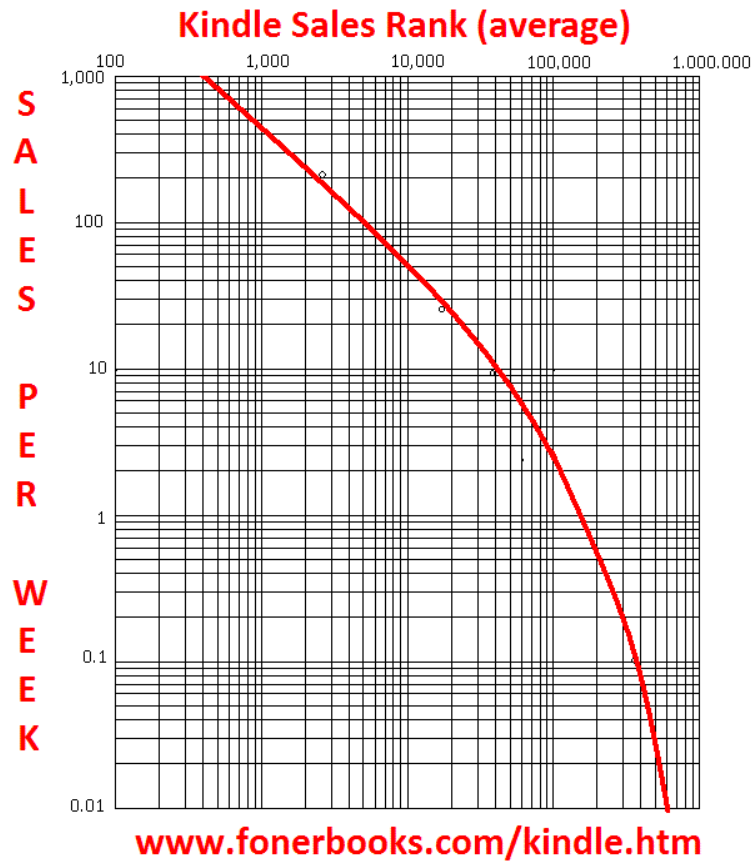
Format: Kindle Edition
File Size: 5151 KB
Simultaneous Device Usage: Unlimited
Publisher: CENTRAL FIXATION PUBLISHING CO. - ClearSight Publishing Co.; 1 edition (January 1, 2011)
Sold by: Amazon Digital Services
Language: English
ASIN: B004H067JI
Lending: Enabled
Average Customer Review:  4.5 out of 5 stars (1 customer review)
Amazon Bestsellers Rank: #144,875 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#2 in Kindle Store > Kindle eBooks > Nonfiction > Professional & Technical > Medical > Allied Health Professions > Optometry
#2 in Kindle Store > Kindle eBooks > Nonfiction > Medicine > Allied Health Professions > Optometry
#7 in Kindle Store > Kindle eBooks > Nonfiction > Advice & How-to > Health, Mind & Body > Disorders & Diseases > Eye Problems
Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

Customer Reviews

The Amazon Bestsellers Rank is #144,875 Paid in Kindle Store. Not exactly a best seller but it sells.

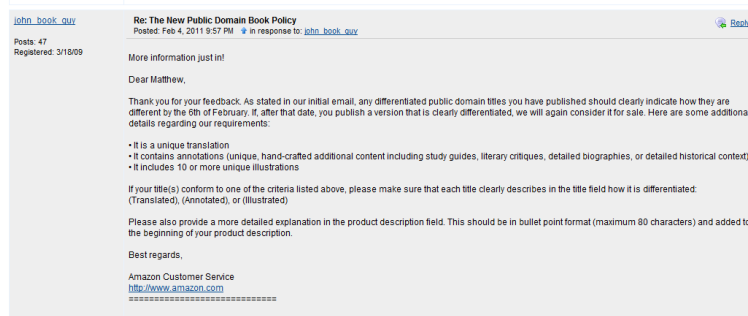
If you want to get a feeling for the sales rank and translate the sales rank into number of books sold you might find Morris Rosenthal’s chart helpful.

While it is not an official chart from Amazon it seems to reflect the numbers pretty good. At least it is in agreement with my sales numbers and sales ranks.



What we have found so far is a niche and a product. If that book is selling right now on Amazon.com it means there is a market. If we would simply produce our version of this book and upload it we would be in business.

Now you might say that there is already one and Amazon won't allow another version. This is not the case. Here is the policy from Amazon:



Here is the official policy from Amazon regarding Public Domain works:

As stated in our initial email, any differentiated public domain titles you have published should clearly indicate how they are different by the 6th of February. If, after that date, you publish a version that is clearly differentiated, we will again consider it for sale. Here are some additional details regarding our requirements:

- It is a unique translation
- It contains annotations (unique, hand-crafted additional content including study guides, literary critiques, detailed biographies, or detailed historical context)
- It includes 10 or more unique illustrations

If your title(s) conform to one of the criteria listed above, please make sure that each title clearly describes in the title field how it is differentiated:

(Translated), (Annotated), or (Illustrated)

Please also provide a more detailed explanation in the product description field. This should be in bullet point format (maximum 80 characters) and added to the beginning of your product description.

What does that mean?

It means:

Take a public domain work and add 10 unique illustrations to it and Amazon will publish it.

This is the ticket that not many people have fully understood yet. You can take any public domain work, add some picture to it and you are in business.

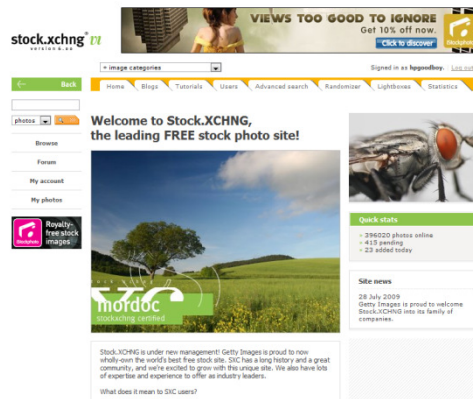
If you try to publish public domain works on Amazon and don't know this, Amazon will simply reject your submission, but they will not tell you how to fix it.

There are thousands of public domain books on Amazon.com that do not comply with these new rules. You can jump right in and collect the cash.

Now you might say that you don't have illustrations and you can't paint either. No problem. You can head over to Google and search

for “public domain illustrations” or for “free stock pictures”.

One of the sites that I use is www.sxc.hu



You can find all kinds of picture on that site and as far as I understand they are completely free to use.

Let’s recap what I’ve told you here:

Use Clickbank.com to find a niche and possible products. Then see whether there is already something on Amazon. If the market does not look too crowded you can simply create a similar

product and upload it to the Amazon market place.

Another approach to finding these hot-selling book niches is to go through the Kindle bestseller list.

In fact, Kindle Bestseller # 35 is the good old Bible. Believe it or not, you can publish the Bible too! I have published it 3 times to Kindle, and it is one of my top sellers.

Of course, the text to the bible is public domain. You can get them from <http://www.gutenberg.org>. All that you need to do is to add a few illustrations and you are in business.

Yet another approach to uncovering these hot book categories and titles is to go to Amazon.com and go through the Kindle book categories.

amazon.com

Help, News, Amazon, We have recommendations for you, [Sign in](#)

FREE 2 Day Shipping. See details

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Shop All Departments

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Books

Kindle Store

Kindle eBooks

Kindle Singles

Kindle Paperwhite

Kindle Fire

Kindle Kids

Kindle Lending Library

Kindle Owners Lending Library

Kindle Unlimited

Kindle First

Kindle Countdown Deals

Kindle Matcha

Kindle Source

Kindle Direct Publishing

Kindle Store

Kindle eBooks

Kindle Singles

Kindle Paperwhite

Kindle Fire

Kindle Kids

Kindle Lending Library

Kindle Owners Lending Library

Kindle Unlimited

Kindle First

Kindle Countdown Deals

Kindle Matcha

Kindle Source

Kindle Direct Publishing

Your Country or Region

United States

New Releases

Kindle eBooks

Kindle Singles

Kindle Paperwhite

Kindle Fire

Kindle Kids

Kindle Lending Library

Kindle Owners Lending Library

Kindle Unlimited

Kindle First

Kindle Countdown Deals

Kindle Matcha

Kindle Source

Kindle Direct Publishing

Showing 25 - 36 of 49,363 Results

Sort by: Relevance

25. **The Immortal Life of Henrietta Lacks** by Rebecca Skloot (Kindle Edition - Feb. 2, 2010) - **Kindle eBook**
Eui: \$9.99
Auto-delivered wirelessly
★★★★★ (2,144)

26. **The Truth About Managing People** by Stephen P. Robbins (Kindle Edition - Sept. 20, 2007) - **Kindle eBook**
Eui: \$4.74
Auto-delivered wirelessly
★★★★★ (17)

27. **The Indian Diet: 3 Steps to Lose the Weight, 3 Steps to Keep It Off Forever** by Pierre Dukan (Kindle Edition - Apr. 18, 2011) - **Kindle eBook**
Eui: \$3.99
Auto-delivered wirelessly
★★★★★ (2,143)

28. **LA Solitaire (12 Card Games to Play on Kindle)** by Electronic Arts Inc. (Kindle Edition - Oct. 14, 2010) - **Kindle Active Content**
Eui: \$3.99
Auto-delivered wirelessly
★★★★★ (2,142)

29. **SCABBLE (Play the Popular Word Game on Kindle)** by Electronic Arts Inc. (Kindle Edition - Mar. 27, 2011) - **Kindle Active Content**
Eui: \$4.99
Auto-delivered wirelessly
★★★★★ (2,142)

30. **Area 51: An Unconensored History of America's Top Secret Military Base** by Aron Jacobson (Kindle Edition - May 17, 2011) - **Kindle eBook**
Eui: \$14.99
Auto-delivered wirelessly
★★★★★ (2,142)

31. **The 17 Day Diet** by Dr. Mike Moreno (Kindle Edition - Mar. 15, 2011) - **Kindle eBook**
Eui: \$11.99
Auto-delivered wirelessly
★★★★★ (2,142)

32. **2:46: Aftershocks: Stories from the Japan Earthquake** by The quakebook community and Our Man in Akiho (Kindle Edition - Apr. 12, 2011) - **Kindle eBook**
Eui: \$0.99
Auto-delivered wirelessly
★★★★★ (2,142)

33. **World War II 101: The Textbook** by Dr. Vook Ph.D and Charles River Editors (Kindle Edition - Mar. 15, 2011) - **Kindle eBook**
Eui: \$1.99
Auto-delivered wirelessly
★★★★★ (2,142)

34. **From This Moment On** by Shana Tewan (Kindle Edition - May 3, 2011) - **Kindle eBook**
Eui: \$11.99
Auto-delivered wirelessly
★★★★★ (2,142)

35. **Authorized King James Version Holy Bible for Kindle (Kindle MasterLink Technology): Best Selling Bible of All Time KJV Complete Old Testament & New ... Bible for Kindle / Kindle eBook** by God: The Bible, The Holy Bible and The King James Bible (Kindle Edition - Dec. 25, 2010) - **Kindle eBook**
Eui: \$0.99
Auto-delivered wirelessly
★★★★★ (2,142)

36. **Connecting Top Managers: Developing Executive Teams for Business Success** by Jim Taylor and Lisa Hansberg (Kindle Edition - Dec. 16, 2010) - **Kindle eBook**
Eui: \$15.99
Auto-delivered wirelessly
★★★★★ (2,142)

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Sponsored Links (Sponsored)

1. **David McCullough OAA** Author interview on **Latent book** Sun., Sep 11p. Mon. Sep 12 on C-SPAN [www.mccullough.com](#)

2. **Free Books** Get **Free Books** First **Free Books** [www.freesbooks.com](#)

3. **Hollywood Assistants** Read the **book** of their stories featured on TV's Access Hollywood [www.mccullough.com](#)

4. **Free Books Amazon** All About **Free Books** Amazon **Free Books** Amazon in One Shot! [www.freesbooks.com](#)

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Did you find what you were looking for? ☐ Yes ☐ No

If you need help or have a question for Customer Service, please [visit the Help Section](#).

Search powered by

Your Recent History (what's new)

Recently Viewed Items

The Case Of Imperfect Sight By Treatment W... by William H. Bates

The Complete Guide to Hemorrhoids by Seymour Swift

HEMORRHOIDS THE SOLUTION by Sergio A. Riquelme (Shel)

Seeing Without Glasses by Roberto Kaplan

Continue Shopping: Customers who bought items in your recent history also bought

Know Your Bible: All 66 Books of the Bible Explained by Paul Kari

Authorized King James Version Holy Bible for Kindle (Kindle MasterLink Technology): Best Selling Bible of All Time KJV Complete Old Testament & New ... Bible for Kindle / Kindle eBook by God: The Bible, The Holy Bible and The King James Bible

Hemorrhoids: Unpleasant Pain & Swollen Edema by Rick Edwards

Strong's Exhaustive Concordance of the Bible, Fourth Edition by James Strong

Recent Searches

Cure Hemorrhoids (at Department, weightloss (Kindle Store), Vision Without Glasses (Kindle Store), Vision Without Glasses (at Department), B004PLNAQ (at Department), charcoal (at Department)

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Become an Affiliate

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Self-publish with Us

See all

Let Us Help You

Shipping Rates & Policies

Amazon Prime

Returns and Refunds

Manage Your Kindle

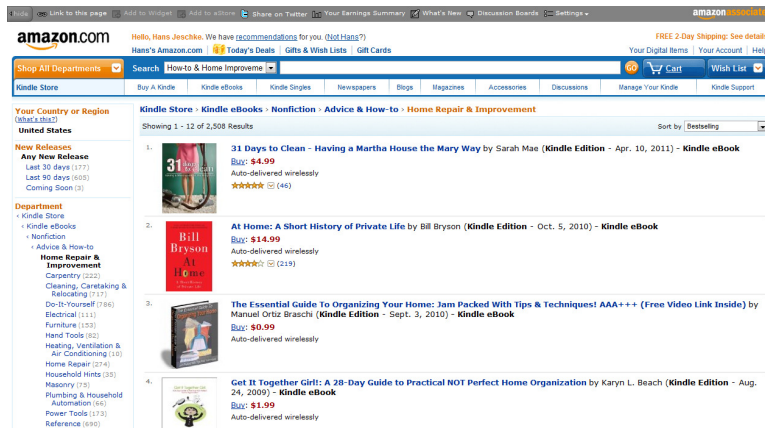
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You will find all kinds of little guides that sell like hot cakes.

Just find some PLR content, make it unique and throw it up there.

Now I have shown you three different ways to discover books that will sell and find content for these books for you to publish. Let's talk now about ranking your brand new Kindle book.

Kindle Book Optimization (KBO)

There are five main areas that are important in order to rank your book well on Amazon

- book title
- book cover
- tags
- reviews
- category

The first thing you want to pay attention to is the title of the book. Make it as long as possible and stuff it with keywords.

You can overdo it. The title should still look nice but make sure that it carries your main keywords.

The next thing is the cover. Believe it or not, the ideal cover for selling an ebook in the Kindle marketplace looks like this:

Ideal Amazon Cover - Ugly But Bestselling

Amazon.com is mainly white. That means a black cover has the best contrast and through that draws clicks like mad.

Also: most of the covers look like books. If yours is square or rectangular it will draw more attention.

And the more attention it gets, the more people click on it. And the more clicks it gets the more people buy the book.

Once the book sells it is a self-fulfilling prophecy: The book sells so Amazon figures it is good and shows it more often so it sells more.

If you do not believe the black square cover theory, head over to Amazon.com and take a look. You will find several books that have at least dark covers and they do stand out.

By the way, this is not just a theory of mine: I have tested different types, shapes, colors, and styles of ebook customers, and this ugly black cover has always outperformed all others.

So, again: in order for your ebook to generate sales in the Kindle marketplace, the cover must get attention. However, this does not mean that it has to be pretty.

The next thing that is important: tags.

On Amazon.com every book has tags:

Tags Customers Associate with This Product [\(What's this?\)](#)
Click on a tag to find related items, discussions, and people.

Check the boxes next to the tags you consider relevant or enter your own tags in the field below.

<input type="checkbox"/> free kindle books (464)	<input type="checkbox"/> kindle (80)	<input type="checkbox"/> fantasy (19)
<input type="checkbox"/> free books (175)	<input type="checkbox"/> historical fiction (78)	<input type="checkbox"/> blog (9)
<input type="checkbox"/> free (148)	<input type="checkbox"/> kindle help free kindle tips (45)	Agree with these tags?
<input type="checkbox"/> free stuff (88)	<input type="checkbox"/> kindle blog (39)	See all 30 tags...

Your tags:
(Press the "T" key twice to quickly access the "Tag this product" window.)

These tags should describe the book and they are seen by Amazon as votes. The more people agree

with a tag the better that book tends to rank for that tag.

How can you get more people to tag your book?
Very simple: you tag other people's books and they tag yours.

In the Kindle publishing forums

<http://forums.kindledirectpublishing.com/kdpforums/forumindex.jspx> you'll find a tread

"Tag My Book":

<http://forums.kindledirectpublishing.com/kdpforums/thread.jspx?threadID=13759&tstart=0>

In that thread you will find a list with about 200 books. You first have to tag all books on the list. It takes about 2 hours. Then you can submit your books to the list and other tag your books in return.

It is a tedious task and lends itself to outsourcing. The tagging works. I used that tagging list and it works like a charm.

Another thing that you need: a review. You can wait until somebody happens to take the time and write a review but I like to speed up things a little.

In order to publish and view you need an Amazon account and that account must have at least one purchase.

It should not be too difficult to persuade one of your friends to write a review for you. Make sure that you give them an overview of your book that they don't disappear for the next two weeks reading your book. Just prepare an outline and a table of contents and a sample chapter for them to make it easier for them to actually get through it. Otherwise you might have to nudge them over and over again until they finally get around to doing the review for you.

You can find some blog publishers in your niche and ask them for a review. If you provide a free review copy they are very often more than happy to do a review for you.

Books that have at least one review seem to get much more traffic from Amazon and with that more sales.

Also, books that have already one positive review tend to repel the "critics". You know what I mean, the type of person that finds always something

wrong but is in actual fact just jealous because they are a failed writer themselves.

Another important aspect is the category. You should stuff your book into categories that are related but not necessarily the best fitting category.

To illustrate this point just take a look at the reference category for example:

You will find books about “Bar Examination” there as well as “Free stuff guides” and other things that “help” bored students.

