

Kindle Killer

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If you have any questions or comments, please send email to:
kindlekiller-support@steviedrive.com

ABOUT THE AUTHOR



This fun loving Asian American (self-proclaimed) heartthrob is no stranger to business.

He first made money online in junior high building home pages and putting up banner ads using his mom's social security card. As a passionate entrepreneur, he was involved with all facets of business from direct sales to cold calling to launching a series of start-up companies.

But life wasn't all rosy for him as he failed to succeed in making money online for years after years due to too many distractions, too little focus, impatience, laziness, and lack of an easy, clear, and trustworthy plan.

Though through desperation, when he finally "got it", success literally erupted and he now shares his secrets how one can achieve the same amazing results in the easiest, fastest amount of time for those who are in a similar situation as he was before.

He loves to travel, meet people, and create memories that last for a lifetime.

He believes in empowering people that they too, can achieve financial success to live life to the absolute fullest.

He is a black belt master in Tae Kwon Do and currently lives happily with his wife and long hair Dachshund dog, Bambi, in California.

INTRODUCTION

What You'll Get Out Of This Course

If you had money left on the table, would you pick it up?

This is exactly what you're doing if you're focused just on Kindle.

Over the years, I've left bushels of it (much more than I'd like to admit) because I've been following one harmful advice: **there's no money to be made outside the “Mighty” Amazon.**

So-called “experts” told me over and over: Amazon's like Craigslist. Looking into anywhere else is like looking into backpage.com. **It's not worth the effort.**

It wasn't until one day I've decided to test this “assumption” that I saw something like this:

Amounts Owed (Converted)*
1,079.49 USD*

All from a single iTunes account in less than a month!

Imagine what it can amount to month after month if you had 5-7 of these from different distribution channels?

It's nothing to be scoffed at, would you say?

And the best part is... it's all without writing a single extra sentence!

Think about it.

It doesn't cost you a penny more if you sell more of your already written books. It's just sitting there in your hard drive.

You've already taken countless hours and energy to write it. Why waste it? As a writer, don't you want to spread your words as far and wide as you can? For both money and exposure?

Like always, I'll give you just the essentials of what you need to succeed, without fluff.

We'll just be doing two very important things in this guide:

1. Opening up strategic sales channels (opening accounts)
2. Making our books available for sale (uploading our books)

In essence, we're going to be constructing new and brawny **pipelines** to get money flowing into our bank accounts month after month.

No technical headaches needed.

Even if you're so non-technical that you kick your computer to “boot it up”, I'll guide you by the hand so just follow me and you'll see floods of new sales flowing in!

If you're publishing on Kindle Select, you might not be able to publish both at the same time, so what you can do is pause the program shortly and compare the results of publishing onto these platforms. If it's so lucrative, you might decide to cancel Select altogether! Or, if you want both, you might even consider creating another “version” of your book!

If you just open up these 7 strategic sales channels, you'll notice a strange phenomenon which I'll mention at the end of this guide.

We'll be moving swiftly so put on your jogging shoes and let's begin!

STEP 1

Open up sales channel #1: CreateSpace

This must be one of the most effective yet underused strategy to get more book sales.

When I talk to friends, up to 300% increase in sales seems to be the norm using this method.

Createspace is an on-demand physical book publishing platform owned by Amazon.

On-demand meaning, they will print your book only when an order is placed.

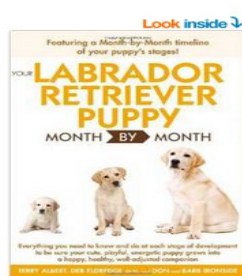
That means, you won't have to stock up a bunch of books in your garage.

What's great about Createspace is it'll give you a non-digital, physical book like a big, traditional publisher.

If you have a great looking cover and format, your customers won't be able to distinguish it from a book that comes from a big publishing company.

A few days after you publish a Createspace book, your physical book and digital book should be linked so you'll get two listings instead of one.

Like this:



What this does is it increases the **perceived value** of your book.

Meaning, your potential customer will trust your book a lot more and it will lead to more sales!

Your Kindle sales will increase and you might also be surprised by the number of your CreateSpace book sales as well.

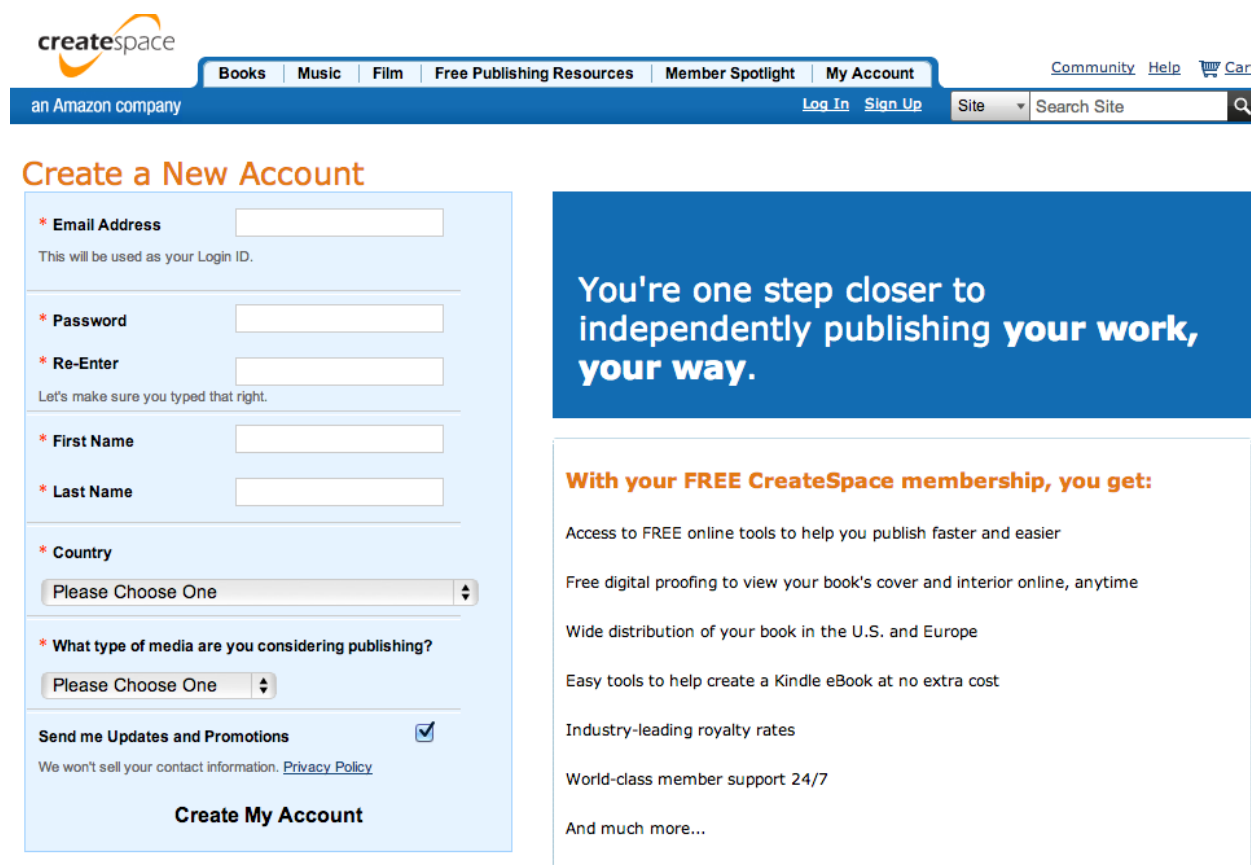
Here's a royalty calculator:

<https://www.createspace.com/Products/Book/Royalties.jsp>

Royalty information page:

<https://www.createspace.com/Products/Book/Royalties.jsp>

1.1 Sign up at <https://www.createspace.com/Signup.jsp>



createspace
an Amazon company

Books Music Film Free Publishing Resources Member Spotlight My Account Community Help Cart

Log In Sign Up Site Search Site

Create a New Account

* Email Address
This will be used as your Login ID.

* Password
* Re-Enter
Let's make sure you typed that right.

* First Name
* Last Name

* Country
Please Choose One

* What type of media are you considering publishing?
Please Choose One

Send me Updates and Promotions ☒
We won't sell your contact information. [Privacy Policy](#)

Create My Account

You're one step closer to independently publishing **your work, your way.**

With your FREE CreateSpace membership, you get:

- Access to FREE online tools to help you publish faster and easier
- Free digital proofing to view your book's cover and interior online, anytime
- Wide distribution of your book in the U.S. and Europe
- Easy tools to help create a Kindle eBook at no extra cost
- Industry-leading royalty rates
- World-class member support 24/7
- And much more...

1.2 Confirm Email

1.3 Click “Set Up Your Book Now”

The screenshot shows the CreateSpace website, an Amazon company. The navigation bar includes links for Books, Music, Film, Free Publishing Resources, Member Spotlight, and My Account. A welcome message states: "Welcome to CreateSpace! Your new member account has been created." Below this, there are two main sections: "Do-It-Yourself" and "Call in the Pros!". The "Do-It-Yourself" section includes a yellow button labeled "Set Up Your Book Now" which is circled in red. The "Call in the Pros!" section includes a yellow button labeled "Talk to a Consultant". At the bottom, there are links for "Continue to your Member Dashboard", "Community", "Resources", and "Account Video Tour".

1.4 Fill out details on “Start Your New Project”

The screenshot shows the "Start Your New Project" form. It has three steps: 1. Tell us the name of your project *, 2. Choose which type of project you want to start *, and 3. Choose a setup process *. Step 1 has a text input field with the value "Less Howl, More Wag: Secrets Tips How to Raise and Train A Dachsh". Step 2 has radio buttons for Paperback, Audio CD, DVD, MP3, and Video Download. Step 3 has two options: Guided (A step-by-step process with help along the way.) and Expert (A streamlined single-page experience for those familiar with the process.). The "Get Started" button for the Guided setup is circled in red. On the right side, there is a "Refine Your Work" section with links to "Ask the Community", "Create a Preview", "Get Ideas in Resources", "Book Editorial Services", "Book Illustration Services", "CreateSpace PDF Submission Specification", and a "Learn More About the" section with a link to "Setup Instructions".

Input project name, paperback, and click on “Get Started” for Guided setup.

1.5 Fill in “Title Information”

Be sure to input “exact title” as your Kindle book to ensure the two gets merged.

Less Howl, More Wag:
Secrets Tips How to Raise and Train A Dachshund
Title ID: 4773310

[Return to Project Home](#)
[Return to Member Dashboard](#)

Create

Setup

- Title Information**
- ISBN
- Interior
- Cover
- Complete Setup

[Setup Instructions](#)
[How to make a cover PDF](#)
[How to make an interior PDF](#)

Review

Distribute

Sales & Marketing

[Looking for help?](#)
[Contact Support](#)

Title Information

[Back](#) [Next](#)

What to do on this page: Enter title information, including title and author. This information is associated with your book's ISBN and cannot be changed after you complete the review process.

Title * *** Required**

Subtitle
[What's this?](#)

Primary Author *
[What's this?](#) Prefix First Name / Initial Middle Name / Initial Last Name / Surname * Suffix

Add Contributors
[What's this?](#)

☒ This book is part of a series ([What's this?](#))

Series Title **Volume**

Edition number
[What's this?](#)

Language *
[What's this?](#)

Publication Date

1.6 Choose “Free CreateSpace-Assigned ISBN”

Less Howl, More Wag
Title ID: 4773310

[Return to Project Home](#)
[Return to Member Dashboard](#)

Create

Setup

- ☒ Title Information
- ISBN**
- Interior
- Cover
- Complete Setup

[Setup Instructions](#)
[How to make a cover PDF](#)
[How to make an interior PDF](#)

Review

Distribute

Sales & Marketing

[Looking for help?](#)
[Contact Support](#)

ISBN

[Back](#) [Next](#)

What to do on this page: An ISBN is required to publish and distribute a book. [Compare ISBN options](#) and find the one that's right for you.

* You can skip this section if you haven't decided which ISBN option to use, but you'll need to complete this page before you can publish your book. [Return to your Project Homepage](#)

Choose an ISBN option for your book.

☒ **Free CreateSpace-Assigned ISBN**
We can assign an ISBN to your book at no charge.

☐ **Custom ISBN** Only \$10
Set your own [imprint](#) to be listed as the publisher.

☐ **Custom Universal ISBN** Only \$99
Set a custom imprint while keeping your distribution and publishing options open.

☐ **Provide Your Own ISBN**
If you have an ISBN that you purchased from Bowker® or through your local ISBN agency, you can use it to publish your book through CreateSpace. You must also enter the imprint name associated with the ISBN.

1.7 Choose Interior

Here, you'll be able to choose different interior types, paper color, trim size.

If you mix it up, it will change your pricing. Color interior will be way pricer than black & white.

If you want to check pricing, you can do it at:

<https://www.createspace.com/Products/Book/>

The most common setting will be black & white interior, white paper, and 6x9 trim size.

Then, click on “upload your book file”.

1.8 Fix interior issues (If there is any. If none, skip this step)

The screenshot shows the 'Setup' sidebar on the left with 'Interior' selected under 'Action Required'. The main area displays a warning: 'Our automated print check found 2 issues with your file.' with three bullet points: 'Get more information on the issues we found.', 'See useful guides that show your trim size and print margins where they matter: with your content.', and 'Check for typos, grammar, and formatting problems.' An illustration of an open book with a magnifying glass is shown. At the bottom, three buttons are visible: 'Upload a different file', 'Launch Interior Reviewer' (circled in red), and 'Skip Interior Reviewer'. Below this, a 'Helpful Tips & Ideas' section lists links for file uploading, submission guidelines, interior formatting, PDF creation, and community discussion.

Setup

- ✓ Title Information
- ✓ ISBN
- ⚠ Interior
 - Action Required
 - ✖ Cover
 - ✖ Complete Setup

Setup Instructions
[How to make a cover PDF](#)
[How to make an interior PDF](#)

+ Review
+ Distribute
+ Sales & Marketing

Looking for help?
[Contact Support](#)

⚠ Our automated print check found 2 issues with your file.

- Get more information on the issues we found.
- See useful guides that show your trim size and print margins where they matter: with your content.
- Check for typos, grammar, and formatting problems.

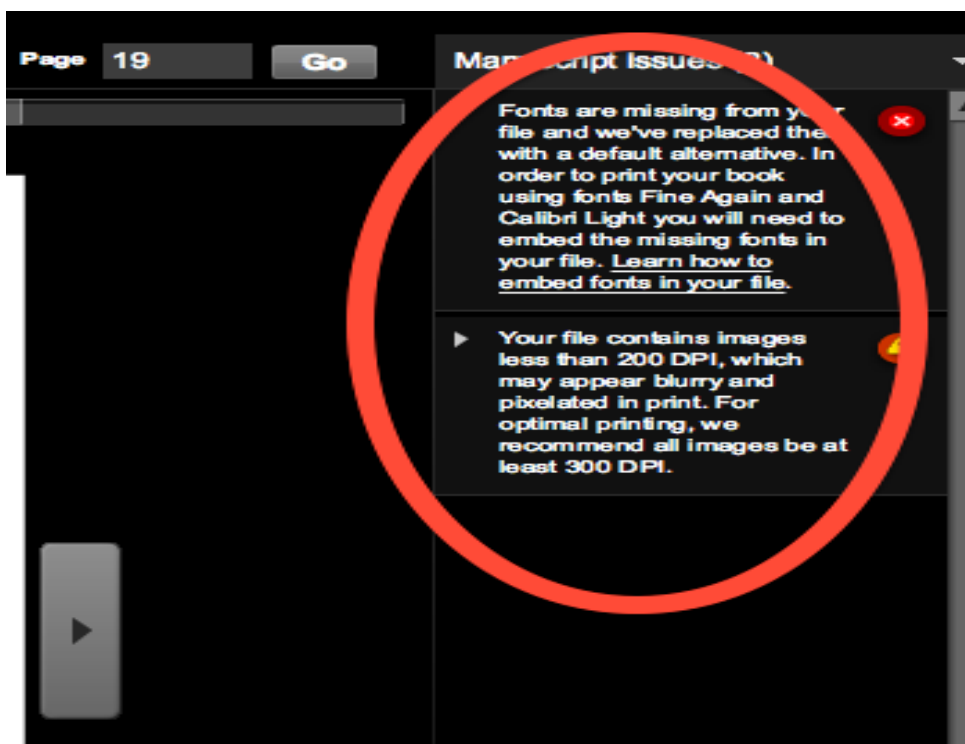
[Upload a different file](#) **Launch Interior Reviewer** [Skip Interior Reviewer](#)

Helpful Tips & Ideas

- [Watch a video about file uploading](#)
- [PDF Submission Guidelines](#)
- [A Step-By-Step Guide to Formatting Your Book's Interior](#)
- [Creating a PDF for Print](#)
- [Join the File Formatting Community Discussion](#)

1.8.1 Click on “Launch Interior Reviewer”

1.8.2 Fix the manuscript issues on the right side of the Interior Reviewer



QUICK TIP

Depends on the extend of the problem, you can either spend 5 minutes or 50 HOURS solving this issue.

If you're not technical or you don't want to deal with the hassle and frustration of it all (like me), I highly recommend a professional to do it for you. It'll literally be a **lifesaver**.

It'll be a much better use of your time if you outsource this step and focus on doing other things you enjoy that makes you more money!

Plus, the ROI you'll get from having a CreateSpace book that'll lead to more Amazon sales will make it all worth it. [CS Zappers](#)

The service I use frequently use and have partnered up with since they're so useful is .

They're specailists in this field and will fix all your issues lightening quick.

I've used them ever since they've fixed issues our team has been working on for days in 2 hours. Highly recommended.

They're usually filled with orders so I'd suggest reserving your name quickly so you don't get stuck in this step: <http://www.cszappers.com>

1.9 Choose Cover


Cover◀ BackNext ▶

What to do on this page: Select your cover finish and choose how to submit your cover file. Select from Cover Creator (our free design tool), a professionally designed cover, or upload your own print-ready PDF file.


*We will superimpose a barcode on your cover at no additional charge

1. Select a finish for your book cover:

☐ **Matte**


[Order a Sample](#)

☒ **Glossy**


[Order a Sample](#)

Note: We'll send standard CreateSpace sample books for sample orders.

2. Choose how to submit the cover of your book:

☒ **Build Your Cover Online**

Cover Creator is our free online tool for designing a professional-quality book cover using your own photos, logos, and text. This handy tool automatically formats and sizes your cover based on your book's trim size and page count.

☐ **Professional Cover Design**

Work with our expert team to design a standout cover for your book. Select impactful colors, fonts, and images, and use your own back cover text and favorite author photo.

Starting at \$399

☒ **Upload a Print-Ready PDF Cover**

Design your own book cover and format it as a print-ready PDF.

Before uploading your file, please check to make sure it meets our specifications by reviewing the [submission requirements](#). Having trouble? Get help with designing and formatting your cover from our [Community](#).

The following formats are accepted: pdf

[Browse](#)

[Save](#)

1.9.1: Choose Matte or Glossy

It's up to you if you want to select Matte or Glossy but I usually select the glossy cover because it looks better and the price is the same.

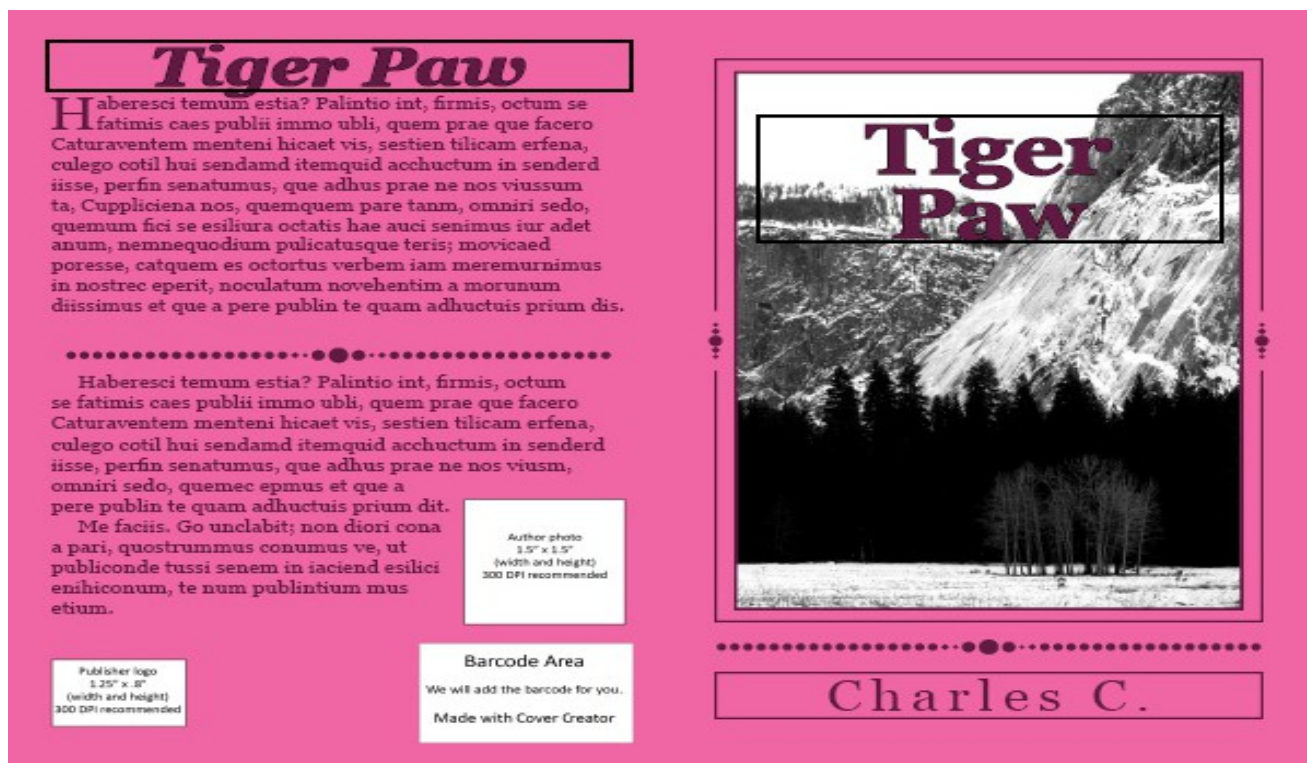
1.9.2 Upload Print-Ready PDF Cover

You need to now upload a cover. It should be different than your Kindle cover because it needs a Front, Back, and Side.

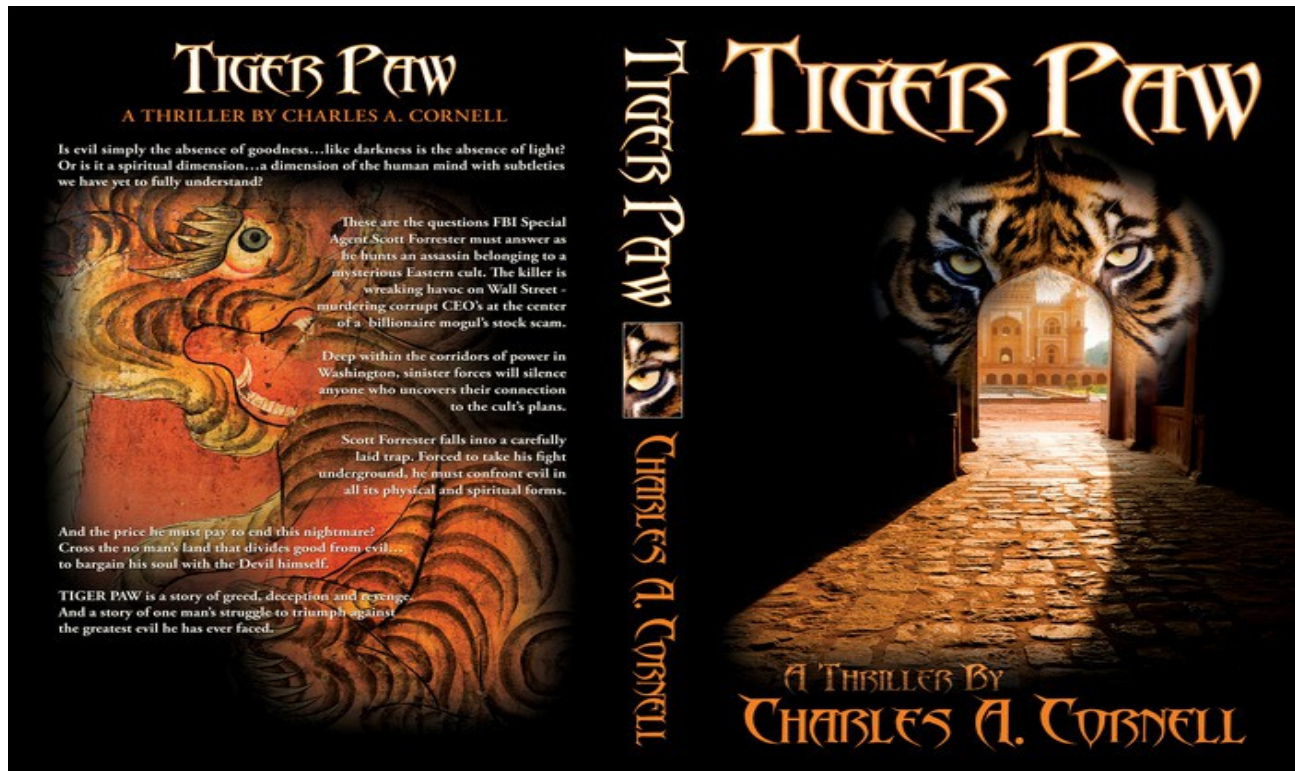
I HIGHLY recommend NOT “build your cover online” because it's generic and can acutally hurt your sales.

Cover is one of the MOST important elements when it comes to sales and it'd be wise to get a KILLER cover.

What would you rather buy?



VERSUS



There's two options you can do to get a great looking cover:

1. Fiverr: Go to [fiverr](https://www.fiverr.com) and look for a seller with high rating that does CreateSpace covers.

It should have front, back, and spine. It's a decent option that gets the job done for \$5.

Here's the link if the above doesn't work:

http://www.fiverr.com/search/gigs?utf8=%E2%9C%93&search_in=everywhere&query=createspace+cover&x=0&y=0&jls_se99912_1_auto=1&jls_se99912_2_auto=1

2. [CrowdSpring](https://www.crowdspring.com)

This CreateSpace owned company crowdsources designs. Although I've never used them myself, I've heard good stories about them and you can select your design from a pool of expert designers.

The only drawback is it can get a little pricy, considering it goes from \$399 - \$1199.

Can be worth a look if you want a really stellar cover.

3. [CreateSpace + Kindle Premium Custom Cover Design Service](#)

This is a service we've partnered up with professional designers we used in the past because we needed a lot of covers and there weren't quite many designers that hit the "sweet spot" - high quality yet affordable custom cover designers who are consistent and dependable.

These guys will give you a custom-designed cover (not templates) according to your liking.

You'd just tell them what kind of covers you want and they'll do it for you.

Usually, the best way is to just send them a URL to an "inspirational cover", a cover which you want to convey similar feeling in your cover.

I do this and almost always get highly satisfactory results.

Plus, you'll get up to 4 revisions (although you won't need this many) so you'll get a cover just the way you want. Kindle cover comes together so you get a set.

I've offered it as an offer for Kindle Killer customers:

<http://steviedrive.com/kindlekiller/oto2.html>

4. Otherwise, search on Google and look for custom CreateSpace cover

designs.

1.10 Complete Setup

After you submit your book for review, Amazon will review it and get back to you within 24 hours.

Once it's approved, you'll be able to order proof of your book.

Here's a fun thing to do: If you haven't ever published a book before, try it!

One of people's most common dreams in life is to “write a book”. It'll be a surreal feeling when you're holding your own book in your hands!

1.11 Select Distribution Channels

Here you can select where your books will be sold at.

You'll notice not only you can sell on Amazon, you can sell at Europe and eStore.

What's cool is you can select “expanded distribution” which lets you distribute to bookstores and online retailers as well as libraries & academic institutions! For Free!

Definitely enable this.

Remember, more traffic channels = more sales.

1.12 Pricing

Determine competitive pricing by checking at other relevant books as yours at Amazon.com and offer slightly lower price.

1.13 Cover Finish

Let's keep it at "glossy".

1.14 Description

Write a description that will suck readers right into the book.

Best way to do this is to provide a sample right away by including a fascinating excerpt from the book.

How many times have you gotten something you haven't planned at the Super Market because they offered you a sample?

It's the same concept....

[END OF SAMPLE]

Read the full book immediately at

<http://steviedrive.com/kindlekiller/>