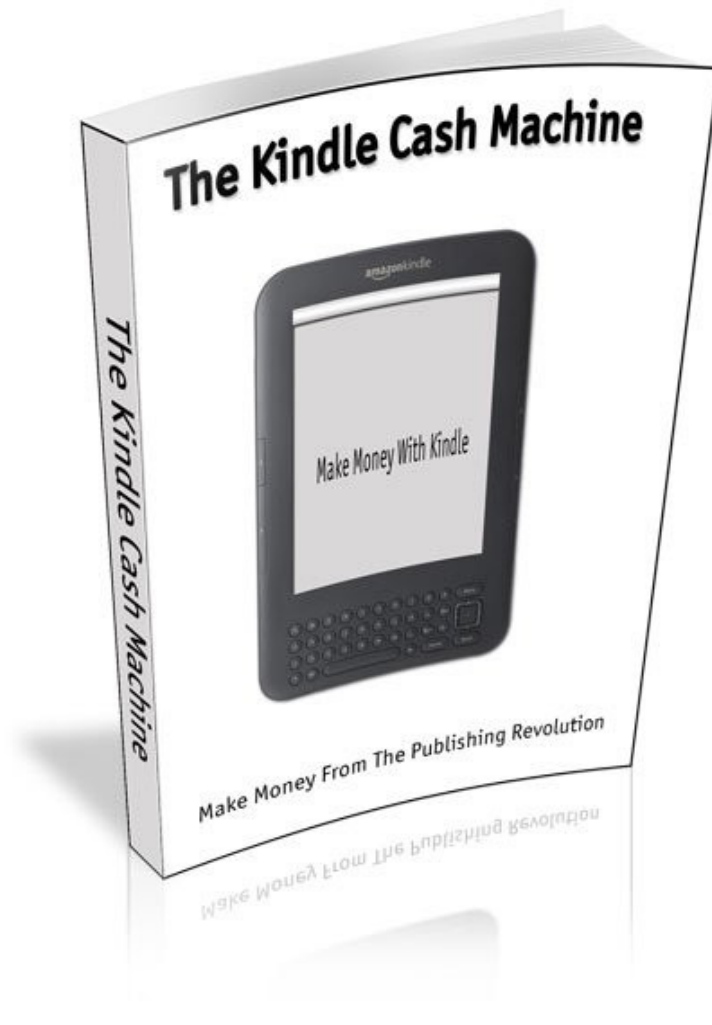


The Kindle Cash Machine



Make Money From The Publishing Revolution

A Special Report

by

Robert Corrigan



Brought to You by: <http://robert-corrigan.com>

Written and Published by: Robert Corrigan

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WHAT IS KINDLE?



Amazon really has created a revolution in publishing with it's Kindle platform, recent figures from Amazon tell the tale. For every **100** physical books sold on Amazon there are **105** Kindle books sold. It is estimated that Amazon has sold in excess of 8 Million Kindles. Now that creates an opportunity, because Amazon needs content and lots of it. This is how we will start to make our money.

Amazon has levelled the playing field for small publishers (that's you and me) by allowing anyone to publish on Kindle and Create Space Amazon's Publish On Demand or POD service) without it costing a penny, provided the content complies with their Terms of Service (TOS). That removes all the barriers to self publishing that has stopped so many people from succeeding.

The traditional route of approaching publishers suffering rejection often for years on end is over. This has allowed some people to make their entire income publishing on Kindle. Read about the very rich [Indie Writer](#)

But most of us will perhaps never write a novel.

So here's how we can do it, we will be publishing **Non Fiction** Information Products (books) and we will provide outstanding value and content. At first glance this may look little different from selling Information Products on eBay. With Kindle all the delivery is done for you electronically, there are no products to ship. It is a real set and forget business. You can also sell the same content on eBay and deliver as a physical product yourself.

There are lots of really HOT markets on Kindle so we will take a look at these, surprisingly the "Make Money Online" products are NOT big sellers so it may be better to steer clear of these, at least in the beginning until we have learned to market our other products correctly.

WHAT TO PUBLISH

We are going to publish our own range of books on Kindle and elsewhere so we need content, so we have four options:

- Write it ourselves, time consuming and some would say tedious and what if you feel you cannot write (actually we all can)
- Get your book ghost written for you, you can use a service such as [e-lance](#), [The Warrior Forum](#) or [Student Gems](#) to find worker who will do this for you. This is a costly option and you will need to give a very tight specification for the work
- Use Public Domain Content: There is a good chance that the popular content will already be on Kindle but there is a wealth of Public Domain content that has yet to be exploited I have a strategy for getting Public Domain works accepted for Kindle **EVEN** if it is already for sale on the site
- Compile your book from PLR (Private Label Rights) Materials, this is an excellent option but you will need to approach this in the correct way otherwise your books will be rejected by Amazon

What we must always remember is that Kindle Publishing is a numbers game and we need to have lots of content. In [The Kindle Cash Machine](#) I will show you the best sources of both free and paid content to help you compile a whole range of books in different subject areas

THE KINDLE MODEL

In the early days of Kindle Publishing it was easy enough to throw up any old rubbish in the hope that it would sell (usually it would), Amazon is now becoming much stricter in what it is prepared to accept as content as there is a large amount of duplicate content on the site. Amazon have been proactive in recent months in trying to eradicate most of the duplicate content to improve the buyer experience and avoid damaging the brand.

MAKING A START:

First sign up for an Amazon Kindle account. This is very easy if you already have an Amazon account click the sell publish link on the bottom of the page.

Get to Know Us

- Careers
- Investor Relations
- Press Releases
- Amazon and Our Planet

Make Money with Us

- Sell on Amazon
- Become an Affiliate
- Advertise Your Products
- Self-publish with Us
- › See all

Let Us Help You

- Shipping Rates & Policies
- Amazon Prime
- Returns Are Easy
- Manage Your Kindle
- Help

From there you can sign up for a Kindle account. You will need to complete a simple form that will set up your account and allow Amazon to pay you. Amazon will pay you 60 days after the end of the month that you account reaches the following amounts \$100, £100 or e 100.

Before we start, read carefully the information in the Kindle self publishing guide this will save you a considerable amount of time and frustration, If you intend to use public domain content then make sure you read the section on Publishing Public Domain Content. You can access the page [HERE](#).

We can obtain content from the Public Domain. We can also use **PLR** content. There are many websites that we can obtain PLR materials either for free or at a modest cost. The important thing is to use **quality** PLR materials as this will make the editing much easier and produce a quality outcome.

Each product will come with a product licence this will tell us what we can and cannot do with the materials. We need a licensed product that will allow us to claim authorship of the content. This is important because Kindle will ask us to confirm that we hold the publishing rights to the content. The bottom line is always, always check out the product licence.

The Public Domain is a rich source of content but not everything will sell so it is important to do your research correctly. Rules on **PD** materials vary from country to country but a handy guide is available on [Wikipedia](#), also check out [List of Copyright](#) length in each country but make sure that you check out each book the emphasis on due diligence is on yourself. In [The Kindle Cash Machine](#) I show you how to get your **PD** materials published even if it is already available for sale on the site.

COMPILING AND FORMATTING YOUR BOOK

This will make or break your eBook, Kindle allows you to change the size of the font while reading on screen so traditional page numbers have no real meaning as the text flows on the screen to accommodate your personal preference. So formatting becomes very important. There are many excellent instructional videos

that show you how to achieve this on YouTube, formatting for Kindle will return lots of videos

In [The Kindle Cash Machine](#) I will show you the system that I use to format my Kindle content and then sell it on other eBook websites in lots of different formats.

LISTING YOUR BOOK

When you list you use a simple 2 part form.

The image shows a screenshot of the Kindle Direct Publishing (KDP) '1. Your Book' form. The form is divided into several sections:

- 1. Enter Your Book Details:** This section includes fields for the book title, subtitle, author name, and publisher. There are also checkboxes for 'This book is part of a series' and 'This book is a companion to another book'. A 'Save & Continue' button is visible.
- 2. Verify Your Publishing Rights:** This section includes a checkbox for 'This is a public domain work' and a checkbox for 'This is not a public domain work and you have the necessary publishing rights'. A 'Save & Continue' button is visible.
- 3. Target Your Book to Customers:** This section includes a dropdown menu for 'Language' and a checkbox for 'This book is available in multiple languages'. A 'Save & Continue' button is visible.
- 4. Upload Your Book Cover:** This section includes a 'Choose an image' button and a 'View my images' link. A 'Save & Continue' button is visible.
- 5. Upload Your Book File:** This section includes a 'Choose a file' button and a 'View my files' link. A 'Save & Continue' button is visible.

At the bottom of the form, there is a 'Back to Your Dashboard' link and two buttons: 'Go to next step' and 'Go to next step'.

Top Tip! Prepare a folder with all the information in it that you need to help you fill in this form.

1. Your book
Published and available for purchase

2. Rights & Pricing
In progress

6. Verify Your Publishing Territories

Select the territories for which you hold rights. (What's this?)

Worldwide rights - all territories

Individual territories - select territories

Select: All | None

All territories

All territories

Selected territories (1 of 2):

Amazon

7. Choose a Royalty Option

Please select a royalty option for your book. (What's this?)

35% Royalty

70% Royalty

	List Price	Royalty Rate	Delivery Cost	Publisher Royalty
Amazon.com	\$ 4.99	35%	nil	\$1.75
Amazon.co.uk	£ 2.99 (US price automatically based on US price)	35%	nil	£1.05
Amazon.de	€ 2.99 (US price automatically based on US price)	35%	nil	€1.05

Your book list price after conversion is £2.76.

Important information about pricing

- Amazon.co.uk and Amazon.de list prices that are not automatically based on your US Dollar list price are sometimes using the exchange rate in effect on the date that they were initially published. If the converted list price would be outside of the minimum or maximum list price set during the currency, your list price will be converted so that it is equal to the applicable minimum or maximum list price for that currency. List prices automatically set for your selling territories are displayed in the above table.
- The list price you provide is VISIBLE TO THE VISIBLE. The VISIBLE will also be visible to customers in EU countries from Amazon.co.uk and Amazon.de will be VISIBLE. VISIBLE rates, where applicable, vary for other countries.

For more information about list price conversion, VISIBLE, royalties, and Delivery Costs, see the Terms and Conditions, Pricing Page and List Price Requirements.

8. Kindle Book Lending

Allow lending for this book. (Details)

By clicking Save and Publish below, I confirm that I have all rights necessary to make the content available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the KDP Terms and Conditions.

Pricing

How do I identify my territorial rights?
If you hold worldwide rights, choose the worldwide rights option. If you do not hold worldwide rights, identify the specific territories for which you do have rights.

How much will I make when my book is sold?
You can choose between two royalty options: a 70% royalty option and a 35% royalty option. For example, for sales in the US, if your book's list price is between \$2.99 and \$9.99, you can choose the 70% option. The 35% option is available in the US for books with list prices between \$2.99 and \$9.99. For complete information on royalty options, please see our Pricing Page and Terms and Conditions.

What is the delivery cost for?
Delivery costs vary based on the size of the book and apply if you select the 70% Royalty Option for your book. When you enter your list price in the Choose Your Royalty box, you will see the delivery cost associated with this book. If you select the 35% royalty option, delivery costs do not apply. For more information, see the Pricing Page.

What is Kindle Book Lending?
The Kindle Book Lending feature will allow users to lend digital books they have purchased through the Kindle Store to their friends and family. Each book may be lent once for a duration of 14 days and will not be readable by the lender during the loan period. All KDP titles are enrolled in lending by default. For titles in the 35% royalty option, you may choose to opt-out of lending by deselecting the checkbox under Kindle Book Lending, but you may not choose to opt-out of the title included in the lending program of another sales or distribution channel. For more details, see section 2.2.2 of the Terms and Conditions.

MONITOR YOUR SALES

You can monitor your sales from the Kindle control panel this will allow you to track and target your best selling subjects so that you can rinse and repeat the process. The screen shot shows my sales on Amazon.com for August 2011, I also have substantial sales for Amazon.co.uk and a small number for Amazon.de.

kindle direct publishing Bookshelf Reports Community

1. Month-to-Date Unit Sales
View your unit sales transactions for the current and prior month.

2. Prior Six Weeks' Royalties
View your royalties for the past six weeks.

3. Prior Months' Royalties
View your royalties for the past 12 months. These reports are generated by the 15th day of the month.

View report for: United States Search

Month-to-date unit sales covering period 08/01/2011 to 08/31/2011

Unit sales covering period 08/01/2011 to 08/31/2011

#	Title	ASIN	Units Sold	Units Returned	Net Units Sold
11	The Hidden Danger: How to Find the Hidden Danger	B000000000	80	0	80
18	The Hidden Danger: How to Find the Hidden Danger	B000000000	25	0	25
20	The Hidden Danger	B000000000	24	0	24
19	The Hidden Danger: How to Find the Hidden Danger	B000000000	22	0	22
1	The Hidden Danger: How to Find the Hidden Danger	B000000000	21	0	21
10	The Hidden Danger: How to Find the Hidden Danger	B000000000	16	0	16
2	The Hidden Danger	B000000000	11	0	11
6	The Hidden Danger: How to Find the Hidden Danger	B000000000	10	0	10
13	The Hidden Danger: How to Find the Hidden Danger	B000000000	9	0	9
5	The Hidden Danger	B000000000	6	0	6
12	The Hidden Danger: How to Find the Hidden Danger	B000000000	5	0	5
8	The Hidden Danger	B000000000	4	0	4
16	The Hidden Danger: How to Find the Hidden Danger	B000000000	3	0	3
14	The Hidden Danger: How to Find the Hidden Danger	B000000000	4	1	3
9	The Hidden Danger: How to Find the Hidden Danger	B000000000	3	0	3
17	The Hidden Danger	B000000000	2	0	2
17	The Hidden Danger	B000000000	1	0	1
15	The Hidden Danger: How to Find the Hidden Danger	B000000000	1	0	1
4	The Hidden Danger: How to Find the Hidden Danger	B000000000	1	0	1
3	The Hidden Danger: How to Find the Hidden Danger	B000000000	1	0	1

Above are my sales on Amazon.com for August 2011 as we can see there are some really good sellers. An 80 and several in the 20's this means we have found a profitable niche so the strategy is to provide more of the same in these niches. Gradually increase the cost of the follow up books providing excellent value. Include an author page at the back of the book and hyperlink your other books to the Amazon sale page. [In The Kindle Cash Machine](#) I show you how to do all this and put your publishing business on steroids.

Publishing eBooks and making money from them is a numbers game the more you have the more chance you have of finding a hungry market that you can feed. Kindle publishing really has opened up a whole new market to exploit. But don't forget that there are other eBook vendors that do very well and will pay you a higher commission rate for your lower cost products than Amazon.

INTRODUCING THE KINDLE CASH MACHINE

Here is an opportunity to be part of a revolution, in "[The Kindle Cash Machine](#)" I show you how to make money providing content for one of the hottest selling products ever, Amazon's Kindle eBook reader. The way I will show you will also allow you to sell on other eBook platforms and increase our profits for only a small amount of additional work, this one strategy alone will rocket your sales.

"This Is The Complete System That I Used To Go From Zero to 1,500 Sales On Kindle In Less Than 5 months"



Amazon has levelled the playing field for small publishers (that's you and me) by allowing anyone to publish on Kindle without it costing a penny. That removes all the barriers to self publishing that has stopped so many people from succeeding.

Just simply copy my system and you can do this too, this is a wide open opportunity that anyone can do, do the work once and get paid for years.

[CHECK OUT THE KINDLE CASH MACHINE NOW!!](#)



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