

EASY KINDLE PUBLISHING

Profit from **KINDLE SINGLES**



Easy Kindle Publishing: Profit from Kindle Singles

A great way to profit from Kindle is to publish Kindle Singles. These are short eBooks that you can publish to Kindle. They are shorter than a novel, and can even be as short as a typical short story. Anywhere from 5,000 words to 30,000 words will fit with a Kindle Single, although it works best for shorter works.

Amazon calls them “Kindle Singles” because they think of it kind of like introducing one song of an entire album of music, but for books instead. They can be on any topic. You can publish fiction, essays, reports, studies and even memoirs this way.

What Makes Kindle Singles Publishing Different?

The one thing different about publishing Kindle singles is that Amazon actually vets the books they agree to publish under their Kindle Singles program. You can nominate your own book by emailing them an attachment if your book is not published, or the title, ASIN and a summary if it is already published.

You can submit works that you’re only outlining or that you’ve completed a bit of writing on to get approval, or you can wait until you publish it under your normal KDP account and then see if you can get it approved.

A good thing about being approved for a Kindle Single is that even if you price your book below the \$2.99 amount you can still get a 70% commission, but you can’t price it over \$4.99. The lower priced model encourages readers to buy more books. Most people don’t think twice about paying .99 cents for anything, so you’ll be more likely to catch the impulse buyers. The good thing is once they’ve read anything you’ve written, they’re going to be more likely to buy more.



Kindle Singles
Compelling Ideas Expressed
at Their Natural Length

Tips to Getting Your Single Accepted

Getting your single approved requires that your book is well-written and unique in some way. The important thing is that your writing must be good, and your book must be accurate and fit in with the idea of the single format.

- **Get it Professionally Edited** – Even though you should probably do this for all the books you publish on Kindle, this is even more important since they’re going to read it and approve it.
- **Have a Professional Cover Made** – Make the cover amazing so that it stands out.
- **Publish on KDP First** – This isn’t required, but it will make it easier. You can also pitch them with your ideas, or send incomplete works for advance approval.

- **Watch Your Word Count** – They don't want works shorter than 5,000 words or longer than 30,000 words.
- **Write an Amazing Summary** – Your summary included in your cover letter is essential to helping you get approved. If you aren't sure how to write something like this, find a copywriter who is experienced in writing book marketing materials.
- **Follow the Rules** -- According to Amazon, none of the following will be accepted to be published in Kindle Singles. Read the rules as published on their site before choosing your genre as some things might change.
- **Incomplete Works** – You can't publish one chapter at a time of your book with a cliff hanger and call it a single. Each story you publish should be complete in its own right. **Think:** Law and Order: SVU. There are many stores in the series, but each show is complete.
- **Can't Be Published On Any Public Website** – Excerpts are okay, but this work may not be published elsewhere in its entirety other than KDP.



More Kindle Singles Rules to Know:

- No Public Domain
- No Reference Books
- No Travel Guides
- No Children's Books
- No Story Collections
- No How to Manuals

If you meet all those criteria, then you will more than likely get approved if your single is enjoyed and liked by the reviewers.

Types of Content Best for Singles

There are content types that are best for singles that you should consider before getting started. These are content types that afford themselves to shorter content and read times.

- Short Stories
- Cookbooks
- Poetry
- Academic Reports
- Essays
- Interviews
- Short Memoirs
- Opinion Pieces
- Short Fiction
- Short Literary Series
- Narratives

- History

All of these lend themselves to keeping it short, yet interesting, and give you plenty of ways to profit from Kindle Singles.

Examples of Successful Kindle Singles

Both self-published and house published works are in Kindle Singles. Popular authors and little-known authors all have works in Kindle Singles. Let's look at a few examples.

Fiction

1. [Short Stories from Hogwarts of Heroism, Hardship and Dangerous Hobbies](#) by J.K. Rowling
2. [Hogwarts: An Incomplete and Unreliable Guide](#) by J.K. Rowling

Of course, she has two bestsellers in Kindle singles under Fiction. Both are about her famous best-selling series Harry Potter directly or indirectly. If you click through and visit these books you'll see what makes them popular. One, Harry Potter fans are crazy about the books and two, the book covers are amazing, as are the wonderful titles and descriptions.

3. [Cornbread by Sean Hammer](#)

This work of fiction was published by an indie author, who at the time didn't have that many books under his belt. But, thanks to Kindle Singles he's now more popular. Even though his rating is lower at about 3.5 stars, he has over 176 customer reviews. He is proof that indie authors can get accepted.

Nonfiction

4. [Mayflower: The Voyage from Hell by Kevin Jackson](#)

Everyone likes to think of the Mayflower romantically, but Kevin Jackson takes us to a new place with his historical single. The book cover is really beautiful, and professional, the angle he comes at the information is new and original. Like J.K. Rowling, he didn't skimp on the description either. He used everything to make people want to buy his single.

5. ["I Give You My Body...": How I Write Sex Scenes by Diana Gabaldon](#)

Another best-selling author in the number two spot for Nonfiction singles right now (this is updated hourly). Her Cover is beautiful and expressive. It explains exactly what's inside, and the description also further peaks your interest by explaining her other works so that people will want to read it. She also has a complete author's page on Author Central.

6. [The Long Run by Mishka Shubaly](#)

This author has several singles and loves to publish them. This particular single, a best-seller, is about his life. Publishing a memoir if you can relate to a particular audience will be successful. With a memoir, you can use it to promote yourself and your other work. Like the other successful authors, he has a well filled out author page, a great cover on his book, and he also

wrote a fabulous description. There are several articles online that talk about Mr. Shubaly's success and how he lives off his income from singles.

Other

7. [The Meaning of Craft Beer by Evan Rail](#)

This is a wonderful little single that will explain to you all about craft beer. The reason this was picked is due to the fact that while the cover is simple this book is still a highly rated book on Kindle due to its interesting subject matter. It has an excellent description, good ratings, and the author has a great Author's page, too.

There are many more examples, and not all of them are from well-known authors, so don't despair. If you have a well-written book that fits in with their criteria, you have a good chance of getting approved regardless of who you are.

Ways to Use Singles for Profit

There are several ways that you can use Kindle Singles to help you add to your profit. These ideas should get you started thinking about what you already have that can be turned into a Kindle Single and what you may want to write about in the future.

- **Test the Market** -- Start with a single to see if there is an interest in the topic. Write an introductory piece about your topic, while also making it complete. Use it to get feedback from readers before writing a full-length book. For example, you might have an idea to write a long historical nonfiction piece about Donald Trump but first, decide to test the market with just one story from his life. As long as the story is complete, and the book has a beginning, middle and end and can be enjoyed and consumed without buying another one to see what happens, it's perfect.
- **Break Down Bigger Books** – Sometimes, a long book has very complete chapters that can be broken down into smaller books by simply adding some content that helps it become complete without the other chapters. People's attention spans are short today and they may be more likely to read your entire book this way if they can take it in small doses.
- **Publish Interviews** – If you've been interviewed, you can transcribe the interview, add in some back story, and then publish that as a single. This type of thing can lead to online and offline speaking engagements, interviews, and more.
- **Write a Prequel** – If you already have a published book, you can actually boost sales by creating a short prequel and selling it as a Kindle Single. The single has to be a complete story but it doesn't have to be "the" complete story. For example, if your main character has a first date that ends in a big kiss, marriage, or something else that can be a full story in and of itself. If it's nonfiction, one day of a train trip across the West will be complete, and can market your full-length book about how we conquered the West.



- **Short Story Break** -- Write a short story to keep interest between writing full-length books in a series. For example, you can publish short stories that further develop your characters but don't appear in your books. Again, as long as the story is a complete story on its own it's within the rules.
- **Demonstrate Your Expertise** – For example, if you're a CPA and you have a few books about CPA type topics that are longer and more expensive, you could break it down and write about just one topic such as Accounts Payable, or why not write a single on "A day in the life of a CPA." You might even write your memoir that explains how you got where you are.

These are all awesome ideas on how to use Kindle Singles to increase your profits in your business. It's important to include your links to other books, your author page or something where they can learn more about you and purchase your products and services.

Why Singles Work

There are many people today who don't have a lot of time to sit down and read a super long novel over 40,000 words. But, they do like reading in short spurts, something that can be digested within a couple of hours. Singles fit the bill, especially if yours is priced low. Some people even say that shorter works are the future of publishing.

- **Price** – Readers will not mind paying less for your single, in fact, they're going to be more likely to buy because they know what they want and what they're willing to pay.
- **Time** – Most people do not have the time to sit up all night reading a long novel like people used to do. But, they don't like being left hanging either. Therefore a Kindle Single will work nicely into an afternoon of reading or bedtime reading.
- **Self-Promotion** – When you write a single, you can include a list of other books you've published inside the book. This will be a way to market your book and your business to others. Since more people are likely to buy your Kindle Single, more people will now find out about your other work.
- **Easier to Write** – A shorter book is easier to write. You can probably get a 5,000 to 30,000-word book finished, assuming all your research is done, within a week. You'll just have to wait on your editor and graphic designer to get the editing and cover done.
- **Earn More Credibility** – The more books you publish, the more people will admire you and think you are smart. By publishing shorter books, you will laser focus on each topic showing what you know even better.

Publishing and being accepted to publish a Kindle Single is a lucrative way to increase your income on Kindle, but it will also help you increase your income outside of Kindle due to the fact that these titles have to be approved before being included in Kindle Singles. Having an editor approve your work adds more credibility to your business as a published author.

Leveraging the

KINDLE BOOK MARKETPLACE

TO GROW YOUR BUSINESS



Leveraging The Kindle Book Marketplace To Grow Your Business

Kindle provides an amazing opportunity to leverage the book marketplace to grow your business. It doesn't even matter what type of business you have, becoming a published author can build your reputation as a knowledgeable professional faster than almost any other marketing activity you might choose to do.

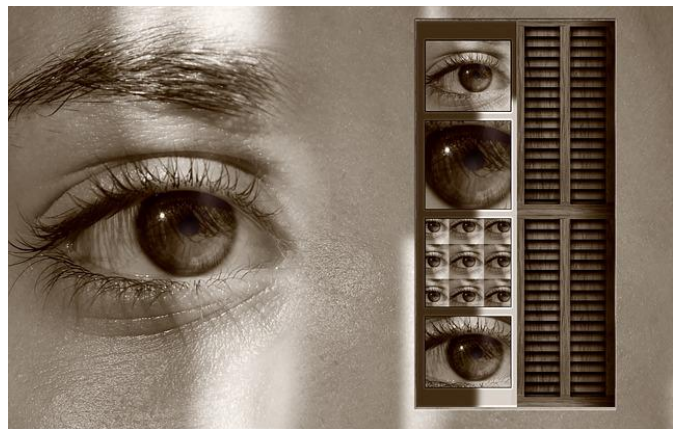
Build Relationships

Whether you've already published or not, you need to focus on building relationships with others by using your website or blog, social media, and live events to help people get to know who you are and what you do. The more people know about you, the more they're going to get to know you, like you and trust you.

- **Website/Blog** – Write directly to your audience about problems and issues you plan to address in your book(s). As you do, you can point to published work for more information, or you can use the questions and answers via discussions prompted by your posts to help you write your book.
- **Social Media** – You don't have to be everywhere on social media. But, you do need to be where your audience is. Figure out which top three social media your audience uses on a daily basis and create a presence there. List your profession and include "author" in your profile. Always link to your books.
- **Events** – You can go to in person live events, as well as online live events. Webinars, Facebook Live, and other technology enable you to conduct interviews, explain hard concepts and more, easily. If you already have a book, remember to give away some signed books at the events to help people get excited.

Perception is 99 percent of the problem. If people see you as an expert, then they'll trust you more and recommend you more.

Remember to build an audience that wants what you're offering. It's so much easier to give an audience what they want than it is to try to convince them of what they want. Therefore, your job while building these relationships, is to get to know them too so that you can solve their problems, answer their concerns, and show them your expertise.



When you've built a mutual relationship with your audience, you'll learn about what to write about, plus they'll happily buy what you publish and recommend it to their friends.

Create Your Manuscript

When you create a manuscript that you plan to use to help grow your business, it's essential that you choose the right subject matter, understand how to format for Kindle, and that you

consider hiring help. After all, when you are using your book to promote your business, the details matter a great deal. So, you want to get it right.

- **Pick The Right Subject Matter** – Your book should always be about whatever your audience needs it to be about. For example, if you have a food blog, the next step is usually to publish a recipe book. Even if you've already published the recipes on your blog, most people will still buy the book in order to have them easily available at their fingertips.

A good example of this accomplished successfully is High Carb Hannah from RawTillWhenever.com. She uses her YouTube channel to build relationships with her audience, along with other social media and her website, and then when she published her books her audience was ready for them.

- **Read Kindle Directions** – This cannot be stressed enough that you should read the directions for Kindle publishing. Amazon does a great job giving you step-by-step directions on how to format your manuscript so that it looks the best. Plus, they will also explain the do's and don'ts so that you can avoid problems down the line.
- **Get an Editor** – It's really hard for a writer to edit their own words. Hire an editor that will at least check for grammar issues and typos. But, you can also hire editors that will fact check, help you word things in a better way and more.
- **The Devils' in the Details** – Pay attention to the details of your book just like you would if you had a traditional publisher. Pay attention to the cover art, your book intro, and the table of contents and other inside information that is standard to most books. Try looking at other books to see what is standard.



When you are done with your book and publish it, it should look like any other professionally designed and written book. Just because you're self-publishing doesn't give you an excuse not to do top notch work. In fact, since this work is representing you and your business, you want it to be representative of your best work.

Publish Your Book

When you finish your book, you'll need to choose how to publish your Kindle Book. You can publish it via regular KDP or KDP select. There are advantages and disadvantages to both of these options.

When you publish via regular KDP, you can still publish your book elsewhere including on your website, via affiliate sites like Clickbank.com or JVZOO.com. But, if you use KDP Select, you promise exclusivity for 90 days for your book. This opens up some extra marketing features for you such as price cuts, the ability for readers to lend your book, and more.

The biggest thing to consider is whether or not you plan to promote your book in other avenues and on other platforms. If you do, choose KDP. If not, try KDP Select first. You can always cancel it after the first 90 days.

It's really just another way to promote your book because of the lending feature. After all, the point is to get the book in front of as many eyes as possible in order to send the audience to get on your lists and buy other things from you. But, if you are already selling your book on other platforms, you can't use it. It's okay because you don't need it to make your book a success and helping grow your business via publishing on Kindle.

Promote Your Book

Whether you publish on Kindle or not, promotion is necessary. Every author has to promote their books to get buyers. While you may get one or two buyers just by the virtue of having published them on Kindle, you usually will still need to promote if you want to become a best-selling author or you want to use the book to promote your business.

- **How to Have Free Forever Books** – In order to have free forever books you cannot be part of KDP Select because the way it works is via price matching. Set Amazon to price-match your book to offer the lowest price it's available anywhere, and then set it up on another platform as free. You can do this by publishing your book for free on [Smashwords](#).
- **Why Your Cover Matters so Much** – The saying, "Don't judge a book by its cover" is really a poor turn of phrase. Why? Everyone judges a book by its cover. Test it out yourself by publishing your book with different covers for a period of time and see which one does best. Covers sell books. Consider hiring a professional to design your cover so you can get the most out of this marketing avenue.
- **Webinars** – A really great way to not only promote your business but your book is to host or speak at webinars. Live events really get the word out about you and your offerings in ways that other events can't, even when it's a recording. Consider giving away your book free in order to get people on your list.
- **Social Media** – Set up a social media page for your book. That way you can post on the page and draw an audience using ads and other events to get attention. For example, if you set up a Facebook Page for your book, you can run an advertisement to get people to like the page.
- **Live Events** – Hardly anything is better than live events to promote your books, your business, and yourself. This is especially true if you publish a best seller. People love hearing from experts at live events and a published book will make you look more like an expert than anything else outside of public speaking.
- **Cross Promote** – Inside your book, you should promote yourself providing information about where to find you, how to sign up for your email lists and more.



Always incentivize them by offering something more if they do sign up, such as an added bonus. Perhaps a checklist that goes with the book.

- **Your Author's Page** – Your Author's page is probably one of your best ways to advertise yourself online for Kindle. Be sure to claim each published book so that it is on your author's page. Plus, you can bring in your blog feeds, social media feeds and more, which can make your author's page even more interesting.

Remember that while you are promoting your book, you're promoting yourself and your business, too.

Getting Started

The best way to get started using Kindle books to grow your business is to learn from others who have done it. One of the very best examples is [Kristen Joy from The Book Ninja](#). She took a dare once and published a book a week on Kindle for a long period of time. This act brought her enormous press, attention, notoriety, and fame. But, the end result was that it brought her more business. You don't have to publish a book a week to get attention if you don't want to, but you can learn a lot from what she did.

- **Write About Your Passion** – Writing about topics you know that point back to your business and expertise is a must. If you're not knowledgeable and passionate about the topic as it relates to your business, you may be in the wrong business.
- **Write Directly to Your Audience** – You're already a business owner with an expertise and an audience. Each book you publish should be directed toward them, and solve problems for them.
- **Include Directions on How to Find You** – Include ways to contact you including social media, your website, your newsletters and more in the book so that your audience can find you. Give directions in more than one place in case they don't read everything.
- **Incentivize Your Readers** – Give them a reason to want to go to your website after reading. For example, offer a checklist, or a cheat sheet related to the book they're reading that they can go grab from your site. Collect their email address, send them the freebie, and they're on your list not as a cold list member but as a buyer. After all, they've already bought your book.
- **List ALL Your Books inside Each Book** – You want them to buy more of your books, as well as your products or use your services. The only way to accomplish this is to tell them about it, so use a page of your book to list your books. You can easily update Kindle books each time you add a book to your list.
- **Develop Your Author's Page** – Take a look at [Kristen Joy's Author page](#). She has an interesting profile picture, all her books listed, plus her blog posts showing up on the page. This all leads people to her other offerings.
- **Include Your Books on Your LinkedIn Profile** – LinkedIn offers an easy way to link to your published Kindle books. This is a great way to not only attract more readers, but to also up your expertise perception fast.

- **Brag a Little** – Some people are better at bragging than others, but chances are you're not one of them. But you should be. Don't be aggressive, but do tell people about what you're doing and writing on your blog. Get people excited about what's happening and what's coming up. If you are closed-lipped about your work, how can you ever help anyone?

You can build your business fast by becoming a published author if the books you publish are good. It doesn't matter if they're eBooks or print books, what matters most is that the information inside the books shows your professionalism, points the reader at what to do next, and that you follow up expertly. The biggest key is to get started today because your life will be completely changed once you click "publish".