

# 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.

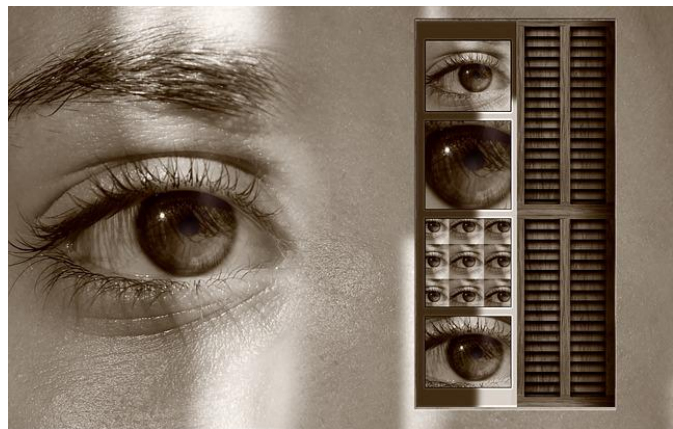
### Build Relationships

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

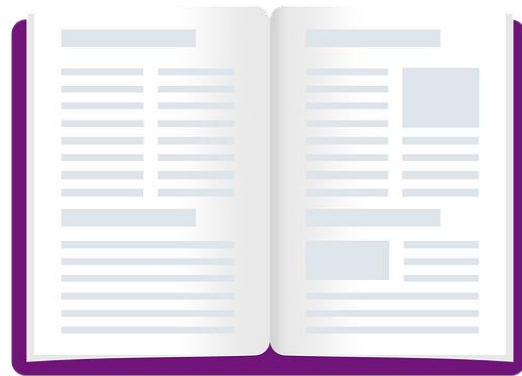
When you create a manuscript that you plan to use to help grow your business, it's essential that you choose the right subject matter, understand how to format for Kindle, and that you

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".