

## **Kindle Triangulation**

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<http://www.kindletriangulation.com>

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# How to get the most out of Kindle Triangulation

Information is not all the same. No matter how the information is delivered (text, audio, video, webinar) you will generally find these three different types of information:

## 1) Surface information

Surface information is all most people see. It's the information that is plainly and easily read or watched or listened to. It doesn't require any brainwork or pondering. It is what it is.

In text it's the words you read.

In audio it's what you hear.

In video or on a webinar it's what you see and hear.

## 2) Hidden information

Hidden information is information that either the author did not know was there OR left it out intentionally so the reader (listener, viewer) could figure it out on their own.

Hidden information is derivative information. It's putting two related or unrelated facts together and coming up with a new idea.

For example one day I was reading a beginners eBook on making money with AdSense.

Here are two separate bits of information from the eBook:

1) The author mentioned early in the eBook that some niche markets paid much better than others. And although you could get some Pay Per Click data from the Google Keyword tool, the only way to know for sure was to test for yourself.

2) Later on in the eBook he talked about selling your AdSense Sites on Flippa. He mentioned several things you should put in your ad when you listed them. One of these things was screenshots of your AdSense earnings.

Do you see the connection? Its right there even though the author didn't mention is: You can find the higher paying niche markets by searching Flippa for AdSense auctions and look at the revenue numbers!

The information was completely hidden from view and most people just reading the surface information would have completely missed it.

### 3) Quantum information

This is a little freaky.

Are you familiar with Quantum Entanglement? Basically Quantum Entanglement happens when two elementary particles, such as protons or electrons, interact physically and are then separated. After separation each particle is still aware of and seems to communicate with the other particle no matter how much distance separates them.

This isn't just a theory. It's been demonstrated experimentally by numerous scientists. Einstein called it, "spooky action at a distance."

I believe information has a Quantum connection as well.

Quantum information exists BETWEEN two different informational entities. One entity may be a video you watch. Another could be a book you read. If you look hard enough you can find information that is derived from the intersection of the video and the book.

Now, in order to make use of all this you need to read this information many times. Just reading it once or twice you will only pick up the surface information. To find the hidden information you need to read it several times.

I suggest you print it out and read it three times straight through without questioning anything or pondering the information. Just to get a good grounding in the surface information.

Next, read it again but this time as you read each section highlight facts that are interesting or offer new knowledge to you. Highlight anything that you don't agree with or that you find contradictory to what you've been told. You can use a highlighter but I find it better to write in the margins. Make note of any unfamiliar terms and look them up (Google them) in order to fully comprehend them. It's important to understand what all the individual pieces are even if you don't initially understand how they fit together.

Now I want you to set the report aside for a few days. Let it gel in your brain. If you're truly interested and excited about doing this I promise your subconscious will take over and start coming up with idea after idea.

The Reticular activation system in your brain will start rewarding you by mentally pointing out anything related to what you read and highlighted. You'll start to see connections everywhere – you'll watch a video that you've watched before and suddenly it will spark a new idea about how to use this information. This idea never would have materialized had you only consumed the surface information.

Now, as you prepare to implement the techniques submerge yourself in the information. Add your own information to it. Take notes. Read and re-read the information.

From now on, every time you mentally consume anything (read, watch, or listen to) think back to this course. Ask yourself this question: How can the new information I just learned be used with Kindle Triangulation?

Doing this will fine tune your brain and allow you to find hidden gems of information and materialize new ideas that only exist because your brain found the connection between two bits of separate information.

# Introduction

*(Forgive me this brief history lesson but I think it's important for you to understand how this all came to be – James)*

I started selling eBooks on Kindle in January 2008. My initial thought was maybe I could get high quality backlinks from Amazon by putting links to my websites in the description field of the eBooks listings.

I tried an experiment with five or six eBooks linking to related websites.

I guess that was actually my first Kindle Slap. The links did show up in the description but after a few hours they were gone. Although they removed the links, Amazon was kind enough to leave the eBooks listed.

My experiment concluded, I went on to other things.

A couple of months later, I received an email from Amazon Accounts Payable with a message that read:

The following payment has been made by AMAZON DIGITAL SERVICES INC.. It will be paid by bank transfer directly into your bank account.

It then listed two line items:

Jan 2008 eBooks payment for James Jones -- \$5.55  
Feb 2008 eBooks payment for James Jones -- \$8.13

I didn't even realize what it was until the payment came in a few days later. I thought at first someone had purchased Amazon eBooks through my affiliate account and this was my commission. But, then I remembered the eBooks I had listed and when I checked my account I was amazed to find that two of the eBooks were selling and one was up to 9 or 10 copies per month.

That's when I realized this Kindle thing may be something I need to look at a little closer.

And so I did. Along with one of my assistants I started uploading tons of PLR eBooks on every topic imaginable. And I started getting deposits of several hundred dollars into my bank account.

And the more I listed the larger my monthly income grew.

It got to the point where I could throw up 20 PLR eBooks in a few hours. Out of the 20 I'd usually get 1 or 2 that would sell a few copies per month and the rest would sell 0 or 1, maybe two copies.

I didn't care! It was a numbers game.

No need to take the time to do market research because it would take longer to do the research than it would to just go ahead and list the eBook on Amazon. All the hard part – the content – was done. All I had to do was list and upload. Shampoo. Rinse. Repeat.

Then do the same thing again the next day, or the next week or the next month.

And every once in a while (once in a blue moon as my Mom likes to say ☺) I'd hit on a hot market and knock one out of the park. Maybe sell 100 or more copies in a month.

It was an assembly line process: Just pump out eBook after eBook from PLR content and hope one of them hits the big time. But even if I didn't get any big winners I'd still make a little money from some of the eBooks. My Kindle income grew exponentially. Because most of the eBooks I put up the prior months would continue to sell months later, my earnings compounded month after month.

Of course I couldn't keep this gold mine all to myself so I published products that showed other people how to create residual income streams publishing for Kindle.

And for many, many people this was the first taste they had of online success. It was as easy as planting little money seeds (eBooks) that grew and compounded and spit out commission checks of \$100s or \$1000s of dollars without much effort.

Good times! Good times indeed!

Then in the summer of 2011 it all came crashing down.

Amazon started taking down eBooks that were duplicates of already published eBooks. Then, even worse, they started blocking the entire account so you couldn't publish any more eBooks.

When my account got blocked I immediately replied to the email and told the support department I was not aware that my eBooks were duplicates (which at the time, I wasn't) and would they consider unblocking my account? I also told them I would not knowingly publish any content that was duplicated. This was enough to get my account unblocked. However, I immediately registered a new publishing business name, LLC and bank account and started publishing under this new entity.

Note: Amazon terms of service state that a person can only have one KDP account. However a corporation is itself a separate legal entity so I believe having a separate corporate account does not break the terms of service. I'm not an attorney so please consult one if you feel squeamish about opening a corporate account.

My new Kindle Strategy starts with a simple premise: **Quality** over **Quantity**. My business publishing Account has not a single eBook that could be considered PLR or duplicate content and instead is full of eBooks that I am truly proud to sell.

I have a lot fewer eBooks but they are earning a heck of a lot more money now than I ever did with the PLR content.

Plus, it's much more satisfying (even fun) to create quality eBooks that sell like gangbusters!

*A quick note: I'm not going to spend 20 pages showing you how to format your eBooks or upload it to the Kindle Bookshelf. You'll see a reference section at the end with links to get you up to speed on these tasks if you need help.*



# Why Kindle Triangulation?

Triangles are the strongest structure known to man. They are in all kinds of places where stability and flexibility are required, from the girding of bridges to the hives of honeybees.

My Kindle strategy is called Kindle Triangulation for that very reason: It has three sides. Each side support the other two and together the three sides strengthen the whole.

Now I'm going to briefly explain each side of the triangle and then we'll get into each one in detail.

## Side 1) Market Research

It's very important now -- especially after the Amazon/Kindle slap -- to only create eBooks in niche markets that Kindle users are buying.

Many people rely on the Google Keyword tool but this is totally wrong and gives contradictory data. Kindle Publishing is a whole new ballgame. You cannot rely on the Google Keyword Tool to find niche markets for Kindle publishing.

Here's the problem: **people search Google for information and not necessarily for things they want to buy.**

Instead we'll use Amazon to tell us what people are looking to buy.

## Side 2) Product Creation

The old set it and forget method of throwing up PLR content is dead and buried. And good riddance! I'm making 10 times more money now with quality content that is much easier to create than most people realize.

In just a minute I'm going to show you nine different ways Kindle Publishers can create content quickly and easily. And most importantly, content they will be proud to sell.

## Side 3) Ranking

Having the greatest eBook in the hottest niche will NOT do any good UNLESS you can get the eBook to appear near the top of the Kindle Store. You want your eBook to appear on the first page for multiple keywords and categories. I'll show you how to boost your eBooks to the top.

Now let's investigate each side of the triangle in detail.

# Market Research

Amazon doesn't have its own keyword search tool that will tell us how many searches a particular keyword phrase gets in the Amazon or Kindle Store. However, Amazon does give us some tools that will allow us to deduce which niche markets are most profitable (and which ones to avoid). Let's look at these tools.

If you go to the Amazon home page at [www.amazon.com](http://www.amazon.com) you'll see a search bar at the top.



Click the drop down box and select Kindle Store. This will restrict any search made to only items that are in the Kindle Store.

Next, enter a search into the search bar. Pay attention to what's happening while you type. Notice that Amazon is suggesting keyword terms.



Notice anything interesting about the order of the suggestions?

They're not in alphabetical order. "Improve eyesight" should be the first alphabetically but it's last. If they're not alphabetical what order are they in? There has to be some logic to how the results are being displayed. Amazon isn't the type of company to leave something like this to chance.

I think Amazon is telling us which keyword phrases are the most popular searches.

Now, this doesn't necessarily mean the keywords are leading to eBook sales... just that a lot of people are searching for these keywords.

Notice Amazon only returns ten results. You can get more results by entering a space and a letter after the initial search phrase.



You can do this from a – z however you won't get results for every letter.

Let's look at one of the suggestions Amazon is giving us: **improve your photography**

That's not a keyword phrase I would think a lot of people are searching. Let's see what the Google Keyword tool has to say about that phrase:

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches <a href="#">?</a>	Local Monthly Searches <a href="#">?</a>
<input type="checkbox"/> <a href="#">improve your photography</a>	Low	1,300	390
<input type="checkbox"/> <a href="#">[improve your photography]</a>	Low	91	36

I selected both broad and exact match types. Exact match means people are typing in the exact phrase, "improve your photography" in that exact order and with no other words.

Broad match means people are typing in the words, “improve” and “your” and “photography” but not necessarily in that order and possibly with additional words.

So 91 people per month search for “improve your photography” in all of Google every month?

That doesn’t sound like a very good niche does it?

But Amazon is telling us it’s a keyword term that gets a lot of searches (at least a lot of searches compared to other “improve” type keywords.)

Which is correct? Probably both are correct in their respective universes.

There probably aren’t a lot of people using the search phrase: “improve your photography” in Google. People search Google for information. If you were looking for free information to improve your photography skills which keyword terms would you use in your search? Maybe one of these phrases:


- how to take good pictures
- photography tips
- how to improve my photography skills
- photography lessons
- photography classes

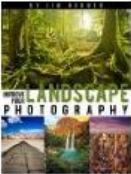
Now let’s take a closer look at the search phrase in Amazon:


Kindle Store > **"improve your photography"**

Related Searches: [jim harmer, photography](#).

Showing 12 Results Sort by

- 

**Improve Your Photography: How Budding Photographers Can Get Pro Results** by Jim Harmer (Kindle Edition - Oct 5, 2010) - Kindle eBook  
Buy: \$7.99  
Auto-delivered wirelessly  
★★★★★ (22)
- 

**Improve Your Landscape Photography (Improve Your Photography)** by Jim Harmer (Kindle Edition - Dec 29, 2010) - Kindle eBook  
Buy: \$5.99  
Auto-delivered wirelessly  
★★★★☆ (11)
- 

**Improve Your Night Photography (Improve Your Photography)** by Jim Harmer (Kindle Edition - Dec 21, 2010) - Kindle eBook  
Buy: \$7.99  
Auto-delivered wirelessly

Note there are only 12 results. Also note the Related Searches: jim harmer. That's the name of the Author of the first six eBooks that show in the results. And that's the answer to the question of why people search Amazon for the keyword phrase: improve your photography. It's a book title. Actually it's a whole series of books in the same niche and by the same author.

People come to Amazon to look for products (especially books and eBooks) they want to buy.

They bypass Google entirely because...

## **They Already Know Where to Go to Find the Product They Want To Purchase!!!**

Sorry for shouting but that is an important point and I want to make sure you get it:

### **People come to Amazon to Buy.**

Incidentally, Jim Harmer OWNS the "Improve Your Photography" niche on Amazon. It's not a niche you would want to compete in.

Now another important tool Amazon gives us is Best Sellers Rank. According to Amazon "Best Sellers Rank" is calculated every hour for every eBook. You'll find the Best Sellers Rank information in the Product Details section of the listing right below the Product Description and Editorial Reviews.

### **Product Details**

**Format:** Kindle Edition

**File Size:** 696 KB

**Simultaneous Device Usage:** Unlimited

**Publisher:** Improve Photography LLC; 4 edition (October 5, 2010)

**Sold by:** Amazon Digital Services

**Language:** English

**ASIN:** B0048EKIQQ

**Text-to-Speech:** Enabled ☒

**Average Customer Review:** ★★★★★ ☒ (22 customer reviews)

**Amazon Best Sellers Rank:** #5,164 Paid in Kindle Store (See Top 10)

#2 in [Kindle Store](#) > [Kindle eBooks](#) > [Nonfiction](#) > [Arts & Enterl](#)

#6 in [Books](#) > [Arts & Photography](#) > [Photography](#) > [Reference](#)

#11 in [Books](#) > [Arts & Photography](#) > [Photography](#) > [How-to](#)

The image above is a screenshot of Jim Harmer eBook, *Improve Your Photography: How Budding Photographers Can Get Pro Results*. It's the first eBook listed for the search term: improve your photography and it has a Best Seller Rank of 5,164.



A Best Seller Rank of 5,164 is excellent! Best Seller Rank is inversely proportional to the number of sales. So, the lower the Best Sellers Rank the higher the eBook sales. At this level Jim's probably selling 50 or 60 copies per DAY of just that one eBook. At \$7.99 gross per eBook Jim's netting around \$300 per day. Way to go Jim!

*If you see an eBook without a Best Sellers Rank it means it's either been published within the past 48 hours or it hasn't had any sales yet.*

If you look at the Best Sellers Rank for the first five of Jim Harmer's eBooks (he also has a sixth one that he co-authored) you will see that they are ranked from 5,164 to 36,134. All are very respectable rankings. Altogether I'd estimate Jim is selling 120 – 150 eBooks per day.

Now look at the other listings by the other authors. The best of the lot is ranked at 127,059 which equates to four, maybe five sales per month. The others are 387,000 – 686,000 which equates to one or two sale in the past six months.

This tells me this is a market to avoid!

So what would be a good market? Here's what I'm looking for in a market:

- at least 37 total results (4 pages)
- no more then 200 results (17 pages)
- at least one big player on page 1
- at least one smaller player on page 1
- a lot of players doing poorly (on any page)
- a position on the first page I can take over.

We'll look at an example in a minute but first I want to show you another tool Amazon is kind enough to provide us with:

The screenshot shows the Amazon Kindle Store search results for the keyword "improve". The search bar at the top shows "improve" and the "GO" button. Below the search bar, there are navigation links: "Buy A Kindle", "Free Reading Apps", "Kindle eBooks", "Kindle Singles", "Newsstand", "Popular Games", "Accessories", "Discussions", "Manage Your Kindle", and "Kindle Support". The main content area shows the search results for "improve". The first result is "Conversation Magic: Improve Your Conversation Skills in One Evening" by Arlen Busenitz. The book is available in Kindle Edition, published on Jun 1, 2010. The price is \$7.95, and it is available for Prime members at \$0.00. The book has a 4-star rating from 4 reviews. A red circle highlights the "Sort by Relevance" dropdown menu. The second result is "How-to & Home Improvement".

Notice the results are automatically sorted by Relevancy. And if you click on the Sort by drop down box you'll see this:



There are five other sort options the person searching can use. But, since Relevancy is the default sort it is the most used. Probably > 95% of the time.

We're going to talk more about Relevancy in the section on Ranking. For now take a look at the second sort option: Popularity.

Take a guess what "Popularity" used to be called before Amazon changed it a few months ago:

"Sales Rank!"

To see the eBooks with the most units sold just select Popularity from the Sort by drop down box when you do a search.


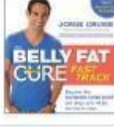
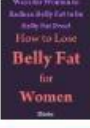





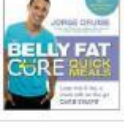

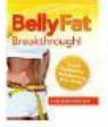




*Also, note you can sort by price Low to High. We'll be looking at that in the Ranking Section as well.*

Now that I've given you the background information I want to show you how to use this information together to find a market with the potential to be profitable.

Let's look at a market that has potential for profitability: Belly Fat

Showing 1 - 12 of 158 Results for "belly fat"

Sort by **Relevance**

- 
**The Belly Fat Cure** by Jorge Cruise and David Katz (Kindle Edition - Dec 1, 2011)  
 Buy: \$8.83  
 Auto-delivered wirelessly  
 ★★★★★ (350)
- 
**The Belly Fat Cure Fast Track: Discover the ULTIMATE CARB SWAP** by Jorge Cruise  
 Buy: \$9.18  
 Auto-delivered wirelessly  
 ★★★★★ (17)
- 
**How to Lose Belly Fat for Women: Ways for Women to Reduce Belly Fat** by Dr. David Katz  
 Buy: \$6.97  
 Auto-delivered wirelessly  
 ★★★★★ (2)
- 
**The Belly Fat Cure Combo Pack: Includes The Belly Fat Cure and The Belly Fat Cure Sugar & Carb Counter** by Jorge Cruise  
 Buy: \$13.49  
 Auto-delivered wirelessly  
 ★★★★★ (22)
- 
**The Belly Fat Cure Sugar & Carb Counter: Track over 6,000 superfoods** by Jorge Cruise  
 Buy: \$5.39  
 Auto-delivered wirelessly  
 ★★★★★ (27)
- 
**The Belly Fat Cure Diet** by Jorge Cruise (Kindle Edition - Oct 31, 2011)  
 Prime members: \$0.00  (read for free. Join Amazon Prime)  
 Buy: \$0.99
- 
**From Belly Fat to Belly Flat: How Your Hormones Are Affecting Your Metabolism and Reshape Your Body** by Dr. David Katz  
 Buy: \$9.32  
 Auto-delivered wirelessly  
 ★★★★★ (51)
- 
**The Belly Fat Cure Quick Meals** by Jorge Cruise (Kindle Edition - Dec 1, 2011)  
 Buy: \$8.99  
 Auto-delivered wirelessly  
 ★★★★★ (2)
- 
**The 5-Second Flat Belly Secret - Lose 2-3 Inches from Your Waist** by Dr. David Katz  
 Buy: \$2.99  
 Auto-delivered wirelessly  
 ★★★★★ (32)
- 
**Belly Fat Breakthrough: Smart Science for Transforming Your Body** by Dr. David Katz  
 Buy: \$1.99  
 Auto-delivered wirelessly
- 
**Weight Loss for Wimps: How to Lose Your Belly Fat, Love Your Body** by Dr. David Katz  
 Prime members: \$0.00  (read for free. Join Amazon Prime)  
 Buy: \$2.99  
 Auto-delivered wirelessly  
 ★★★★★ (10)
- 
**The Belly Fat Cure: The Quick and Easy Plan for Losing Weight** by Jorge Cruise  
 Prime members: \$0.00  (read for free. Join Amazon Prime)  
 Buy: \$4.97

Note: I couldn't get all 12 listing in one screenshot so I laid it out in two columns.

Looks like Jorge Cruise is the top dog in the “Belly Fat” market. He has six eBooks on the first page of the Kindle Store for the term “Belly Fat.”




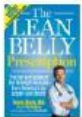








But, remember what I said above, “Results are sorted by relevancy NOT popularity.”

Sort by Popularity and this is what you'll see:



Showing 1 - 12 of 158 Results

Sort by **Popularity**

<p>1.  <b>Wheat Belly: Lose the Wheat, Lose the Weight, and Find Your P...</b>            Buy: \$9.45            Auto-delivered wirelessly            ★★★★★ (184)</p>	<p>7.  <b>How to Lose Belly Fat After Pregnancy( http://www.thesecret...</b>            Prime members: \$0.00 Prime (read for free, Join Amazon Prime)            Buy: \$9.99            Auto-delivered wirelessly</p>
<p>2.  <b>The Paleo Diet Cookbook + 51 Delicious Paleo Diet Recipes Yo</b>            Prime members: \$0.00 Prime (read for free, Join Amazon Prime)            Buy: \$2.99            Auto-delivered wirelessly            ★★★★★ (2)</p>	<p>8.  <b>The Lean Belly Prescription by Travis Stork MD and Peter Moore (Kin</b>            Buy: \$8.24            Auto-delivered wirelessly            ★★★★★ (46)</p>
<p>3.  <b>The 5-Second Flat Belly Secret - Lose 2-3 Inches from Your Bell</b>            Buy: \$2.99            Auto-delivered wirelessly            ★★★★★ (32)</p>	<p>9.  <b>The Belly Fat Cure: The Quick and Easy Plan for Losing Weight</b>            Prime members: \$0.00 Prime (read for free, Join Amazon Prime)            Buy: \$4.97            Auto-delivered wirelessly            ★★★★★ (1)</p>
<p>4.  <b>Weight Loss for Wimps: How to Lose Your Belly Fat, Look Youn eBook</b>            Prime members: \$0.00 Prime (read for free, Join Amazon Prime)            Buy: \$2.99            Auto-delivered wirelessly            ★★★★★ (10)</p>	<p>10.  <b>The Ultimate Gluten Free Diet Guide + Delicious Wheat Belly Fri - Kindle eBook</b>            Prime members: \$0.00 Prime (read for free, Join Amazon Prime)            Buy: \$3.97            Auto-delivered wirelessly            ★★★★★ (2)</p>
<p>5.  <b>How To Speed Up Your Metabolism: 101 Best Foods To Increas 22, 2011) - Kindle eBook</b>            Prime members: \$0.00 Prime (read for free, Join Amazon Prime)            Buy: \$2.99            Auto-delivered wirelessly            ★★★★★ (4)</p>	<p>11.  <b>Sexy Abs And How You Can Get Them by Emily Pruitt (Kindle Edit</b>            Prime members: \$0.00 Prime (read for free, Join Amazon Prime)            Buy: \$0.99            Auto-delivered wirelessly</p>
<p>6.  <b>Fat Burning Secrets: Healthy Weight Loss Eating Common Food Paxton (Kindle Edition - Oct 27, 2011) - Kindle eBook</b>            Prime members: \$0.00 Prime (read for free, Join Amazon Prime)            Buy: \$8.97</p>	<p>12.  <b>The Belly Fat Cure by Jorge Cruise and David Katz (Kindle Edition - I</b>            Buy: \$8.83            Auto-delivered wirelessly</p>

*Note: I couldn't get all 12 listing in one screenshot so I laid it out in two columns.*

Jorge Cruse still has one eBook on the first page but it's in the 12<sup>th</sup> position. We now see several other eBooks listed at the top. And the results are on all different kinds of topics besides Belly Fat: Everything from Fat Burning to Gluten Free to Sexy Abs. Only a couple of the results are specifically about Belly Fat.

Here's the first one that appears on both pages (sorted by relevancy and popularity)

### **The 5-Second Flat Belly Secret - Lose 2-3 Inches from Your Belly in Less Than 1 Month by Jennifer Jolan**

Jennifer's Best Sellers Rank is #1,327.

But that eBook appears to be targeting Flat Belly not Belly Fat. The term Belly Fat doesn't even appear in the title.

That tells me Belly Fat is probably not a good niche to target. Why? The most popular eBooks that appear on the first page of results for that keyword phrase are only marginally about Belly Fat.

So let's keep poking around in the same general area and see if we can find something better.

Take a close look at the title of Jennifer Jolan's eBook: *The 5-Second Flat Belly Secret - Lose 2-3 Inches from Your Belly in Less Than 1 Month*




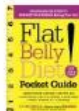



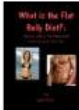

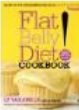


Let's explore the term "Flat Belly."

Kindle Store: "flat belly"

Related Searches: flat belly diet

Showing 1 - 12 of 39 Results

Sort by Popularity

1. 	<b>The 5-Second Flat Belly Secret - Lose 2-3 Inches from Your E</b> Buy: \$2.99 Auto-delivered wirelessly ★★★★☆ (32)	7. 	<b>Gluten Free Low carb Wheat Belly Friendly Recipes by Mark</b> Buy: \$2.99 Auto-delivered wirelessly
2. 	<b>How To Speed Up Your Metabolism: 101 Best Foods To Incre</b> 22, 2011) - Kindle eBook Prime members: \$0.00 Prime (read for free. Join Amazon Prime) Buy: \$2.99 Auto-delivered wirelessly ★★★★☆ (4)	8. 	<b>Flat Belly Diet! Pocket Guide: Introducing the EASIEST, BUD</b> Buy: \$5.20 Auto-delivered wirelessly ★★★★☆ (54)
3. 	<b>The 17 Day Ultimate Diet Guide +100 Delicious Recipes You</b> - Kindle eBook Buy: \$3.97 Auto-delivered wirelessly ★★★★☆ (5)	9. 	<b>How To Lose Belly Fat Today: Fun &amp; effective ways to lose b</b> Do tummy exercises to lose the belly fat by Betty Belly (Kindl Prime members: \$0.00 Prime (read for free. Join Amazon Prime) Buy: \$3.01 Auto-delivered wirelessly ★★★★☆ (2)
4. 	<b>The Lean Belly Prescription by Travis Stork MD and Peter Moore</b> Buy: \$8.24 Auto-delivered wirelessly ★★★★☆ (46)	10. 	<b>What is the Flat Belly Diet? : How to Get a Flat Belly with Exi</b> Prime members: \$0.00 Prime (read for free. Join Amazon Prime) Buy: \$3.97 Auto-delivered wirelessly
5. 	<b>Flat Belly Diet by Cynthia Sass and Liz Vaccariello (Kindle Edition</b> Buy: \$9.39 Auto-delivered wirelessly ★★★★☆ (253)	11. 	<b>Flat Belly Diet Cookbook! by Cynthia Sass and Liz Vaccariello (Ki</b> Buy: \$12.59 Auto-delivered wirelessly ★★★★☆ (88)
6. 	<b>How To Lose Belly Fat: Simple Secrets To Getting The Body</b> Prime members: \$0.00 Prime (read for free. Join Amazon Prime) Buy: \$3.77 Auto-delivered wirelessly ★★★★☆ (24)	12. 	<b>From Belly Fat to Belly Flat: How Your Hormones Are Adding</b> Reset Your Metabolism and Reshape Your Body by Genie Jar Buy: \$9.32 Auto-delivered wirelessly

Note: I couldn't get all 12 listing in one screenshot so I laid it out in two columns.

This is the first page of results for the term "flat belly" this time sorted by Popularity. Now, are these results mostly related to "flat belly?"

Of the 12 listings six have the exact phrase "flat belly" in the title and a seventh has the words "flat" and "belly" in the title.

Flat Belly looks like a much better term.




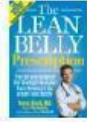





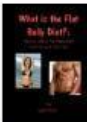
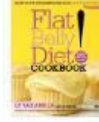

Now, let's look at the Best Sellers Rank for each:

Kindle Store > "flat belly"

Related Searches: flat belly diet

Showing 1 - 12 of 39 Results

Sort by Popularity

1.		<b>The 5-Second Flat Belly Secret - Lose 2-3 Inches from Your E</b> Buy: \$2.99 Auto-delivered wirelessly ★★★★☆ (32)	<b>Sales Rank: 1,327</b>
2.		<b>How To Speed Up Your Metabolism: 101 Best Foods To Incre</b> 22, 2011) - Kindle eBook Prime members: \$0.00 Buy: \$2.99 Auto-delivered wirelessly ★★★★☆ (4)	<b>Sales Rank: 13,664</b>
3.		<b>The 17 Day Ultimate Diet Guide +100 Delicious Recipes You</b> - Kindle eBook Buy: \$3.97 Auto-delivered wirelessly ★★★★☆ (5)	<b>Sales Rank: 4,932</b>
4.		<b>The Lean Belly Prescription</b> by Travis Stork MD and Peter Moore Buy: \$8.24 Auto-delivered wirelessly ★★★★☆ (45)	<b>Sales Rank: 4,661</b>
5.		<b>Flat Belly Diet</b> by Cynthia Sass and Liz Vaccariello (Kindle Edition) Buy: \$9.39 Auto-delivered wirelessly ★★★★☆ (253)	<b>Sales Rank: 13,464</b>
6.		<b>How To Lose Belly Fat: Simple Secrets To Getting The Body</b> Prime members: \$0.00 Buy: \$3.77 Auto-delivered wirelessly ★★★★☆ (7)	<b>Sales Rank: 104,454</b>
7.		<b>Gluten Free Low carb Wheat Belly Friendly Recipes</b> by Mark Buy: \$2.99 Auto-delivered wirelessly	<b>Sales Rank: 19,369</b>
8.		<b>Flat Belly Diet! Pocket Guide: Introducing the EASIEST, BUD</b> Buy: \$5.20 Auto-delivered wirelessly ★★★★☆ (54)	<b>Sales Rank: 25,239</b>
9.		<b>How To Lose Belly Fat Today: Fun &amp; effective ways to lose b</b> Do tummy exercises to lose the belly fat by Betty Belly (Kindl Prime members: \$0.00 Prime (read for free. Join Amazon Prime) Buy: \$3.01 Auto-delivered wirelessly ★★★★☆ (5)	<b>Sales Rank: 267,191</b>
10.		<b>What is the Flat Belly Diet? : How to Get a Flat Belly with Exi</b> Prime members: \$0.00 Prime (read for free. Join Amazon Prime) Buy: \$3.97 Auto-delivered wirelessly	<b>Sales Rank: 61,971</b>
11.		<b>Flat Belly Diet Cookbook!</b> by Cynthia Sass and Liz Vaccariello (Ki Buy: \$12.59 Auto-delivered wirelessly ★★★★☆ (58)	<b>Sales Rank: 67,905</b>
12.		<b>From Belly Fat to Belly Flat: How Your Hormones Are Adding</b> Reset Your Metabolism Buy: \$9.32 Auto-delivered wirelessly	<b>Sales Rank: 27,355</b>

Let's refer back to what I'm looking for in a market:

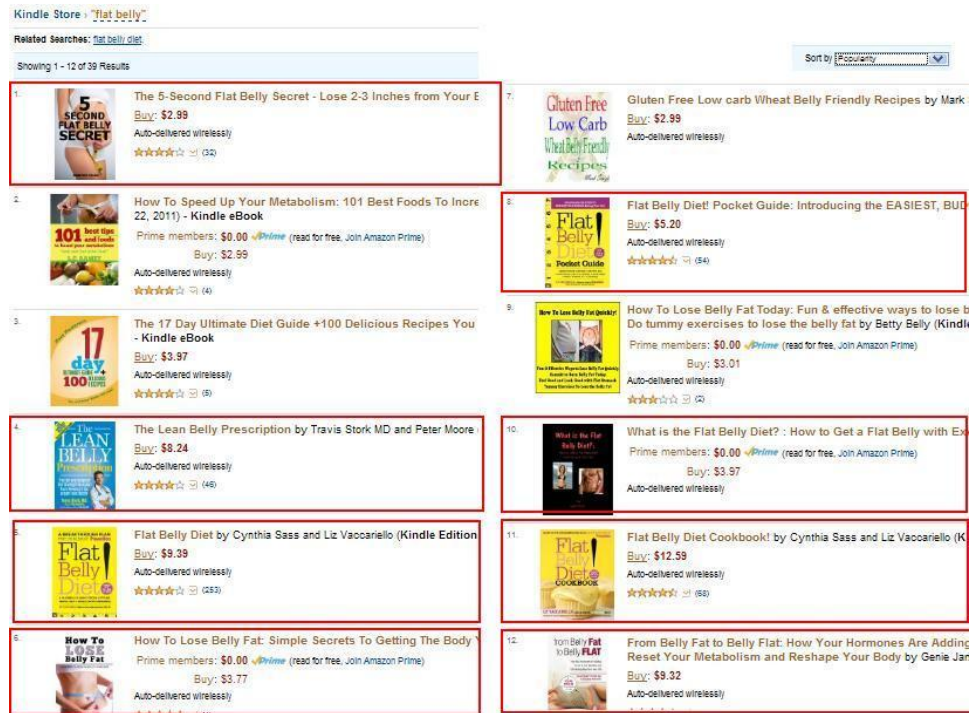
- at least 37 total results (4 pages) -- **this one has 39.**
- no more than 200 results (17 pages) -- **39 is still good.**
- at least one big player on page 1 -- **any sales rank under 10,000 is excellent.**
- at least one smaller player on page 1 -- **any sales rank under 20,000 is great.**
- a lot of players doing poorly (on any page) – **over 100,000 ranking is poor.**
- a position on the first page I can take over. – **I call this the goat.**

Looking great so far. Lots of big and small players in the market who are all doing well. Plus a couple of goats I should be able to take over.

As a double-check I'll also run the results for the same keyword but this time sorted by relevance. What I'm looking for is how many titles are on the first page for Popularity and Relevancy. This is what I call the intersection of Popularity and Relevancy.

The ones that are common are indicated with a red border:





8 out of 12 are on both the Relevancy and Popularity pages. I usually shoot for 2 or 3 so I would say this is an excellent niche.

How do you find niches like this? Just look around like I did. Do some broad keyword searches. Look around in the categories and look for the top 100 best sellers for each category.

This link will take you to a page that has all the Kindle eBook categories on the left side: <http://www.amazon.com/Kindle-eBooks/>

Each category will have a sub-category and many times those will have multiple sub-sub-categories. Drill down and start exploring.

When you get down to the last level of sub-categories look at the first page of results. Use the same criteria as above to determine if it's worthwhile to try to enter the niche.

Again, that criteria is:

- no more than 200 results (17 pages)
- at least 37 total results (4 pages)
- at least one big player on page 1 -- **any sales rank under 10,000 is excellent.**
- at least one smaller player on page 1 -- **any sales rank under 20,000 is great.**
- a lot of players doing poorly (on any page) – **over 100,000 ranking is poor.**
- a position on the first page I can take over. – **The goat.**

# Product Creation

Here's my secret for putting together unique and high quality eBooks fast:

## *Compiled Content*

Compiled Content eBooks are very easy to put together and even easier to outsource. You simply compile information about a topic from different sources, add value and put it all together into an eBook. You can add value by including other relevant information, adding interactivity, or otherwise enhancing the reader's experience.

Notice, I did not say to copy directly from one source, paste it into document and call it a day. You **MUST** create an eBook that is unique and not just content converted from one format to another.

One type of Compiled Content you're probably already familiar with is *Recipe eBooks*. Recipe eBooks are easy to do but I'm also going to open the door to several other different types of compiled content that are just as easy to create and have much more potential.

But, just in case you don't know how to create a Recipe eBook here's the low down:

## **Recipe eBooks**

I'm sure you've heard plenty about Recipe eBooks since there are so many products on the market that are recommending this method for eBook creation to beginning Kindle Publishers.

But, just in case you don't know the process let me explain how to create Recipe eBooks:

First off you need to know that ingredients for recipes are not copyrightable. So you can go to any recipe site and copy their recipe ingredients and compile them into an eBook.

Now, the actual instructions for how to put the ingredients together and the steps involved **MAY** be copyrighted so you have to rewrite the instructions and steps. But this is very easy to do and can be outsourced.

## **Process**

- Go to recipe sites such as allrecipes.com and search for recipes that share some common factors, such as Crock Pot Recipes or Chicken Recipes or Vegan Recipes.
- Copy the ingredients for each recipe.

- Rewrite the recipe description and directions in your own words.
- Do this for at least 20 recipes and enter the information into a Microsoft Word or Open Office document.
- Add a brief introduction.
- Optionally add pictures.

### **Notes:**

I see the recipe market getting very crowded in the coming months due to so many products recommending that you compile recipe eBooks and the ease in which it can be done.

But, one type of recipe eBook I think you can **STILL** be very successful with are recipes that tie in with Health and Fitness.

For example: Recipes for Diabetics, Recipes for Women who Need to Lose 20 pounds or more (Dang – I think that would be a real winner!), Celebrity Diet Recipes (I had one on this topic that got slapped but before the slapping it was selling over 100 per copies per month).

Add lots of relevant images to really make your eBooks stand out. Most others are just recipes with no images.

## **Tips eBooks**

Create an eBook of tips or ideas. These are extremely easy to write or outsource.

Look in the Kindle Store and you'll find a lot of examples of these "tips" eBooks.

Here are some examples:

- Kindle Tips, Tricks, and Shortcuts
- 101 Tips for Traveling with a Vampire
- World's best stress-busting tips
- 101 Make Up Tips
- iPhone Ultimate Tips and Tricks
- 100 Beauty Tips
- 101 Best Tips To Boost Your Metabolism
- 101 Amazing Facts About Harry Potter

I use one of the following processes to write my Tips Style eBook depending on the subject:

**Process 1:**

- Go to Google and search for your subject plus one of these keywords: tips or tricks or ideas or mistakes.
- Research until you come up with 50 or more tips, tricks, ideas.
- Put one tip on each page and write a couple paragraphs about each tip, trick or idea.
- Add relevant images. (optional)

**Process 2:**

- Break the subject down into 20 - 30 topics.
- For each topic come up with 10 – 20 tips, tricks or ideas.
- Format the eBook so each topic is a chapter.
- Add relevant images. (optional)

**Notes:**

You can outsource all or part of this system. I use <http://needanarticle.com/> for this type of eBook. You can see a video of how to outsource a Kindle project here:

<http://kindletriangulation.com/howtovideos/needanarticle/>

<http://needanarticle.com/> charges a small monthly fee to gain access to their writers but its well worth it for the quality they produce. The links I have provided are NOT affiliate links. I recommend NAA them because I use them and they are the best in my humble opinion.

Instead of the word “Tips” try one of these words in the title of your Tips Style eBooks:

- Tricks
- Ways to
- Secrets
- Ideas
- Techniques
- Tactics
- Strategies
- Plans
- Mistakes

- Shortcuts

## Questions and Answers eBooks

Very similar to the above but instead of tips you will answer common questions about the topic.

Here are some examples of Question and Answer style eBooks in the Kindle Store:

- Colic Solved: The Essential Guide to Infant Reflux
- Your Thyroid Problems Solved
- Asthma Solved Naturally
- Tinnitus Problems SOLVED!
- Hangovers Solved
- ADD & ADHD Answer Book
- Answers to Questions Boys Find Hard to Ask
- 100 Questions & Answers About Attention-Deficit Hyperactivity Disorder

### Process is similar to the Tips Style eBooks:

- Go to Yahoo Answers and find 20 – 25 questions about your topic.
- Write a 250 – 300 word article for each question. Each article should answer the questions in depth.
- Each article becomes a chapter in your eBook.
- Add relevant images. (optional)

### Notes:

Like the tips style eBooks, Question and Answer eBooks are also very easy to outsource using [www.needanarticle.com](http://www.needanarticle.com)

To find additional questions on your topic (and to eliminate possible duplication due to others in popular topics also using Yahoo Answers) try doing a search in Google for: “I have a question about” + “Your Topic”

Then click the “Discussions” link on the left side of the search results. You’ll still see Yahoo Answers but you should also see other results where people are discussing the problem.

## Facts eBooks



These are eBooks that give tidbits of interesting information about a specific topic or concept. For example:

- 1,001 Facts that Will Scare the S#\*t Out of You
- Contrary to Popular Belief: More than 250 False Facts Revealed
- 1001 Totally Random Facts

**The process for Fact eBooks is simple and very similar to the Tips eBooks above.**

- Break the subject down into 20 - 30 topics.
- For each topic come up with 10 – 20 tips, tricks or ideas.
- Format the eBook so each topic is a chapter.
- Add relevant images. (optional)

## **Expert Compilation eBooks**

People automatically turn to the experts when they need advice. You can leverage this behavior and use other people's content to create Expert Compilation eBooks.

**Here are some examples of Expert Compilation eBooks:**

- Lessons in Yoga: 21 Experts Look At the Bikram, Vinyasa, Pranayama, Iyengar, Kripalu, Ashtanga, And Pilates Disciplines
- Insomnia Symptoms, Treatment, Drugs, And Cures: 21 Experts Discuss How To Use Natural Sleep Aids To Beat Sleep Deprivation
- Ten Lessons to Transform Your Marriage: America's Love Lab Experts Share Their Strategies for Strengthening Your Relationship
- 50 Things To Do When You Turn 50 (Fifty Experts on the Subject of Turning Fifty)

**Here's the process I use for Expert Compilation eBooks:**

- Search in Google for "Your Topic" (in quotes) + the word Blog
- This will give you links to tons of blogs discussing your topic
- Make a list of the best blog posts.
- Contact the author of the posts and tell them you are writing an eBook about the subject and that you would love to include their blog post. Tell them you'll credit them as an author in the eBook and provide a link to their blog.
- Shoot for at least 20 positive responses.
- Each blog post will be a chapter in your eBook.
- Put the information together into an eBook with each blog post a separate chapter.

**Notes:**

For this type of work I would break the project down into two tasks: 1) Researching to find the blog posts and 2) Contacting the authors.

If you decide to outsource I suggest you use [www.scriptlance.com](http://www.scriptlance.com). Post one project to research and find the blog posts. Once you have this information you can contact the authors yourself or post another project on [www.scriptlance.com](http://www.scriptlance.com) for someone to contact the authors on your behalf.

## **Interview Based eBooks**

Similar to the Expert Compilation eBooks Interview Based eBooks allow you to use other people's knowledge to create eBooks. The difference is instead of using blog posts as the basis for your content you'll interview the experts and transcribe the interviews to use for your eBooks.

### **Here's the process for Interview Based eBooks:**

- Search in Google for "Your Topic" (in quotes) + the word Blog
- This will give you links to tons of blogs discussing your topic
- Make a list of the best blogs that are focused on your specific topic
- Contact the author of the posts and tell them you are writing an eBook about the subject and that you would love to interview them for 20 minutes about the topic. Tell them you'll credit them as an author in the eBook and provide a link to their blog.
- Shoot for at least 3 – 5 positive responses.
- Create a list of the major questions people have about the topic. (use Yahoo Answers and Google to find these questions)
- Conduct the interview using the questions you compiled.
- Have the interviews transcribed.
- Depending on how many interviews you do you can compile all the interviews into one eBook with a different section for each interview or create a series of eBooks that each cover different areas of the topic.

### **Notes:**

If you don't want to transcribe yourself you can use [www.fiverr.com](http://www.fiverr.com) to find someone to transcribe for you. There are people there who will transcribe 20 minutes for \$5.

A twenty minute interview will be about 5 - 6 written pages. Three interviews of this length would be plenty long enough for a Kindle eBook.

You don't need any fancy recording equipment since only you and the transcriber will hear the interview. It just needs to be clear enough for the transcriber to understand. I use my cell phone with the speaker on and Audacity running on my computer.

Audacity is a free downloadable audio recorder and editor. You can download from: <http://audacity.sourceforge.net/>

While recording be sure to have your cell phone on speaker and have the phone close to your microphone.

At the beginning of the call be sure to tell the interviewee that the call will be recorded and get his verbal consent on the recording.

## **Consumer Experience Based eBooks**

These are similar to Interview Based eBooks except instead of interviewing experts you interview end users or consumers about a product they have used, a problem they have solved or an experience they have had. You conduct a telephone interview just like you would with an expert.

### **Here's the process for Consumer Experience Based eBooks:**

- Post an Ad in Craigslist for the type of problem, experience or product you are looking to interview people about.
- In the ad link to a survey that qualifies the prospect. Here's a link to a survey I did for an eBook about losing weight: [www.surveymonkey.com/s/XDFQK5C](http://www.surveymonkey.com/s/XDFQK5C)
- Contact the best prospects.
- For this type of interview I like at least 7 – 10 interviewees.
- Create a list of questions using your survey results.
- Conduct the interview using the questions you compiled.
- Have the interviews transcribed.
- Depending on how many interviews you do you can compile all the interviews into one eBook with a different section for each interview or create a series of eBooks that each cover different areas of the topic.

**Notes: (also see notes above in the Interview Based eBooks section)**

Here's an example of an ad I placed in Craigslist

## Have you lost weight recently? \$ for 15 minute interview

Date: 2011-12-17, 10:04AM EST

Reply to: *your anonymous craigslist address will appear here*

I'm looking for women who have lost weight fast and have kept it off for at least 6 months. I'd like to interview you and include your story in my upcoming book. I'll pay you \$20 if your story is selected to be included in the book.

Step One: Fill out this brief survey: [Your Story](#)

Step Two: I'll contact you and set up a 15 minute telephone interview if your story is selected.

Step Three: I'll paypal you (or if you prefer mail you a check) as soon as the interview is complete.

- Compensation: \$20 for 15 Minute Telephone Interview
- Principals only: Recruiters, please don't contact this job poster.
- Please, no phone calls about this job!
- Please do not contact job poster about other services, products or commercial interests.

You can use any Craigslist city to place your ad. However, some larger cities charge for ads in the JOBS section. If this is the case place your ad in a different Craigslist city.

Bonus: As you go through the Survey Results you'll find ideas for many additional eBooks.

[SurveyMonkey.com](#) is free to use as long as you limit your surveys to 10 questions or less and 100 responses or less. This is plenty for most projects.

## Picture Based eBooks

This is something I just started doing (*Thank you Tanner Larsson and Tim Castleman for this idea*) and I love it because it's very easy to put together an eBook quickly.

You've heard that a picture is worth a 1000 words, right? Well, with this technique you use a copious amount of pictures with some short text descriptions or captions to create your eBooks.

For example, if your eBook topic is how to improve your golf swing you could find a golf expert and take pictures of him as he teaches how to have the perfect golf swing.

Or maybe your topic is how to bake a wedding cake. You would find a wedding cake expert and photograph each step and then include short instructions with each photo.

### Here's the process:

- Take detailed pictures of whatever process you are teaching. If you're not the expert yourself advertise on Craigslist for someone local who is an expert.

- Put the pictures in step by step order. I use MS Word or Open Office just like with my text based eBooks.
- Add a few sentences of text under each picture that briefly describes what's happening.
- Write a brief introduction and conclusion.

**Notes:**

If you advertise for an expert on Craigslist place the ad in the ETC section under Jobs. Advertising in this section is usually free unless you live in a big city. As a free alternative advertise in the Gigs section.

I suggest paying the \$50 - \$100 for this type of work depending on how long it will take.

**Trivia Games or Quiz eBooks**

Simple text and picture based trivia or quiz games are possible without having to know any coding and without using the Kindle game platform (which is still in limited beta and very hard to get approved to be a developer) Luckily, I've figured out a very easy way of doing simple games using MS Word or Open Office.

Instead of trying to describe the process in this report I've recorded a video that shows you how to create these simple Game eBooks. You can view the video here:

<http://kindletriangulation.com/howtovideos/games/>

# Ranking

If you've been following along with my recommendation in the Research part of this report you should have a great start at getting your eBooks ranked high in the Kindle Store.

That's because the criteria I used in the Research section takes into account the competition.

Here's a rule to live by: If you're not on the first page for your chosen Sub-Category and/or keyword phrase you're not going to make many sales.

This is because most people don't go beyond the first page of results when looking for an eBook. (or pretty much anything else)

There are only 12 positions on the first page (only 10 on some Kindle eBook readers) of results. You want to hit the first page as soon as you can then work your way up as far as you can.

*Note: When I'm talking about first page rankings I'm talking about ranking on the first page for the Relevancy sort order. This is because most people use the default sort order when they search and that order is by Relevancy. See the section on Market Research for details.*

Amazon doesn't tell us exactly how they rank their eBooks. But, by doing some reverse engineering (basically by searching certain keywords and analyzing what shows up) I've been able to determine which fields are important for relevancy.

The fields are:

- Title
- Category
- Author
- Description
- Search Keywords

I'm going to cover these in the order of importance.

Most important is the title. Amazon places a lot of emphasis on the eBook Title. In the SEO world your eBook title would be comparable to a webpage title tag.

Here are two important factors I've discovered:

1) The closer your title matches the keyword phrase or category you are targeting the higher the relevance.

For example, if your target keyword or category is “Dog Training” and your eBook title is “Dog Training” your title is 100% relevant to the keyword or category.

2) The closer your keyword phrase is to the beginning of your title the higher the relevance.

Now, you have to use this information with a little common sense. Your title still needs to be enticing to the reader. It’s a delicate balance between making it relevant and catching the potential buyers attention.

I try to put my main keyword phrase at the beginning of the title and keep the rest of it as short as possible. I also make creative use of punctuation such as in the following:

### **Dog Training: Advanced Skills**

That would be much more relevant than: **Advanced Dog Training Skills**

I know what you’re thinking:

**“Dog Training: Dog Training” would be doubly relevant!**

Good try but sorry! I have not seen that repeating your main keyword in the title helps rankings. Plus its keyword spamming. Don’t do it.

Next in importance are the Search Keywords.

You have seven Search Keywords to use. I see people all the time leaving them blank or only entering one or two. You are really shooting yourself in the foot if you don’t use them. Your search keywords are powerful weapons in your arsenal. Here’s why:

1) They strengthen your title keyword. Always repeat your main search keyword or category in your Search Keywords. Make it the very first one.

2) You can sneak in other keywords here instead of trying to force them into your title.

Want to target people who are searching for “flat belly” even though the title of your eBook is Belly Fat? No problem! Just enter the phrase “flat belly” in one of your search fields and anytime anyone searches for “belly fat” your eBook will show in the listings.

Just don’t abuse this feature. Make sure your keywords are relevant to the topic of your eBook.

3) Next in importance is Category. You're allowed two categories. Use them both. Treat Category just like another Search Keyword. Try to find an exact match category for your eBook keyword phrase. If you can't find one that's exact use the closest one. Enter your two categories into two of the Search Keywords fields.

4) Next is description. Now, this is not to say that the Description isn't that important. Just that the description as far as Relevancy to the search is not as important as the other three items.

Here's something important to remember about the Description: the words you enter in the description field are NOT keyword searchable. So don't even try to keyword spam the description box. It doesn't work and makes you look like a bozo. What your description can do as far as relevancy is strengthen your main keyword phrases. So, always repeat your main keyword phrase several times in the description.

Now, before you email and tell me:

*"So and so has {xyz keyword} in the description and that keyword isn't in the title or tags so it must have picked it up from the description."*

Tags are different from Search Keywords. Tags can be entered by anyone looking at the listing as long as they are an Amazon customer and are logged in. Search Keywords (the ones discussed above) can only be entered by you AND cannot be seen in the listing. They're in the system. They're searchable. But you can't see them unless you login and edit the listing.

So, if you're seeing an eBook come up for a search and the search keywords are in the Description field but nowhere else... I guarantee you that search phrase is also one of the Search Keywords that was entered when the listing was set up.

5) Finally we have the Author field. The Author field is a searchable field. If someone does a search and the search terms match the author field (either first or last names) the listing will show up.

One way to use this is if your niche is something were you could be the expert or guru – for example knitting -- you could give yourself a title that incorporates the keyword.

First Name: Knitting  
Last Name: Queen

You could also add another contributor (such as an editor) and make them:

First Name: Knitting  
Last Name: King



Just don't overdo it. This is sort of gray hat but as long as you can give yourself a title that makes logical sense for your niche it should be ok.

Ok, after you list your eBook wait a couple of days and check to see where it shows up in the rankings for your keyword term or sub-category.

I always keep a spreadsheet and check the position every day.

After two or three days you should see a sell or two. People usually get very excited when they get a couple sales after only a couple of days.

While encouraging, this is a false flag.

What's happening is your eBook is showing up on the first page for Latest Releases.

Here are the latest releases for the keyword "diets" from the past 30 days.

Not a lot of people click the New Releases link. Most people don't even see it. But a small percentage of savvy Kindle readers do.

And right after your eBook goes live, for a brief shining moment (well, maybe a brief shining day or two) your eBook will show up on the first page of the New Release results for whatever niche you're in... regardless of the competition in that niche! Just like with American Idol you'll get a chance to show your stuff onstage to the judges (ie: the buyers.) If they like what you've got you'll make a few sales and climb in the rankings (the relevancy and popularity rankings.) And if they don't like it that should be a big red flag that something is wrong with your eBook, the niche or how you have it listed.

I use the New Releases info as a barometer of how the eBook will do when it makes it to the first page of the regular Relevancy results (ie: the default results when you do search in the Kindle Store)

If my eBook makes a couple of sales by being a New Release I know it has a pretty good shot of doing well if its on the first page of the default Relevancy results. If it doesn't have any sales after being on the first page for New Releases I usually don't work with it to increase its position in the search results.

If you've followed my advice so far your eBook should be in a pretty high position when it goes live. But, if it's not on the first page you need to pull out the big guns.

Actually even if it is on the first page you should still pull out the big guns unless:

- 1) You're already in the top position for your keyword or category. Or...
- 2) You're on the first page and not making sales. In this case, no use bothering.

Ok, so what are the big guns?

Your ability to run a free promotion for your eBook.

*What???? Why would I want to do that?*

Because offering it for free will cause more people to download it which will increase the rankings!

Free promotions work through the KDP Select interface. I have included a bonus report with this package that explains the KDP Select program in detail. But for now all you need to know is if you enroll an eBook into the KDP Select program you can take advantage of 5 free promotional days over the next 90 days.

That means you can put your eBook on free promotion for 1, 2, 3, 4, or 5 days. And you can schedule up to 5 separate free promotions for each eBook enrolled.

So, for example, you could schedule a one day free promotion this week, a two day next week, and two more days the next week. Or you could schedule a five consecutive pay promotion (not recommended, by the way)

Or you could run a promotion one day and monitor the results then do another day, monitor the results, then another day, etc., etc., etc.

I suggest you do the later.

Here's how to run a promotion:

First your eBook has got to be enrolled in KDP Select. I go over all the pros and cons in your free KDP Select bonus report but basically it's a no brainer. The pros far outweigh the cons. Basically, unless you're also selling your eBooks through another channel (such as Nook or on your own website) I would advise you to enroll all your eBooks into KDP Select.

You can enroll your eBooks by clicking the Enroll link for each eBook in your Bookshelf:

Filter Live Search  GO

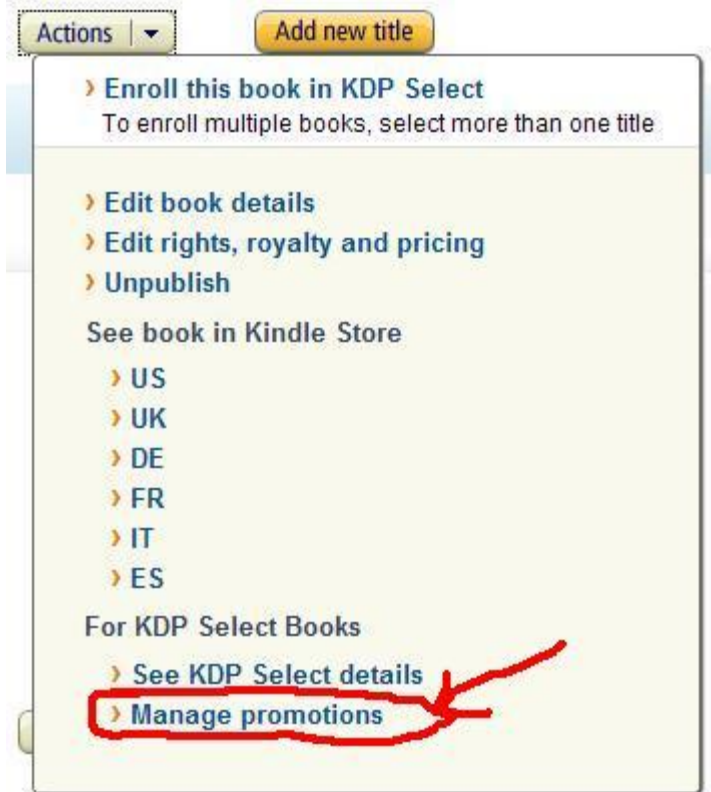
Date Submitted	Status	KDP Select
	Live	<a href="#">Enroll</a>
	Live	<a href="#">Enroll</a>
	Live	<a href="#">Enroll</a>
	Live	<a href="#">Enroll</a>
	Live	<a href="#">Enroll</a>

Once you've enrolled your eBook select it by ticking the checkbox to the right of the listing:

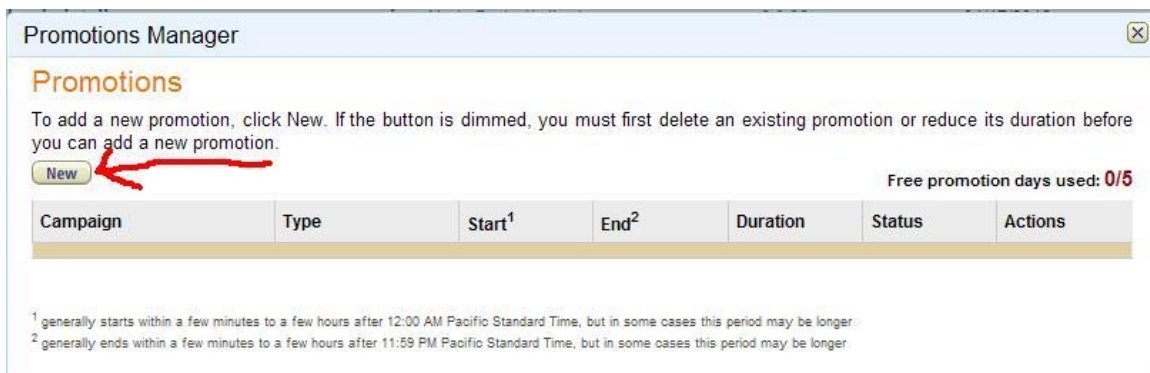
Actions Add new title

Select All	Title
<input type="checkbox"/>	
<input checked="" type="checkbox"/>	<span>Fast</span>

Then click the Actions drop down box:



Click the Manage promotions link.



Then click the “New” button to set up a promotion.

Name the promotion and your beginning and ending date. If you just want to do a 24 hour promotion (which is what I recommend) make the start and end date the same. It will start right after midnight on your chosen day and end right before midnight of the same day.

Promotions Manager

### Promotions

To add a new promotion, click New. If the button is dimmed, you must first delete an existing promotion or reduce its duration before you can add a new promotion.

New

Free promotion days used: 0/5

#### New Promotion

All fields are required.

Name:  Start Date<sup>1</sup>:  End Date<sup>2</sup>:

Duration: 1 day(s) Promotion Type: Free Book

Save Cancel

Campaign	Type	Start <sup>1</sup>	End <sup>2</sup>	Duration	Status	Actions
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<sup>1</sup> generally starts within a few minutes to a few hours after 12:00 AM Pacific Standard Time, but in some cases this period may be longer

<sup>2</sup> generally ends within a few minutes to a few hours after 11:59 PM Pacific Standard Time, but in some cases this period may be longer

Monitor your results. Lather. Rinse. Repeat up to four more times.

Note: Start your eBooks off at 99 cents until they reach the first page of results. Then gradually raise the price until you see your position in the results dropping. I usually go from 99 cents to 2.99 then 3.99 then 4.99, etc.

Once you get one eBook up, put up another - and then another. Monitor your results and positions every day. When you find a red hot niche create spin off eBooks in the same niche. Go deep into your best niches.

Once you have 2 or 3 eBooks in the same niche create a bundled package that includes all 2 or 3 eBooks for a bargain price. If you have 3 eBooks selling for \$2.99 each sell the bundle for \$4.99. You'll make sales from people who want all or just one.

That's it! If you follow these instructions you should be well on your way to Kindle Publishing Success!

# Resources

## **Opening a publisher Account:**

<http://kindletriangulation.com/howtovideos/setup/>

## **eBook Covers:**

Outsource at [www.Fiverr.com](http://www.Fiverr.com)

Cost is \$5 and there are lots of people there who do great work.

## **Basic Kindle Formatting:**

<http://kindletriangulation.com/howtovideos/formatting/>

If you need anything more complicated, such as a table of contents, just outsource to someone on Fiverr.com for \$5.

## **Uploading your eBook:**

<http://kindletriangulation.com/howtovideos/uploading/>