# **Kindle Success Blueprints**

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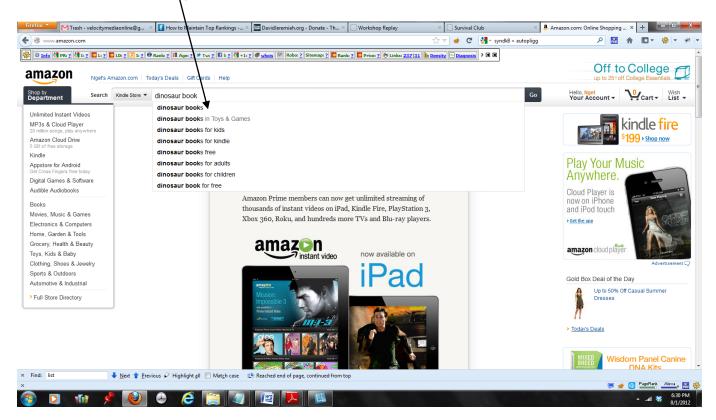
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## Choosing a Winning Niche: Quick Start Niche Selection Blueprint

Choose your MAIN keyword(s) by searching under Kindle Store category and watching the Suggested Amazon Keywords (these are the things people are searching for).



- Search should have at least 22 results but no more than 500.
- Average Best Sellers Rank of page one results should be below 200,000
- = Good/ Below 100,000 = Great.
- At least 1 book on page 1 that has Best Sellers Rank of 25,000 or less (the more the better)

#### Example:

#### Keyword Search: fart book



There are 72 results so this meets the first criteria.

The next criteria is Average Best Sellers Rank of page 1 results should be below 200k so we have to open up each eBook listing, find the Best Sellers Rank for each one and take the Average.

Looking at the first eBook scroll down to the Product Details section.

#### **Product Details**

File Size: 1568 KB
Print Length: 50 pages
Publisher: JJ Fast Publishing, LLC (April 18, 2012)
Sold by: Amazon Digital Services, Inc.
Language: English
ASIN: B007VPN6X0
Text-to-Speech: Enabled ♥
X-Ray: Not Enabled ♥
Lending: Enabled
Lending: Enabled
#2 in Kindle Store > Kindle eBooks > Children's eBooks > People & Places > Social Situations > Manners
#82 in Kindle Store > Kindle eBooks > Fiction > Children's Fiction > People & Places > Social Situations
Would you like to give feedback on images or tell us about a lower price?

As you can see the Best Seller Rank is 9129. Locate the Best Seller Rank for all 12 eBook listings. Then add them together and divide by 12 to get the average.

# Note: Skip any FREE eBooks and don't include them in the average. For example, if two of the eBooks on the first page are free you would only average 10 numbers.

Averaging the 12 eBooks on Page 1 for the example we come up with 170,274 which means this is a good niche.

The third criteria is:

At least 1 book on page 1 that has Best Sellers Rank of 25,000 or less.

There are 3 that meet this criteria so we are good there as well.

Based on the criteria this looks like a good niche!

Note: eBook Niche Explorer is a great all-in-one software tool that does all the calculating for you. You can check it out here:

http://www.snip2.com/re/enetool

## Kindle Outsourcing Blueprint

Here is a How to video with Rachel Rofe and James Jones that will show you everything you need to know about outsourcing:

Kindle Outsourcing Blueprint Video

#### Kindle Formatting Toolkit

Here is a link to download the EZ Kindle Publishing Toolkit which includes a complete step-by-step formatting guide and a template that you can use for your eBooks.:

EZ Publishing Toolkit

## **Kindle Ranking Blueprints**

This section will show you White Hat, Gray Hat, Black Hat Techniques for promoting your Kindle eBooks and getting laser targeted leads.

I will also show you "Dunce Hat" Tactics that show you what "NOT" to do so you don't get your account banned as well.

I will also cover the best On-Site (Amazon) and Off-Site (Google) Blueprints to gain massive amounts of laser targeted buyers to your Kindle eBooks.

The White Hat techniques alone should be enough to get your eBooks ranked to page 1 of the Kindle results for your chosen keyword *if* you follow the guidelines we have laid out for you below on choosing a niche.

I have included Gray Hat and what some would call Black Hat techniques so that you will be informed of the Tactics and Methods that your competition may be using to gain an unfair advantage over you. It's completely up to you if you want to push the envelope and employ the Black or Gray Hat techniques yourself.

However, we strongly urge you to stay away from the Dunce Hat techniques.

These are the techniques that have the highest risk of getting your eBook removed or even your account blocked.

We've included them so you'll know what NOT to do in case you receive bad advice elsewhere or see someone else employing these techniques. These Blueprints are designed to give you fast and furious rankings within Amazon as well as Google and make you profitable within the least amount of time with the least amount of effort on your part.

Based on your risk tolerance you may choose to use or forsake the Black Hat & Gray Hat tools, but at least you will be informed of the techniques that others are using to gain an unfair advantage over the uninformed.

When using the outsourcing and using the Gray Hat and Black Hat techniques, your outsourcers will need to have an Amazon account or multiple Amazon accounts depending on what you are trying to accomplish.

Make sure ALL job requests to outsourcers state that they need to have an Amazon account and that they must have used that account to buy something from Amazon in the past... anything... a CD, DVD, book – it doesn't matter what it was.

## Off-Site (Google) Kindle SEO Ranking Blueprints

Since Amazon is a trusted site within Google and gains a massive amount of links throughout its site on a daily basis, we are going to use this to our advantage without getting hit with any of the penalties that you would incur trying to rank a book on your own site.

I'm going to show you the top insider secrets to getting ranked in Google using the most expensive and sophisticated tools in the SEO industry without having to buy any of them yourself!

The following tactics are the top linking strategies that the gurus and top marketers use to get their products catapulted to the top of the search engine, bringing in floods of traffic and cash.

We are going to use Amazon's trusted authority with Google to get our products listed for the top searched keywords for your eBook in Google.

We will use Fiverr.com to do this on the cheap, big time!!!

Fiverr has ALL the people we would ever want that have already bought the most expensive tools in the industry and are using them to make money on a massive scale.

Knowing which Fiverr gigs to use to get your books ranked fast - after the Panda and Penguin updates - is half the battle. That's where I come in.

You need to know this:

Google is now placing much greater emphasis on Social Voting and Social Signals with the Panda & Penguin update. So, now one of the main ranking factors is your Social Popularity in the eyes of Google.

For example, how many Facebook "Likes", how many reviews are there about you on social sites and the number of Google +1 "votes" as well as how many people are currently discussing you on Twitter.

The following Blueprints are the ones I use to gain an unfair advantage over the uninformed competition and now you will have that same knowledge.

My suggestion is use only one tactic at a time, measure the results and resume back-linking strategies with multiple keywords.

You will want to use these different services to link directly back to your money sites, which will be your:

Kindle eBooks

Fanpages

Youtube Videos

Web 2.0 Properties (we will be discussing in further detail in these Blueprints)

Listmania Lists (we'll show you this in Blueprint #5)

Let's get started.....

#### BluePrint Tactic # 1:

#### **Retweet Twitter Domination**

This strategy can be used with <u>www.Fiverr.com</u> as well as sites like Twitter Backlinks at <u>www.twitterbacklinks.com</u> and <u>www.retweetadvertising.net</u>

The more people talking about you in a given time the better.

1) Go to Fiverr.com

Type in "Retweet" in the search bar over on the right

Once your search comes up, click on the Ratings link to search by the best rated gigs first.

Here is a great example of a Fiverr provider Gig you may want to go for:

http://bit.ly/NqqJMD

(See Photo on Next Page)



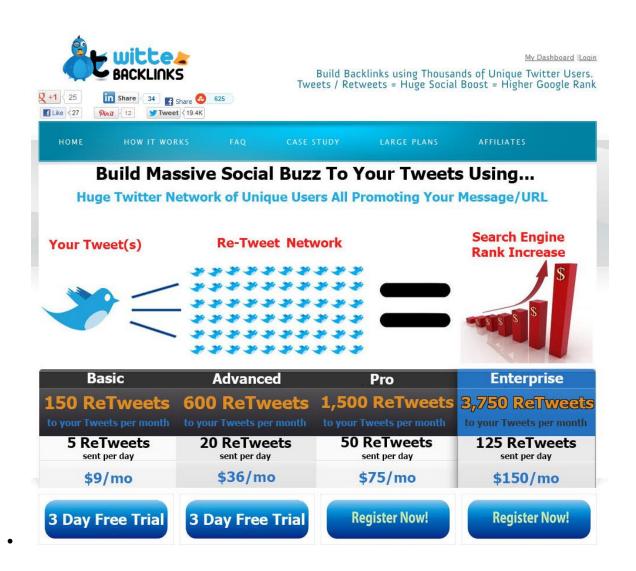
Notice what you get from this provider (lots of diversification):

- 1,699 Retweets from 1,699 Unique Profiles
- 100 percent profile used
- Different IPs \*\*\* (Great)
- Every Account has Followers
- Split up Retweets between up to 4 urls, if you need
- Fast Speed Delivery within 24 hours
- **Includes Delivery Report**
- 550+ Satisfied Customers

A second rapid option, if you have the money is to use a site like Twitterbacklinks.com.

This site is great because you're dealing with a real company vs. an individual on Fiverr.com and you get your tweets spread out over a period of month which looks more natural in the eyes of search engines.

Note that the number quoted is Tweets per day!



A third rapid option is to use: Retweetadvertising.net

This service can provide Re-tweets in a 24-48 hour turnaround.

This site is another great site and gives you a fast turnaround if you need it for a faster blast out for immediate traffic and it has a lower price structure than TwitterBacklinks.com

	klinks While Social Popularity?
HOME PACKAGES HOW IT WORKS CONTACT US	
Packages	GOT A QUESTION?
Retweet Your Message to 5,000 Followers!	Your Name (required)
	Your Email (required)
	Subject
Onder Now?	Your Message
RETWEET YOUR MESSAGE TO 9,000 Followers? -Delivery Time: 24-48005 -100% Gumpanteed Order Now?	.:i Send
Retweet Your Message to 75,000 Followers!	TESTIMONIALS
-Delivery Time: 24-48ms -100% Guaranteed	A very professional business with results that are superb. The results came very quickly and I don't regret at all choosing the services of RetweetAdvertising.Net, I would recommend your services to my friends.
Retweet Your Message to 250,000 Followers!	<u>- Jack Paulsen</u>
-Delivery Time: 24-48005 -100% Guaranteed -Guarantee New Followers Order Now!	After several experiments with different companies, I can only recommend your website, unlike your competition which provided me unresponsive followers, with you I've had real active followers who would retweet my updates and spread my meccord. Juil active num necks come there you for

#### What to Tweet?

First, we need to remember, every tweet in Twitter is limited to only 140 characters. This includes spaces. A convenient tool to count your characters can be found here: <u>http://www.lettercount.com/</u>

Here are some examples of great re-tweet's with a call to action:

• Just read this Great Book on "keyword here" Pickup a free Copy here <u>http://amzn.to/TCeNPT</u>

• Get Free Kids Books "keyword Title" Just Give a Review <a href="http://amzn.to/TCeNPT">http://amzn.to/TCeNPT</a>

• Need Your Help! Pls Like & Review - Free Copy of "Keyword title here" http://amzn.to/TCeNPT

Twitter Quick Tips:

1) Use Word Shortcuts: "with" will become "w/". "Love" will become "Luv" "Retweeting" becomes "RT-ing" . You'll have to be creative.

2) Drop Vowels: As long as it's still readable, you can do things like turn "boardroom" into "brdrm".

3) Pretty obvious but, "It is" will become "it's" and "cannot" will become "can't". Remember, every character and space counts.

4) The word "And" can become "+". That's a savings of two characters you can use where it may count more.

5) Using Other Characters: You'll have to be a bit careful here, since some characters drive Twitter's functionality. But, I've used "#" for "number" and "%" for "percent".

6) Get rid of useless words like ("the," "an").

7) Turn Words into Numbers: "To" becomes "2" and "One" becomes "1".

8) Remove Extra Spaces: Twitter will count double spaces between words.

9) Shorten Links: TinyURL is good, but bit.ly actually produces shorter links. So visit the actual site and then use bit.ly or another service to resqueeze the URL.

(Best Bet- use a redirect script on a real short domain you own - that way you can pass the cookie if needed as well as being sure link juice gets passed) here is an example: <u>www.freebkz.com/yourKeyword</u> (not a real domain - just an example).

You can generate the code to redirect a domain at this site here for free: <u>http://www.affilorama.com/free-tools/redirect-generator</u>

## Blueprint # 2- Fanpage Likes Blueprint

Fanpages rank exceptionally well on Google and it will benefit you greatly to have a Fanpage built for you like this one here:

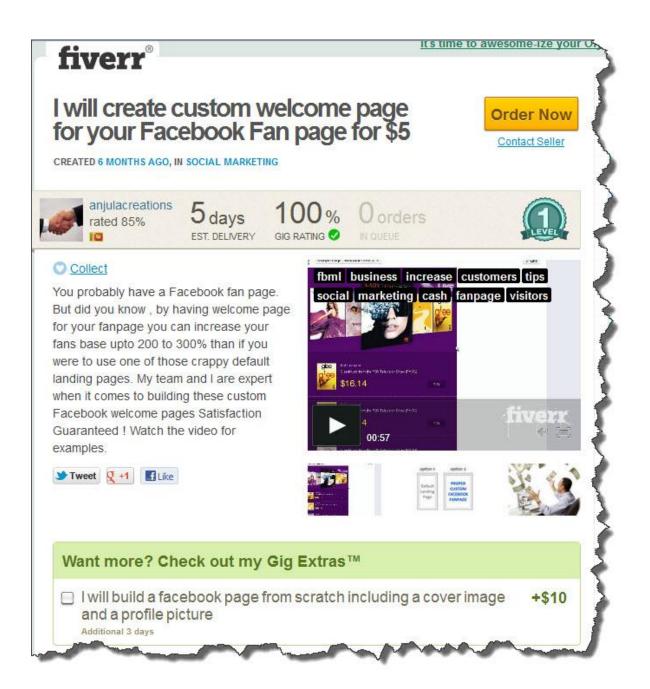
#### http://on.fb.me/NeIDTF



....or this one: https://www.facebook.com/thesecret



Of course, you will want to have this done by someone else and done quickly since you will want to concentrate on building your business, not working in it. Here's an example of another Gig on Fiverr that you can use to have a Fanpage built for you fast. <u>http://bit.ly/PrZP7F</u>



For an additional \$10 this person will create the entire Fanpage and Cover image as well as a profile picture.

Once your Fanpage is complete, you'll need to get Likes and followers.

Using Fiver, another Great way to boost your links and Social Status is to get a ton of people to Like your Link/Comment.

We all know this can be a bit of a bugger. Well not anymore - here's a great Gig to increase your social status and inbound link juice:

This guy will give you 1,000 VERIFIED authentic Facebook Likes guaranteed safe to any domain, website, webpage, blog in 24 hours for \$5 <u>http://bit.ly/u0uBfM</u>



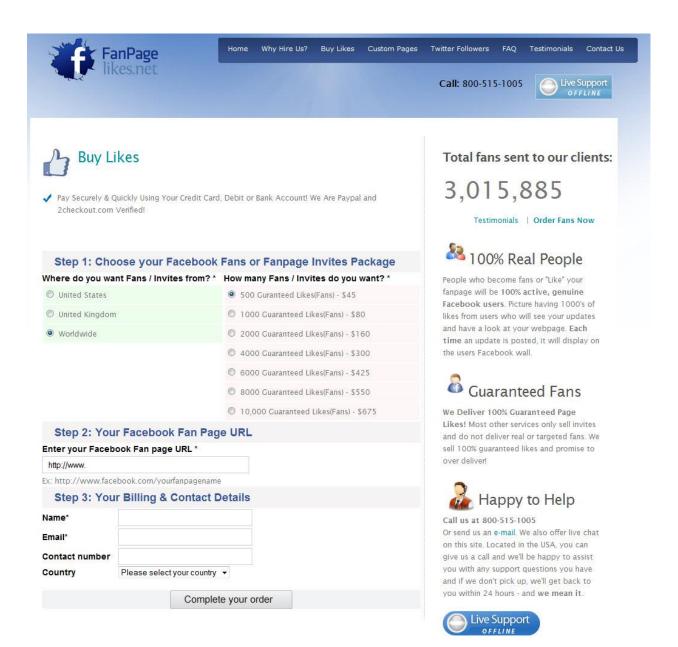
Here's what you're looking for:

Quality Facebook Likes / recommends / shares (your choice). Sent to any domain or webpage –not just a FanPage.

Another type of great service for boosting your Kindle Facebook Fanpage (which will not only appear high in the search engines but post links directly back to your Amazon Kindle eBook) are:

#### www.bulkfans.com/ and www.fanpagelikes.net/buy-facebook-fans-like





#### BluePrint Tactic # 3: Google+ Likes Blueprint

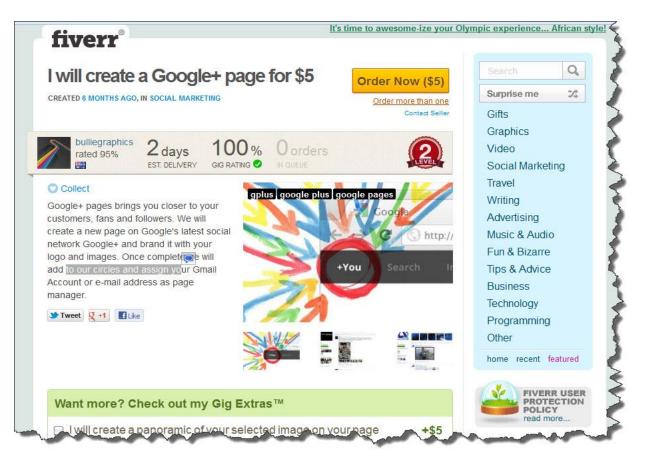
Google has been making important changes to the way search and SEO works for personalized results.

It now matters how visible you are in Google+ (G+) and that means the number of followers you have.

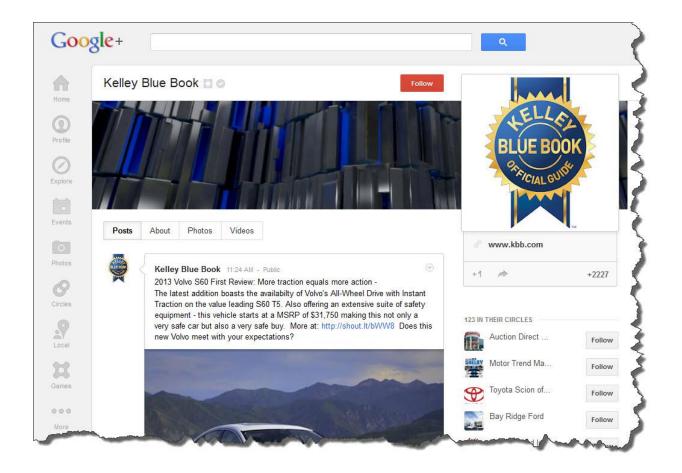
You can get a head start over your competition by getting a unique G+ Page for your Kindle eBook and then getting 100's of followers which increase your chances of getting picked up in personalized search.

Google+ followers can link directly to any Photo, Video, Event or Link (your Kindle eBook's link) that you want Google to take notice of.

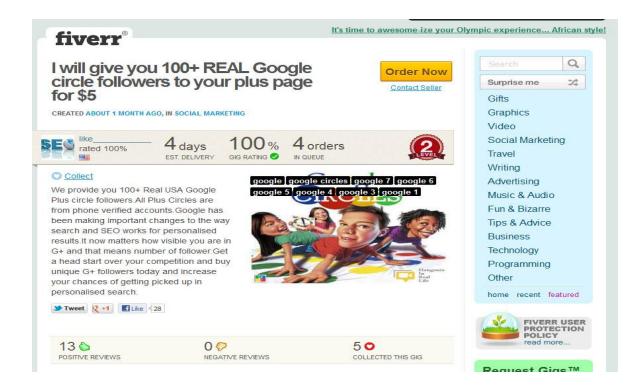
First thing to do is head over to Fiverr again and get someone to build you a Google+ Page centered around your Kindle Book. Look for Gigs like this:



Here is a good example of what you can show your Fiverr person what you want your page to look like: <u>http://bit.ly/Ri7TxW</u>



Then the next step would be to gain as many followers as you desire. Look for a Gig like this on Fiverr to get you noticed quickly (see next page).



Head on over to Fiverr and look for a Google+ Gig like the one pictured here above.

Once you find one that interests you, pay the Fiverr person \$5 and provide them with the link to your newly created Google+ Page that you want to get ranked for your Kindle eBook.

My suggestion though would be to see if the Fiverr person can build these links over a period of a few week's time, and then point to your Google+ Page to push you up in the search engine rankings.

The other option is to provide the Fiverr person with the link to whatever web property you want to rank in the search engines and have them give it a Google+ vote on their own multiple accounts they have created.

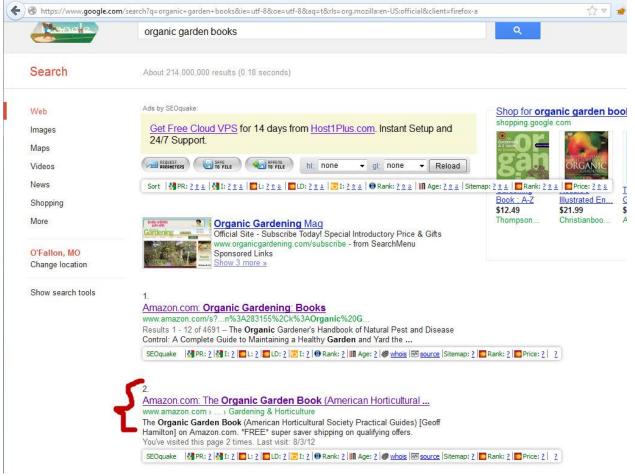
## BluePrint Tactic # 4: Web 2.0 Domination

We all know Google favors certain sites: sites that have Super high pagerank, Social credibility as well as sites that receive thousands of backlinks a day.

Instead of building these sites by hand, you can have people on Fiverr build you custom Web 2.0 properties that feature your book. Because these sites are trusted by Google, they will be easy to get ranked on page one using the linking strategies that are discussed in this guide

Sites like Blogger, Squidoo, and Hubpages, Wordpress and Blogger rank fast using the Fiverr techniques I have discussed above, as well as the backlinking tactics which I'll show you in the next few Blueprints.

For example, when I type in "Organic Gardening book" into Google I get these results:



....which gives me this result below:



And when I copy the page link and paste it into SEOMagestic's backlink analyzer, we can see that 3 out of 5 of the top referring domains are Web 2.0 Properties (Youtube, Blogspot, Wordpress). If you look at the top backlinks coming in, they only have a couple.

h	ttp://www.amazon.com/Organic-American-H	lorticultural-Socie	ty-Practical/dp/1564585	Explore Create Repor		
	Summary Top Backlinks Referring Doma	Top Pages	Link Profile			
То	p Referring Domains					
Dro	ler By: Matched Links 💽 Descending	Then: Alexa	Rank 💽 Ascending	💽 Refresh 📕		
7	Use Fresh Index:	0				
Ch	eck out <u>Clique Hunter</u> to compare amazon.co	m to other sites a	and to explore the results in mo	ore detail.		
Ch	eck out <u>Clique Hunter</u> to compare amazon.co Referring Domains	m to other sites a	and to explore the results in mo Matched Links ()	ore detail. Alexa Rank 💿	Flow	metrics
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Another example of How Web 2.0 sites like Youtube can rank well for High competition keywords is below (the keyword search word is "Organic Gardening").

Notice a Youtube video is featured at #7 and Forum posts are ranking on the 1st page at #9 and #10. These would be very easy to beat out with a couple of Web 2.0 sites featuring your Kindle eBook and just a few backlinks .

Rather than waste your time showing you Google's flavor of the month favorite Web 2.0 sites, let me show you how to find tons of them on your own without the need to sign up for some monthly membership like "Angela's or Paul backlinks" <u>http://angelasbacklinks.com/</u> and <u>http://pjsqualitybacklinks.com/</u>.

Don't get me wrong, using (once or twice) Angela's "done for you service" is a cheap and fast way to gain some top PR backlinks and boost your Kindle rankings in Google, I just don't like to have to rely on a monthly subscription.

So here it is, the first way to see what the most trafficked web sites are (and have your outsourcer or Fiverr person build you for you) is to look here: <u>http://www.quantcast.com/top-sites</u>

	audience. We just find it."	try these; comcast.net, tu	mblr.com wikis.com	EAOR	Top Sites		Account   Opt-Out   Pri
s you	r audience. we just find it."	try these; comcast.net, tui	mbir.com, wikia.com	I, FAUS	Top Sites		
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	youtube.com	155,118,576		52	🔹 apple.com	16,152,176	
	facebook.com	153,201,728		53	wellsfargo.com	15,988,928	
	🎔 twitter.com	90,089,848		54	🕙 webmd.com	15,875,075	
	😒! yahoo.com	84,328,208		55	💿 windows.com	15,507,713	
	omsn.com	80,486,816		56	tmz.com	15,136,891	0
	amazon.com	76,410,088		57	🕲 chase.com	15,045,657	
	W wikipedia.org	68,181, <mark>6</mark> 56		58	lexaminer.com	14,988,735	0
	M microsoft.com	58,661,384		59	⊙ target.com	14,755,067	
					a dailymotion.com		201 million 1940 s

Another site to search which gives you the Top 500 sites on the internet is Alexa.com, located here: <u>www.alexa.com/topsites</u>



Notice you can search by Country and Category.

One technique I like to use to diversify the IP addresses of the sites linking back to you is to search by going down the list of Top Sites and picking out the foreign country social media or networking sites.

For example, look for Baidu.com or QQ.com, then go to Fiverr and just search for "Chinese" (look for the Country flag next to the Gig as well) and look for potential people that would be able to set up a social media site for your Kindle eBook.

Another Great Tactic is to look for sites based in Amazon countries like Spain, France, and the UK (especially if your book is listed on those sites within your kindle account as well). Then, just pay them the \$5 through Fiverr.com and Blast it with the backlink methods mentioned in this guide.

#### BluePrint Tactic # 5: Amazon's Listmania

What is a Listmania?

Amazon's Listmania is a list of products that someone (you or your outsourcer) likes.

With Listmania, you can create lists on any topic you can think of and Amazon will display products that match your recommendations.

Listmania lists can drive huge amounts of traffic to your book listing using the backlinking methods that we include in this guide,

You will gain laser targeted traffic both with Amazon's internal search traffic and from search engine placings in Google as well.

The Pros of using Amazon's Listmania to market your books are:

1. Listmania lists can also get awesome coverage on high trafficked book listings, getting you more exposure for your book(s).

2. They will rank well in Google and usually really fast.

3. Done the correct way, you can link to your own book(s) without being penalized, in any way.

4. If the user is on Amazon already, there is less resistance to buying since that is what they are usually there for in the first place.

5. Listmania lists can also get awesome coverage on high trafficked book listings, getting you more exposure for your book(s).

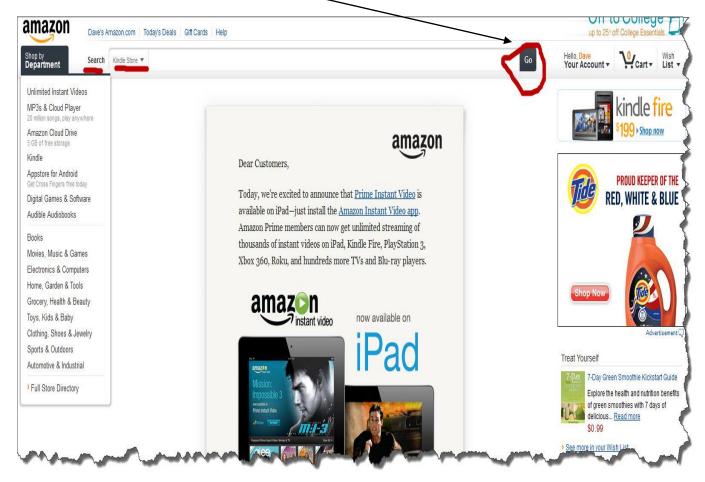
6. If the person sees your Listmania listing in Google, they are more likely to click on a trusted source like Amazon vs. another website.

To create a Listmania list:

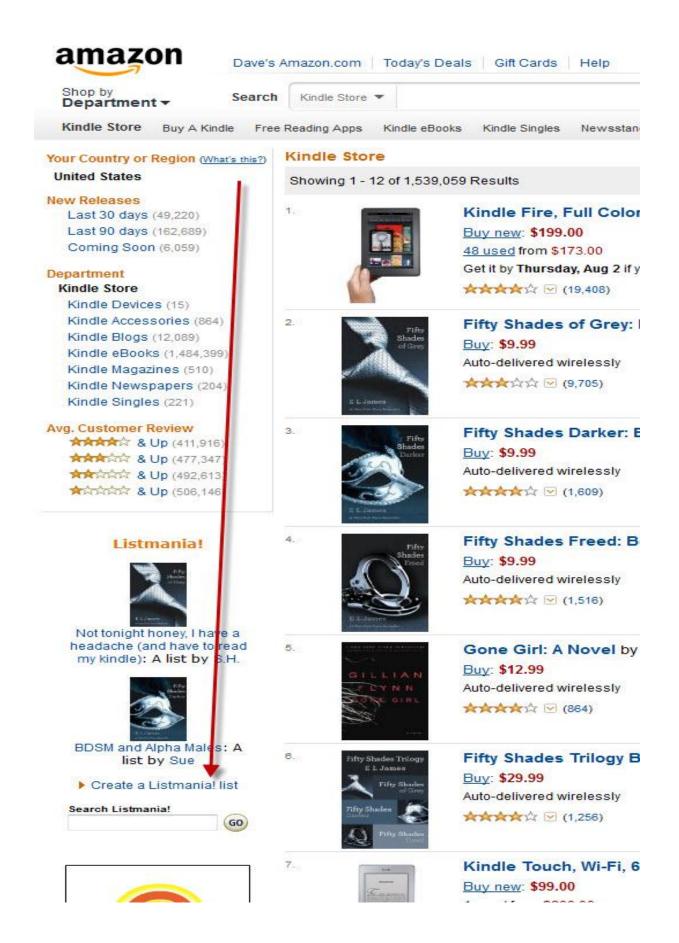
Go to Amazon.com and log into your account (or have Fiverr outsourcer do this).

Then the easiest way I found to find where to input your Listmania is to click on any category (I prefer Kindle Store category) like below:

Then just hit the "Go" button



Then scroll down to the Listmania Link pictured below and click "Create A Listmania! list"



amazon	Dave's A	Amazon.com Today's Deals Gift Cards Help
Shop by Department •	Search	Listmania! 💌

Create your own Listmania List at Amazon.com

A Listmania List includes products you find interesting. Lists can have up to 40 items. Your lists will appear on Your Profile page and other pla (Under 13? <u>Click here</u>.)

After you make your list, click the **Preview** or **Publish List** button at the bottom of the page.

Name your list:	Primary Keyword	
	Example: "My favorite Children's Books," "Books About Stars"	
r qualifications:	Primary Keyword Guru etc	
	Example: "Third grade teacher," "Doctor," "Yoga Instructor" (optional)	
Introduction:	Primary Keyword description- use as many characters as allowed if possible	
	(Optional, max characters: 2000)	
d a product		

The 'Name your list' field should be your Primary Keyword you are trying to rank for (don't sweat it- you can create as many lists as you want).

'Your qualifications' should incorporate your Primary Keyword as well. (for example: "Primary Keyword Guru blah blah blah").

The 'Introduction' field should include your Primary Keyword and use up as much of the characters as allowed.

After you have written your "Description" you will now enter in a Product (see below).

amazon	Dave's A	mazon.com Today's Deals Gift Cards Help	
Shop by Department -	Search	Listmania! 💌	

#### Create your own Listmania List at Amazon.com

A Listmania List includes products you find interesting. Lists can have up to 40 items. Your lists will appear on Your Profile (Under 13? <u>Click here</u>.)

After you make your list, click the Preview or Publish List button at the bottom of the page.

Name your list:	Primary Keyword	
	Example: "My favorite Children's Books," "B	Books About Stars"
Your qualifications:	Primary Keyword Guru etc	
	Example: "Third grade teacher," "Doctor," "	Yoga Instructor" (optional)
Introduction:	Primary Keyword description- u possible	use as many characters as allowed if
Add	a Product	
Sea	rch: Enter Product ASINs	
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Add a product		

Select the "Add A Product" button above, pick the "Enter Product ASINs" from the drop down menu, and add the Products "ASIN Number" which is found below the Product description as seen in the photo below:

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My suggestion here is to make a list of all your own (Category/Keyword related) Kindle Books ASIN's in notepad and sprinkle in a few Other Top Ranked / selling eBooks from other authors, as well.

If you have only one eBook – grab your ASIN number along with a few other Top selling books from other Authors and add them to your Listmania like pictured below:

Hit select to add your book, then hit "Add Another " to add the rest of the books ASIN numbers (add a range of 5-15 books in total).

sparitment   Sector I Estimation  trania List includes products you find interesting. Lists can have up to 40 items. Your lists will appear on Your Profile page and other places for you make your list, click the Preview or Publish List button at the bottom of the page.  stmania Name your list: Primary Keyword Example: "My favorite Children's Books," "Books About Stars"  our qualifications: Primary Keyword Guru etc  Add a Product  Search: Enter Product ASINs BOOBIT4SDA Add your comments here: (Max characters: 400)  We found the following results for "BOOBIT4SDA"  We	mazon	Dave's Amazon.com Today's Deals Gift Cards Help
stmania         Name your list:       Primary Keyword         Example:       "My favorite Children's Books," "Books About Stars"         Your qualifications:       Primary Keyword Guru etc         Introde       Add a Product         Search:       Enter Product ASINs         B008IT4SDA       Add your comments here: (Max characters: 400)         Go       We found the following results for "B008IT4SDA"         Select:       How To Catch A Leprechaun: How to Trick A         Wee Person ib by Crystal Chandler       Select	op by epartment -	Search Listmania! -
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Name your list: Primary Keyword Example: "My favorite Children's Books," "Books About Stars" Your qualifications: Primary Keyword Guru etc Add a Product Search: Enter Product ASINs BOO8IT4SDA We found the following results for "BO08IT4SDA" Select: The Word Catch A Leprechaun: How to Trick A Select: The Wee Person's Leprechaun: How to Trick A Select: The Wee Person's Leprechaun: How to Trick A		r list, click the <b>Preview</b> or <b>Publish List</b> button at the bottom of the page.
Add a Product Search: Enter Product ASINs  BOO8IT4SDA We found the following results for "BO08IT4SDA" Select We Person! by Crystal Chandler	Name your	Example: "My favorite Children's Books," "Books About Stars"
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Use the 'Add your comments' field are to sprinkle in your main Keyword Phrase.

After adding all your books & comments, hit Preview, then Publish, if everything looks good.

Then start hitting your Listmania List with the backlink methods in this guide!

# **Tagging BluePrint System**

There are basically two ways to help you get Tags and Likes on your Kindle Listing–which in turn help you to boost your Kindle Rankings above all your competitors. Choose based off your own risk tolerance levels.

White Hat:

-Let Tags and Likes come in naturally

- Have friends & family tag and Like your book

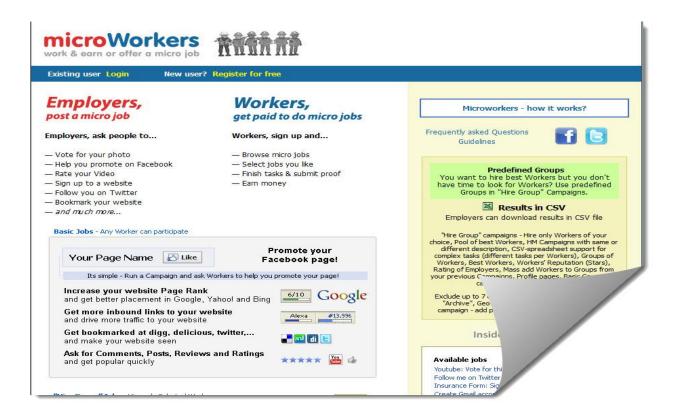
-Market your book via twitter or FB and on Kindle Select Promotion Days, tell people they can get your book for free if they Like, Tag and leave a review for you (suggestion –make ghetto video showing them how to do this).

Black Hat

To add Tags to your book, you can use the following site to get numerous people to (with different IP addresses) Like and Tag your book. http://microworkers.com/

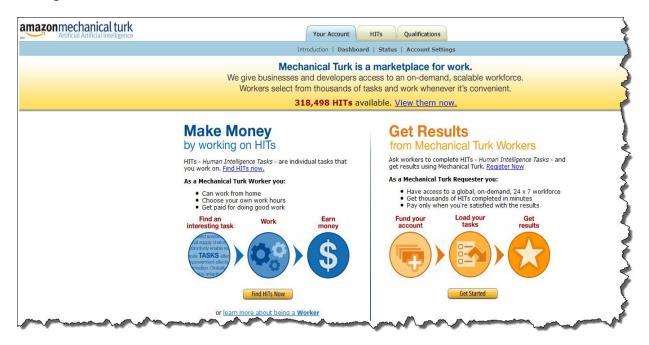
Dunce Hat

Do not use <u>http://microworkers.com/</u> to leave reviews for your book, you will get your account banned.



# Dunce Hat - DO NOT use Mechanical Turk

<u>https://www.mturk.com/mturk/welcome</u> This site is owned by Amazon, but it is a great site to use for other non-Amazon/Kindle related tasks.



Dunce Hat:

Using Fiverr to get Reviews, Tags, Like:

I don't recommend this technique because the same people on Fiverr are doing the work for everyone.

Even if they are using different Amazon Accounts, it's still easy for Amazon to track this.

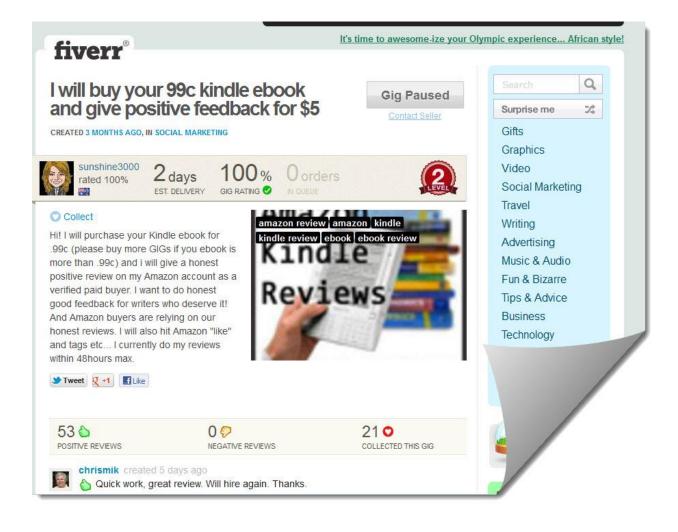
\*\*If you do decide to do this - you would want to search by "Ratings" as this will bring the best and most reliable people to the Top.

Just as a reference, this would be the most legitimate way to receive reviews from Fiverr.

### http://bit.ly/QnMzFT

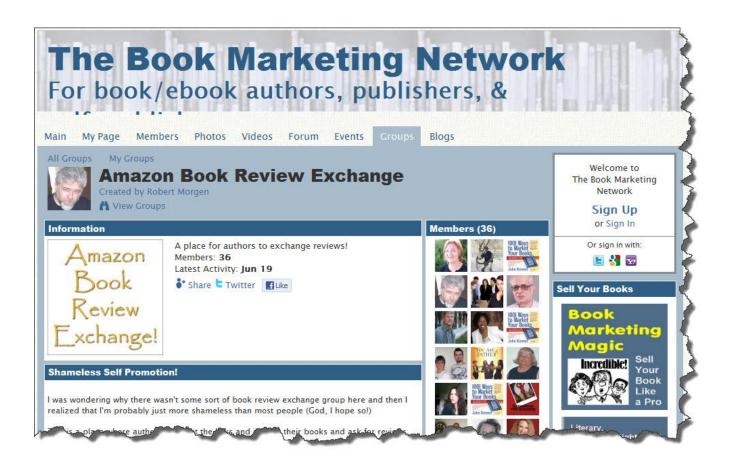


## ...or like this <u>http://bit.ly/OG390F</u>



Gray Hat - Find and Join Link Exchanges (like the following below) and exchange reviews with other Authors looking to promote *their* books.

## http://thebookmarketingnetwork.com/group/amazonbookreviewexchange



## Another site is: <u>http://bookreviewexchanges.com/</u>

	ties Mutual eBook Reviews Online
🗘 Board index	
Login	
	rname is currently inactive. If you have problems activating your account, please contact a board administrator.
Username:	
Password:	
	I forgot my password
	<ul> <li>Log me on automatically each visit</li> <li>Hide my online status this session</li> </ul>
	Login
REGISTER	
	must be registered. Registering takes only a few moments but gives you increased capabilities. The board administrator may also grant additional permissions to registered users. Please ensure you read any forum rules as you navigate around the board.
Ferms of use   Priva	cy policy
Register	

Once you register you will receive an email like this:

Welcome to Book Review Exchanges forums

Please keep this e-mail for your records. Your account information is as follows:

Username: XXXXX Board URL: <u>http://bookreviewexchanges.com</u>

Your account is currently inactive and will need to be approved by an administrator before you can log in. Another email will be sent when this has occurred.

Your password has been securely stored in our database and cannot be retrieved. In the event that it is forgotten, you will be able to reset it using the email address associated with your account.

Thank you for registering.

Then, just wait for your Approval and Start Exchanging reviews!!

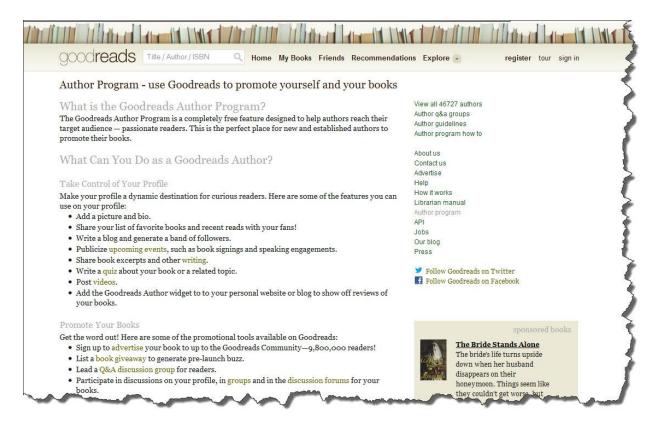
Use the following site to get your know Kindle creation reviewed, be sure to follow the Guidelines:

## http://thekindlebookreview.blogspot.com/p/get-reviewed\_2.html



# Another great site you should be promoting yourself and your books on is:

# http://www.goodreads.com/author/program



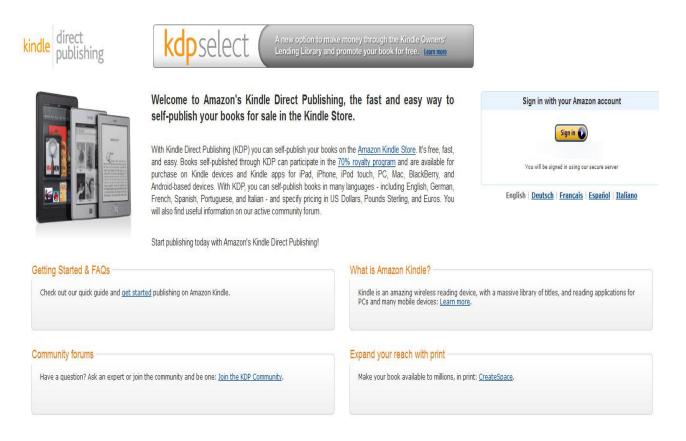
### Black Hat:

Use Craigslist to find individuals to Review/Like/Tag. You write the reviews for them and just have them post it to Amazon.

# **KDP Select Blueprint**

The fastest and easiest way to get a huge amount of traffic in a short period of time - which will boost your downloads and can increase your reviews as well as get your book associated with other books in its category- is by using the Kindle Direct Publishing Select Method.

https://kdp.amazon.com/self-publishing/signin



Click the 'Sign in' button on the right hand side.

Once logged in, you'll see a screen like this after your book has been uploaded:

kindle direct publishi	Bookshell	f Reports Community K	DP Select			
90 days, it will be part of th	new option to make money and promote y e Kindle Owners' Lending Library for the sa	our book. When you make your book exclusive me period and you will earn your share of a m mote your book as free for up to 5 days during	onthly fund when		KDP Select Fund 1y 2012: for Augus ,000 \$600,	st 2012: 000
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Once you have your first book added to the KDP platform, you can choose to have your book promoted by Amazon by offering it initially for free (you can do this up to 5 times in 90 days).

The best way to do this is by offering your book for free once every other week or so. Then once you get some downloads and reviews under your belt, increase the price to .99 cents up to 2.99 or more, depending on the sales and percentage of commission you want to achieve.

To do this from the same screen you are currently on from above, click on the book you want to promote.

Then click on the "Actions" button and click on "Manage Promotions".



### Bookshelf | Reports | Community |

KDP Sele

### Introducing KDP Select

Introducing KDP Select - a new option to make money and promote your book. When you make your book exclusive to Kindle 90 days, it will be part of the Kindle Owners' Lending Library for the same period and you will earn your share of a monthly fund readers borrow your books from the library. You will also be able to promote your book as free for up to 5 days during these 90 Learn more

> Enroll this book in KDP Select To enroll multiple books, select more than one title	Contributors
) Edit book details	ne (Author)
Edit rights, royalty and pricing     Unpublish	
See book in Kindle Store	
) US	
) UK	
> DE	
> FR	
) ES	
) IT	
For KDP Select Books	
> See KDP Select details	
Manage promotions	

You will then get a pop-up that looks like this:

Promotions         a dad 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 sw promotion. Note that the KDP Select enrollment cancellation period ends on the date of your first free promotion or three days from enrollment, nichever is earlier. For more information on free promotions, click here.         New       Free promotion       Start <sup>1</sup> End <sup>2</sup> Duration       Status       Actions         campaign       Type       Start <sup>1</sup> End <sup>2</sup> Duration       Status       Actions         ies       Free - Promotion       Jul 31, 2012       Aug 01, 2012       2 day(s)       In Progress
we promotion. Note that the KDP Select enrollment cancellation period ends on the date of your first free promotion or three days from enrollment, nichever is earlier. For more information on free promotions, click here.       New     Free promotion       New     Start <sup>1</sup> End <sup>2</sup> Duration     Status     Actions       Campaign     Type     Start <sup>1</sup> End <sup>2</sup> Duration     Status     Actions
Free - Promotion Jul 10, 2012 Jul 12, 2012 3 day(s) Completed
ies Free - Promotion Jul 31, 2012 Aug 01, 2012 2 day(s) In Progress
Tree promotions will start at approximately 12:00 AM Pacific Standard Time on the date specified. Depending on system latencies, it may take a few minutes to several hours for the free promotion Tree promotions will end at approximately 11:59 PM Pacific Standard Time on the date specified. Depending on system latencies, it may take a few minutes to several hours for the free promotion to d.

Click on the "Actions" button circled in red and pick a start and stop date that you want your "Free Promotion" to run from.

During this Initial Free Promo time, use the Twitter Retweet Strategies, combined with the other methods in this guide to get rankings, Likes, downloads and reviews.

# Video Review Ranking Blueprint

One of the best ways to boost your sales is to have others create video testimonials for your Kindle eBook.

Video testimonials absolutely need to be done by others and not yourself when directly placed on your products page.

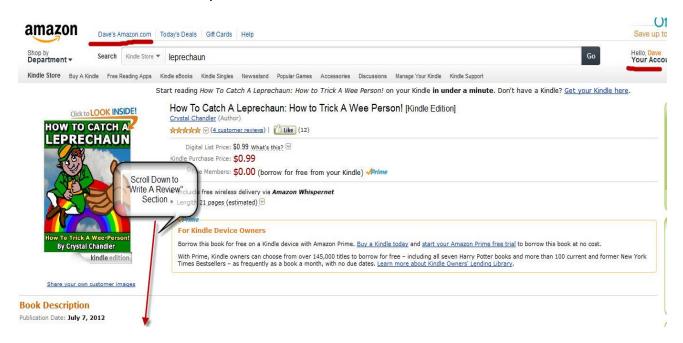
Caveat: You can place video reviews about another product on their page and subtly mention your eBook as well.

So, for the most part, video testimonials have to be done by a different account other than your own.

White Hat:

- Have friends & family do a short video testimonial using their cell phone or flip camera and have them upload it to your product review page.

1. Your reviewer will need to be logged into their Amazon account in order to be able to upload the video review.



2. Have them scroll down to where Amazon asks to "Write a Review" and click on the "Write a Review " button.

### **Product Details**

File Size: 872 KB Print Length: 21 pages Simultaneous Device Usage: Unlimited Publisher: Crystal Chandler; 1.1 edition (July 7, 2012) Sold by: Amazon Digital Services, Inc. Language: English ASIN: B008IT4SDA Text-to-Speech: Enabled ♥ X-Ray: Not Enabled ♥ Lending: Enabled ♥ Lending: Enabled ♥

Would you like to give feedback on images or tell us about a lower price?

### **Customer Reviews**



#### Most Helpful Customer Reviews

\*\*\*\*\* Wonderful read! July 16, 2012

By Michaela N. Zanello

What a wonderful book! It's an absolute delight and lots of fun. Very well done and kids are sure to love it.

Our and the state of the state

3. The screen below will pop up and they will need to hit the "Video review" button.

# Dave, create your review (If you're not Dave H. Houghton, click here.)

Start here <b>1</b> Are you over 13? <sup>®</sup> Yes <sup>©</sup> No		Item being reviewed
2 How do you rate this item? ☆☆☆☆ 3 Please enter a title for your review:		The Loads Red Force
Share your opinion		The Little Red Fox and L the Leprechaun (The Adventures of the Little Fox)
Select a review type Written review Written review		What makes a good review?
Select the video from your computer Browse.		<ul> <li>Be detailed and spec What would you hav wanted to know befi you purchased the product?</li> </ul>
. Maximum mis size: 100Mb. Maximum length: 10 mins . Accepted formats: avi, flv, mov, mpg, wmv	Select a product	
I have read and accept the <u>Terms and Conditions</u> . The video I am uploading is my own and meets the <u>Content Guidelines</u> .	Search: All Products	•
Introduce your video to other customers (Recommended)	Insert a product link ( <u>What's this2</u> )	<ul> <li>Make it fun! Who say you can't be informal and entertaining?</li> </ul>
		<ul> <li>How about a little action? If it makes sense, cut to the product in use as you describe your</li> </ul>

- 4. Click the "Yes" button to the age question.
- 5. Rate the Product with a 4-5 star rating.
- 6. Enter your Book title for the "Title of the review". Feel free to add other descriptive keywords as well.
- 7. Select the Video testimonial with the Browser button.
- 8. Add the ASIN product # for your eBook into the field where it asks to "Select A Product".
- 9. Click the "I have read and accept the Terms and Conditions".
- 10. Upload your video.

11. Have the video reviewer paste a description of the video into the "Introduce your video to other customers" field using the Title of your book in the introduction, as well.

12. Then preview your review and hit publish once everything looks good.

Suggestion: Market your book via twitter or FB and on Kindle Select Promotion Days, tell people they can get your book for free if they leave a video review for you.

(Suggestion –make a video showing them how to do this – for the family members that are less technically adept)

Gray Hat: Use the Exchanges mentioned previously in this guide.

Black Hat Use Microworkers <u>http://microworkers.com/</u> or Fiverr people to create a video testimonial for you.

Best Black Hat approach would be to use Fiverr to create the Video Testimonial Only, BUT then have someone from Craigslist upload the video for you on the "cheap".

Dunce Hat DO NOT use Mechanical Turk - owned by Amazon. https://www.mturk.com/mturk/welcome

# The Borrowed Credibility Blueprint

In the Borrowed Credibility Blueprint what we will do is make Comments using special Amazon links on high traffic, high volume sales Kindle eBooks that point directly back to your Kindle creation.

You will be using the same Blueprint previously recommended in this guide

White Hat:

- Have friends & family make a comment under the top reviews on top selling related eBooks and books that link back to your book using the "Insert a Product Link" button to the right of where they post their comment. They will need to insert the ASIN number associated with your Kindle eBook and pick a category which you will give them that relates to the book and write a review for the related product.

Note: A good ways to find related books to post comments on are to pull up your book or other top selling books and look at the "People who bout this product, bought this as well" and pick the related books preferrably the ones with minimal reviews so yours shows up at the top.

Let's say the book below is your book. Now notice the books under "People who bought this Item also bought ", Amazon shows the items other people bought along with your book.

Shop by Department -	Search Kind	lle Store Verechaun
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		Crystal Chandler (Author)
Real Street and the State Description		★★★★★ ▼ ( <u>4 customer reviews</u> )   <b>[1] Like</b> (12)
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How To Trick	A Wee-Person!	Borrow this book for free on a Kindle device with Amazon Prime. Buy a Kindle today ar
By Crystal	chandler	borrow the book for hee on a think e device with rinker boy a think e today

#### **Book Description**

Publication Date: July 7, 2012

Have you ever wanted to catch a Leprechaun as a kid? We all have! This instructional book teaches kids science while also

This is one of the wonder kids books ages 9-12 for kindle. This timeless classic is also one of the top children books by age Leprechaun!

As an adventurer, your child is going to be riding the back of a dove, carrying chocolate gold foil coins, and a 4 leaf clover these sneaky little "wee-people" who love to dress in green.

It is one of those kids chapter books that you really need to get for your child. Children's books help children escape into t Leprechaun" is a prefect blend of imagination and real world science that not only inspires, but also educates.

Another thing that is fun is that this is one of those kids books with pictures that really mixes cartoons with real life image





What you are looking for here are books that have a great Sales Rank say from 1-50k and also have a low amount of reviews (1), and at the time of this writing, the two books circled above have a sale rank between 13k and 29k which is great.

What you want to do here is have family and friends write a review under these types of books giving the other author's book a good review while at the same time giving mention to your book and include a link back to your book in this review. Here's how:

Dave, create your review (If you're not Dave H. Houghton, click here.)		
Start here		
1 Are you over 13? Yes No		
2 How do you rate this item? ☆☆☆☆●		
8 Please enter a title for your review:		
Share your opinion		
4 Select a review type	Select a product	×
Video review Written review	Search: All Products	<u>60</u>
Reviews must contain at least 20 words about the product		Insert a product link (What's
<i>T</i>		
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1. Your reviewer will need to be logged into their Amazon account in order to be able to upload the video review.

2. Have them scroll down to where Amazon asks to "Write a Review" and click on the "Write a Review "button.

3. The screen below will pop up and they will need to hit the Write review button (see above).

- 4. Click the "Yes" button to the age question.
- 5. Rate the Product with a 4-5 star rating.

6. Use a good Descriptive Title that relates to this author's book.

7. Write a good review about this author's book and mention that you bought this other book called "your book name here" and you really enjoyed them both.

8. Add the ASIN product # for your eBook into the field next to where it asks to "Select A Product". This will automatically put a link in the description field which will link back to your book , which in turn will lead people back to your book as well as help with Amazon's internal linking.

10. Then preview your review and hit publish if everything looks good.

Black Hat

Use Microworkers to get people with different IP addresses to make comments on top reviews for books and eBooks you pick out for them and to comment on <u>http://microworkers.com/</u> linking back to your book with the ASIN number & category/categories of your choosing.

Again, DO NOT use Mechanical Turk <a href="https://www.mturk.com/mturk/welcome">https://www.mturk.com/mturk/welcome</a> as this site is owned by Amazon .

# Sophisticated Tools Blueprints

"I'm going to show you the top insider secrets to getting ranked in Google using the most expensive and sophisticated tools in the SEO industry without having to buy any of them yourself!"

All the following Tools-Gigs can be found on Fiverr to get numerous backlinks to your money sites FAST!

Basically, what you want to do is go to Fiverr and type the tools name in the search box on Fiverr.

You will then provide the Fiverr person the link and keywords for the site you want to have ranked in Google.

For example, your site or video may be hosted on the following:

Your Youtube Video Your Link to your Kindle Book on Amazon Your Web 2.0 Property ie...Blogger, Squidoo, Wetpaint

So the 1<sup>st</sup> thing you'll want to do is create what is called a Link Wheel or Link Pyramid back to your Kindle eBook site - whether it is hosted on Amazon, Youtube or any Web 2.0 site like Blogger, Squidoo, Wetpaint.

A great description and picture of a link wheel can be found here: <u>http://www.ehow.com/how\_5334096\_build-wheel-traffic.html</u>

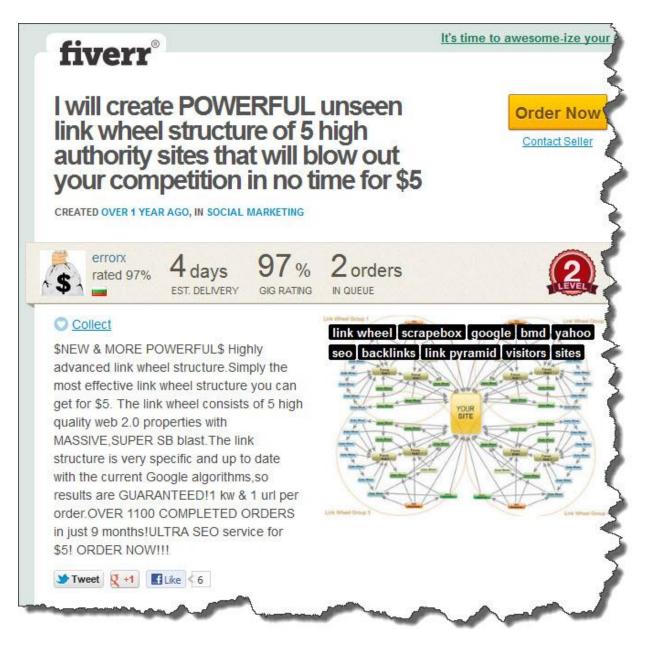
As well as a Link Pyramid here: <u>http://theseopub.com/wp-content/uploads/2011/01/Link-Pyramid1.jpg</u>

As you can see from a simple Google Images search here, Link wheels and Pyramids can get pretty involved <u>http://bit.ly/Nt8gix</u>. So it's best to have someone else create all this work fast and cheap vs. creating it all yourself. This can be accomplished with SENuke X (below).

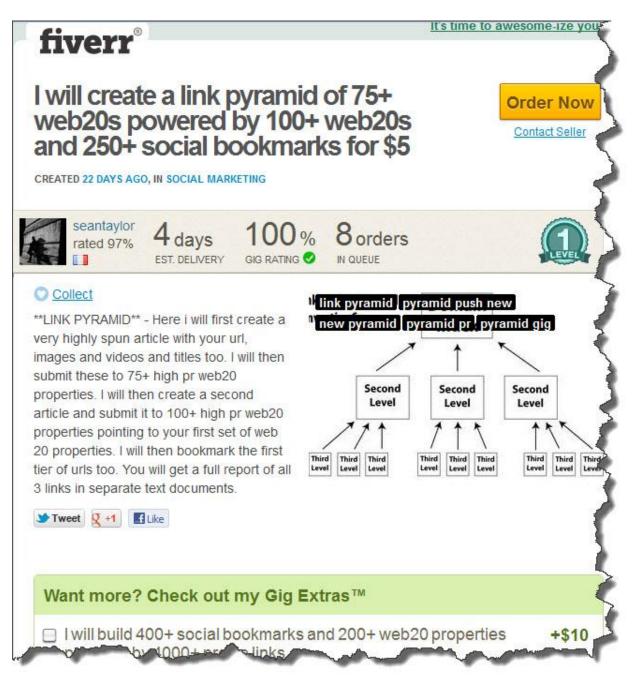
Just search Fiverr for the Keywords, SENuke, Link Wheel, Link Pyramid and give the Fiverr person with a link to your main site that you are trying to rank. Again whether it is Amazon, Youtube, Blogger or all of them, you want to rank more than one site or for more than one keyword.

Here are some example Gigs on Fiverr:

Link Wheel:



Link Pyramid Gig:



SENuke- Located at <a href="http://www.senuke.com/x/">http://www.senuke.com/x/</a>

Again, why buy the tools why someone else has spent the money and will do all the work for you on Fiverr?

SEnuke X	Complete & Utter Search Engine Domination. Period.	SIGN IN NEED HELP? SIGN UP LEAVE A MESSAGE
The Most Poy Automation S Increase your rankings, pr automatically!	Software Ever	

Senuke will will create hundreds of Backlinks to your "Money Site" automatically sites like:

Web 2.0 Blogs Article Directories RSS Social Bookmarking Sites Social Bookmarking Networking Press Releases Forum Profiles Video

All this can be done on Fiverr for 5 bucks a whack !! versus the \$147 monthly fee SENuke charges you if you-had a membership.

Magic Submitter

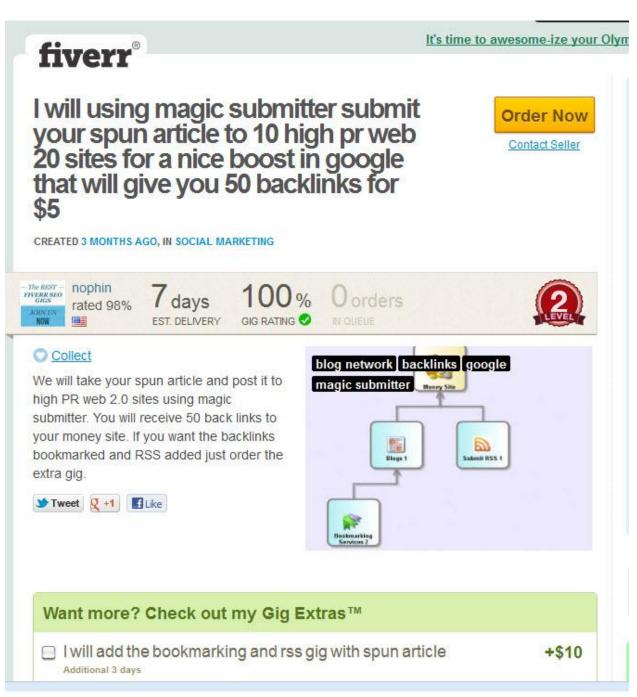


"Magic Submitter Spins And Submits Your Articles, Videos, Blogs, And Press Releases To Over 500 Sites And Gives You 1000's Of Backlinks Automatically.... Plus, You Can Instantly Add 100's Of Additional Sites"

Again, Magic Submitter does just about the same thing as SENuke and has a \$67 month fee after the trial is over. Doing a search for ", Magic Submitter " on Fiverr will yield you the people you are looking for.

Just search Fiverr for the Keywords, Magic Submitter and give the Fiverr person a link to your main site that you are trying to rank. Again whether it is Amazon, Youtube, Blogger or all of them, you want to rank more than one site or for more than one keyword.

Below are some example Gigs on Fiverr for Magic Submitter:





# Xrumer & Hrefer <a href="http://www.botmasterlabs.net/">http://www.botmasterlabs.net/</a>

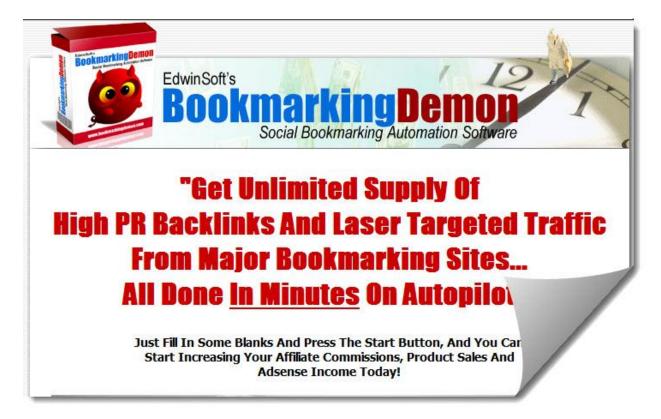


XRumer is a software application that automatically posts your messages to forums, guestbooks, bulletin boards and catalogs of the links (as well as into livejournals and wiki). In a word, it is an autosubmitter.

As with any tool, this can be used for Black Hat, White Hat & Gray Hat strategies. This tool should only be used to link back to your Web 2.0 & Social Networking sites, as most people use it as a Black Hat tool.

If you don't like Black Hat, don't buy that particular Gig on Fiverr.

Bookmarking Demon found here: http://bookmarkingdemon.com/



"Bookmarking Demon will Get you an Unlimited Supply Of High PR Backlinks And Laser Targeted Traffic From Major Bookmarking Sites... All Done In Minutes On Autopilot!"

You can also search the keywords Pligg & Scuttle Sites on Fiverr as well.

Again search Fiverr.com and sort by Ratings to find the most qualified person.

This tool can be used to link back to your main site like Amazon, Web 2.0 & Social Networking sites, as well as your articles and press releases.

Source Links

Source Links can be found here: <u>http://source-links.com/Links/letha/</u>



Get high PR links from \$17-\$35 per package which can be used to link directly to your Kindle eBook on Amazon or to boost the rankings and link juice to your Web 2.0 properties.

Drop My Link

Drop My Link can be found here: <u>http://dropmylink.com/</u>

Use these different Google queries to find thousands of sites to drop your links on and create thousands of backlinks back to your Kindle eBook, Money sites and Web 2.0 Properties, as well as to your social bookmarking sites. But please don't spam!

372	Use these different Google queries to find thousands of sites
tweets	to drop your links on and create backlinks. But please don't spam!
Keyw	ord
1	ind .edu Blogs
Fre	e Private Link Building Case Studies
Fre	e Private Link Building Case Studies

Social Monkey

Social Monkey can be found here: <u>http://www.socialmonkee.com/</u>

For a mere \$7 one-time free, you can submit your site automatically to 25 Do-Follow Social Bookmarking sites a day. This service can also be used to put your link boosting efforts on autopilot for your Link wheel as well.

That's 750 links per month !!

All links are on UNIQUE C Class IPs and Domains!

Watch the video at Socialmonkee.com!!



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