

Kindle has a huge and diverse market of readers
It's very simple to create Kindle books and publish
Amazon is a trusted vendor that anyone can use
This is a truly passive form of income

Why Kindle?

KINDLE PUBLISHING

Writing the Book

You can write the book yourself
Or outsource the process to someone
Another option is to re-use old content from a site or blog
You can even publish content with a creative commons license!

Picking a Niche

Choose a niche that will be popular but not oversaturated.
Think about 'routes to market' and focussing on particular groups.

Demographics

People from all walks of life use Kindle but particularly:

- * Older readers
- * Commuters
- * Holiday makers
- * Students

Formatting

You are using Kindle Format 8:

- * Save files as HTML
- * Use Word (Office 365)
- * Use H1 tags for chapter titles and H2 for subheadings
- * Generate a Table of Contents
- * Insert images and use central alignment
- * No unusual fonts
- * Use page breaks to end chapters
- * Use the previewer to check your formatting

Marketing and SEO

Sell more books by:
Choosing a keyphrase and repeating it subtly in your description
Using the right title
Using the right cover (high contrast for B&W)
Getting good reviews
Using special offers and promotions
Being in Kindle Select
Getting covering on blogs and websites

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