

# **Making Money With Kindle Books:**

Myths, Misconceptions, and the TRUTH Every  
Authorpreneur Needs To Know

**By Jim Edwards**

(with Felicia Slattery)

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## Some of Jim's Other Kindle Books

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- The best topics to create your books on so they have a ready and willing audience waiting for them as soon as you publish...

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- Specific referrals on Fiverr for getting awesome Kindle and \*Print book covers done for \$5 that look like you paid a LOT more for them...
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# **ATTENTION: A Special Note about how this book was created.**

Dear Authorpreneur,

Thank you for claiming your copy of "Making Money With Kindle Books: Myths, Misconceptions, and the TRUTH Every Authorpreneur Needs To Know"

This book will teach you critical creating Kindle books skills, tools, techniques and more that every authorpreneur needs to understand and apply.

**This book was originally created as a live interview.**

**That's why it reads as a conversation rather than a traditional "book" that talks "at" you.**

I wanted you to feel as though I am talking "with" you, much like a close friend or relative.

I felt that creating the material this way would make it easier for you to grasp the topics and put them to use quickly, rather than wading through hundreds of pages.

So relax.

Grab a pen or pencil and some paper to take notes.

And get ready to take your Kindle books to the next level so you can understand how to quickly create and leverage your own Kindle books to build your business.

Let's get started with using Kindle books to get more business right now...

Sincerely,



Jim Edwards

# Meet Jim Edwards

Jim Edwards is an expert in creating Kindle books whose accomplishments include:

## Education:

- Graduate of the College of William and Mary
- Self-taught copywriter, author, and webmaster

## Work History:

- Sold my first ebook online in 1997
- 10 Years as a Syndicated Newspaper Columnist (The Net Reporter)
- Worked as VP of Special Projects for an SEO company
- Trained over 50,000 people to write and publish ebooks

## Awards, Titles, and Designations:

- Amazon #1 Best-Selling Author Multiple Times
- Best-Selling "Zombie" Fiction Writer

## Personal Info:

- Written up in the NY Times
- Featured in Entrepreneur Magazine

- Have customers in over 100+ countries worldwide
- Grandpa at age 39
- Spoke in 7 different countries in 6 days
- Went from bankrupt and living in a trailer park to financially free in 18 months
- Part time Chicken Rancher
- Lived in a trailer park for 7 years
- Developed a heart condition at age 31
- Overcame a diagnosis of heart failure at age 44 to run in two half marathons within 12 months

Most of what you need is instruction and encouragement from someone who has "been there and done that!" with how to quickly create and leverage your own Kindle books to build your business.

And as you can see, Kindle books expert Jim Edwards is uniquely qualified to help you understand everything you need to know about using Kindle books to get more business!

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# Introduction

**Felicia:** Hi, everyone and welcome to making money with Kindle Books. Myths, misconceptions and the truth every authorpreneur needs to know.

My name is Felicia Slattery, and today I'm talking with Kindle Book expert Jim Edwards about the common myths and misconceptions about creating Kindle Books that stop most authorpreneurs dead in their track really before they ever even get started. Welcome, Jim Edwards.

**Jim:** Hey, Felicia. Glad to be here.

**Felicia:** Jim Edwards is a well-known expert on the subject of creating Kindle Books and has graciously consented to this interview to share extensive knowledge and experience to dispel the common myths and misconceptions in this area so every authorpreneur can understand how to quickly create and leverage your own Kindle Books to build your business.

Thank you again for being here.

**Jim:** Thanks for having me.

# Why Jim Edwards Will Help You Find The Truth With Creating Kindle Books

**Felicia:** Okay. My first set of questions is about your background and experience in the field of creating eBooks and Kindle Books so the authorpreneurs and the audience can understand who you are, where you're coming from and how you can relate to where they are right now, then we'll jump into the main areas where people have misunderstandings and misconceptions when it comes to creating Kindle Books so our audience can understand how to get past those ideas that actually stop so many people.

First, could you tell us a little bit about yourself in terms of background, education, and experience in creating Kindle Books?

**Jim:** Well, it's interesting that creating Kindle Books started almost 20 years ago because I actually got started publishing my first eBook back in 1997, and the funny thing is that back in 1997, nobody really knew what an eBook was.

Everything has really been on the job training as far as doing that. I had an idea for a book about how to sell your house yourself. I couldn't get it published by traditional publisher so I just decided that I would self-publish it. Along about that time, I had a fraternity brother of mine who had started a hosting company.

He said "You ought to think about selling your book on the Internet." I said "You think anybody would buy?" He said "I don't know, but it's worth the try." That conversation over a beer started this whole odyssey that has been going on now for 20 years.

**Felicia:** Wow. Well, that's a great story and the fun thing about that is of course all these years later, we found that people want to buy a Kindle Book or an eBook. All right.

Then have you had any formal training or education in creating Kindle Books or has it all been pretty much on the job?

**Jim:** Yeah. There was nobody teaching how to do eBooks back in the day and also with Kindle Books. Really we've always been on the cutting edge with doing this as far as our own efforts. That means we've been figuring it out as we go along, making a lot of mistakes, and then always doing it with the intention that we're turning around and teaching other people on really paving the way.

It's all been on the job training. I've never been to eBook publishing school, and I don't really believe there actually is such a thing as eBook publishing school. It's just been figuring out as we've gone through it.

**Felicia:** On the job training, awesome. All right.

What kinds of things have you done or experiences that you've had in creating Kindle Books that are relevant to our audience and authorpreneurs and our topic of using Kindle Books to get more business?

**Jim:** Well, I think that there are three things that I just want to share with you because one of the things that Kindle has done is really to make eBooks and that's really what Kindle Books are. They're eBooks, they're electronic books.

They're Kindle Books though because people read them either with a Kindle or with the Kindle app on their iPad or their phone or something like that.

What Amazon really did was to brand eBooks as Kindle Books. For the rest of this interview, I will most likely use the term Kindle Book and eBook interchangeable just so be aware of that. In the beginning, I really had to figure it all out myself, nobody explained to me how to write copy, how to

format, how to get graphics done, all that was done just by trial and error.

In the beginning, it was even harder to get people to understand the concept of an eBook, meaning people didn't grasp the concept that I was going to send them a file in exchange for \$30, and they were going to get just that file. There was no, there was no physical book coming in the mail.

That was a big hurdle. In fact, half of all the sales copy that we had to use was just around explaining that fact to people.

We didn't even have PDF files back then. In 1997, if you'd have bought my eBook from me, I was sending you the Word doc file, unprotected that you could do anything you want to do with.

The cool thing was that we were able to make between \$1,800 and \$2,500 a month pretty consistently just doing that, and then PDF came out and some other things happen.

The experiences that we've had really are like the settlers going across the Colorado Rockies. Luckily we didn't get eaten alive by our fellow travelers at the Donner Party thing.

The experiences had been right there at the beginning of everything. It's really made me appreciative of now the opportunities that people have with Kindle, especially just the widespread acceptance of eBooks as a legitimate medium for people to be able to get electronic information.

We've been here since the beginning and have really seen it grow, and I think that this is only going to get bigger because now it's second nature for people to buy a book.

In fact, it's second nature for people to buy a book to the point where it's more of an impulse buy to get a Kindle Book than it is to even buy a physical book, so that's a real advantage there as well.



**Felicia:** That's true. I've experienced that myself where the Kindle Book is more like I'm going to grab that right now. I just push the button on my phone, and there it is.

Wow, you were an early pioneer then in what are now Kindle Books and at the time were eBooks. Would you say that you were an overnight success right away or did you have to work for it?

**Jim:** No. I figured in another 10 years, I will be an overnight success. I'm giving myself to the 30-year mark to do that.

It's one of those things where you just hit it every day. Some things change, but most of these principles, especially the principles that we're going to talk about here today, they don't change and they won't ever change. We're in good shape.

**Felicia:** One of my favorite speakers has said, "After 25 years, I'm an overnight success."

**Jim:** There you go.

**Felicia:** You gave yourself five more years. All right. Well, it is obvious that you are the right expert for us when it comes to creating eBooks and Kindle Books. Let's dive in now to those myths and misconceptions, and get them cleared up for people.

# The #1 Myth / Misconception About Creating Kindle Books

**Felicia:** What is the number one myth or misconception that authorpreneurs have when creating Kindle Books?

**Jim:** I think the number one myth or misconception that people have is that you have to write a New York Times number one best-seller in order to make money from Kindle Books or really from any book.

Meaning unless you are a best-seller on the New York Times or USA Today or something like that, you're not going to be able to make any money. I think that makes a lot of them stop right in their tracks because they're like "Who am I, how am I ever going to do it, I could never make it onto a best-seller list, so why even bother?"

That's probably the biggest misconception is that you have to be a New York Times number one best-selling author to make money from Kindle Books.

**Felicia:** Why does believing that hurt them?

**Jim:** I think the biggest reason that it hurts them is because it keeps them from even getting started. They don't investigate that there are actually a whole lot of ways to make money with a book.

Just because you have published the book doesn't mean the only way that you're going to make money is through sales of the book.

In fact, I'm only aware of one person who has ever only published one book and made a lifetime's worth of income from it.

I believe her name is Harper Lee. She wrote "To Kill a Mockingbird." She wrote one book, and she lived her lifetime off the royalties from that book.

She's the only person I'm aware of who's done that. What you got to understand is that publishing a book and using a book to make money is a process. It's a process that will work for anybody, no matter what you sell or no matter who you sell it to.

It really hurts you to think that you have to be a New York Times best-seller in order to make money from a book because there are a lot of people making, this is not income claim, but there are a lot of people making six figures a year with books that never hit any best-seller list at all.

**Felicia:** Wow. The reality is that people are making money with it, right?

**Jim:** Yeah. People are making ... There are plenty of people you've never heard of who are making money with their books, with their Kindle Books and with their eBooks because they understand that making money with a book comes down to a process rather than being on a list for a week or two.

The funny thing is that if you look at the New York Times best-seller list, it's always updating every week. The vast majority of books, especially business books, that make it onto the list, don't stay there very long.

They actually don't sell that many copies relatively speaking when it comes to business books. The key to wealth with books is not on getting on the New York Times list. The reality instead is that there are actually 34 different ways to make money with a book, none of which require writing a New York Times best-seller.

Now obviously I can't teach you guys all of them here, but let me share three of them with you right now.

All right. The first way that you can make money with a book is by using it as what I'd call a \$29 business card.

I want you to think about this scenario, you're at a Lion's Club meeting or a Rotary meeting, or you've given a presentation. You meet somebody who is a potential customer for you.

You say "Hey, you know, I really enjoyed meeting you. I've got something for you. I'd like you give you a copy of my latest book. I've got a copy of it out in my trunk. Let me run out there and get it. Do you want to walk outside with me real quick, and I'll get a copy for you? I'd like to give you a copy."

They look at you like dang, he's going to give me a copy of his book, or she's going to give me a copy of her book. Sure. That whole walk out to the parking lot to your car, you're able to talk with that person, qualify them, and perhaps set them up for an appointment.

And then you get to your car, you grab a copy of your book which you always want to have a couple copies of it sitting on the front seat. Don't show them the box you got in the back, in the trunk with 50 of them in there.

You pull one out, "Yeah, I thought I had an extra one out here." The front page of your book, you sign: *To Joe Schmoie. Really enjoyed meeting you. Hope to see you again.* Write your name and then write your phone number on there, and you hand it to him.

Does that make a different impression on somebody than if you just hand them your business card at a network meeting?

Now I'm not saying you should give everybody a copy of your book, but those special people that you meet that you think could turn into a customer.

Definitely want to give them a copy of your book.

The reason I call it the \$29 business card is because some books cost \$29. Maybe if your book says \$14.95 or \$19.95 on it, then it's the 19.95 business card. That right there, what is the best, what is a client worth to you?

If a new client is worth \$1,000 to you. Did you know that the average business book royalty, if you publish it traditionally you're making between \$0.50 and a dollar per book sale?

That means that person that you made a \$1,000 off of because you handed him your book, and they did business with you, you made the equivalent of trying to sell a thousand books through a traditional means.

I want you to think about that, keep that in mind.

The second way that you can make money with a book is to leverage the book to do interviews. Whether it's locally, nationally, or online.

One of the ways that you can do that is to mail a copy of your book to local reporters, to TV, to anyone locally in the media that you could be the expert to. The person that they call to say "Hey, we got a question about dog training or about financial planning or whatever topic. We'd like to quote you."

The third way that you can do it is use it as a basis for a coaching program or a home study course.

Your book can then turn into the textbook for the course. As you're reading through this book think about how you could actually take this book and use it as a textbook for teaching a

course to authorpreneurs who are interested in taking their book, their Kindle Book creation, to the next level.

You make money with a book, and you also make money because of your book. The real money comes because of your book, not with your book. Meaning just making straight up book sales on Amazon is great or off your website is terrific, but just doing that is not nearly as profitable as leveraging your book into more sales, more leads, and more clients.

There are 31 other ways to make money with a book that have nothing to do with getting on the New York Times list.

**Felicia:** Wow. Now we know we don't have to be a New York Times best-seller to be able to be successful with our book, and we learned a couple of ideas about how to leverage it.

What should our authorpreneurs do right now that they know the truth about this one?

**Jim:** Well, I think what you should do is just decide that you're going to write your first book or your next book or that you're going ... Let me rephrase that, that you're going to create.

Instead of thinking in terms of writing and we'll talk about this in the next myth or misconception. Start thinking about creating.

The biggest thing that you can do is just decide that you're going to create a book that's going to be valuable for your target audience.

Then what I think you should do is really write down all the different ways that you could leverage that book to help you do what you're doing now better.

Don't get me wrong. I love getting my royalty payments from Kindle on just the straight sales of my books.

The real money comes from the money that I make because of my books. So I want you to think about different ways you could leverage a book even if it's just one way. It could be a life changing event for you to be able to have your own book in your hand to show to people.

## The 2nd Biggest Myth / Misconception About Creating Kindle Books

**Felicia:** This is exciting. Let's talk now about the second biggest myth or misconception that authorpreneurs have about creating Kindle Books. What would you say that is?

**Jim:** Well, that myth or misconception really is that it takes a long time to write a book. And it's a painful process.

Most people think it takes a long time. You're up late at night, and you're up early in the morning and you're typing away at the keyboard, and you're driving yourself nuts, and that it takes six to eight months to write a book. And that's just not true.

The reason that this belief is false is because books are just content. When you think of a book as content, then that frees you up to think, "Okay, well a book is content, and audio is content, video is content. If it's content, I don't necessarily have to write it in order to create the content."

One of the big secrets is just what we're doing here, to create a content for this book, we're doing it as an interview rather than me sitting down and trying to type all this one.

Yes, I could and I've written a number of books just sitting down, gotten it out, and typing them up. That takes a long time and my message is important to me, and I think it's important to people I want to share it with.

I don't want to take that long to get it out there.

Now another thing tied in with this is that you need to understand that Kindle Books and business books are not long, meaning they don't have to be 300 pages long.



In fact, people don't want to read a 300-page book.

Now don't get me wrong. A Kindle Books that's a fiction book or a book that you're reading for pleasure, I often times get a little depressed when a book is over. I look for the next book from an author that I really like.

When someone buys a business book, a how-to book, a book to help them solve a problem, which are some of the best books that you can make. By the way, (wink, wink, nudge, nudge) write that down in your notes.

One of the best books that you can create is a book that solves a specific problem for your target audience.

In that case, people don't want to read 200 pages to get to the point. In fact, they like it if you can help them solve their problem in one sitting. I'm always pleased if I can sit down and read a book in an afternoon, and just get through it and get the information that I need.

Not that I had to sit there and wade through this business book for the next 6 to 12 days trying to get the information that I need out of it.

This is actually a trend that is taking off in the traditional publishing world as well. I have a really good friend of mine. His name is Dan Roam. He's written the series of books called "The Back of The Napkin." They're very popular books, but his latest book is going to actually be less than 100 pages. And that's actually at the insistence of his publisher.

Because people again don't want to spend forever to get the result.

They found if you can help somebody get a result, they'll be more loyal towards you. And they'll want to buy your next book. Instead of taking a year or two to come out with your

next book, if you're not writing a 300-page books, you can come out with more books and make more sales.

The reality is that a Kindle Book when you're talking about content, because Kindle Books don't actually page numbers in them.

They just show a percentage of the book that you've absorbed. Pretty much you just need between 4,000 and 10,000 words, which is between 8 and 25 pages, which is your typical page in Microsoft Word at 12 point with Times New Roman font.

That's not a lot of content.

If you think in terms of doing your content as an interview, all of a sudden you're able to focus in on your message and the problem that you're solving for people and not worry about, "Hey I have to sit down and type this whole thing out," which is something most people don't want to do.

**Felicia:** It makes perfect sense. Really.

I think that's changed because in the past we used to hear about, well the thud factor and people want a whole lot, and now I've experienced it and what you're saying is validating that as well that people really don't want a ton of stuff they got to wade through.

"Answer my question, and then I can move on and do what I need to do." That is pretty much what you're saying.

**Jim:** You bring up a good point, and I just want to elaborate on that real quick.

"Thud factor" referred to it used to be that people wanted you to solve every problem they had in a certain area. Whether it was with a book that was 300 or 400 pages long

or a home study course where they wanted 10 or 12 hours' worth of information.

Now people want you to solve this problem in the shortest period of time and the least number of steps so that they can move on.

I don't want 300 pages.

I want 30 pages, show me how to solve this problem. We've developed into the world of the Twitter feed and the Facebook update and the blog post. We're not into the 1500-word article or the 300-page book.

It's just a shift that's happened. When you understand that, then it makes a lot easier on you to get the job done to create your book.

**Felicia:** That's really good. Well, if this myth or misconception has derailed an authorpreneur, how could they get back on track in this area?

**Jim:** Well, I think the biggest area that somebody might be derailed in is they've started a book, and they never finished it. Then they're thinking, "Okay, well, I got to finish my book, which means I got to sit down and keep writing or struggling."

I would tell you just to put it aside and say "Hey, I had a learning experience here with trying to do this. Let me try a different method."

Let me try doing it as an interview for example.

Let me take the points that I wanted to cover in that initial book. Let me convert them over to questions. Let me get a friend of mine to interview me, and let me go through that process.

I would really tell you that would be the fastest way to get back on the rails and really accomplish what you wanted to accomplish in the first place, which was to create a book with your name on it that you could hand out to people. And your mom could look at it and say, "Wow, you must really ... She must really be a real author because the book is up on Amazon."

That's what I would tell you to do with that.

**Felicia:** It's funny when you say that. When I first started my business, I had on my business card... I wrote that I was an author, and my mother scoffed at me. She was like, "You don't have a book."

That wasn't true because I had actually authored several chapters in college textbooks. Not until years later I've written a bunch of eBooks, which weren't on Amazon because Kindle Books weren't a thing back then like you said.

When I handed her an actual physical print book, she had tears in her eyes and said how proud she was of me. If you wanted to have that moment with people in your life, getting back on track with even a short little book is a fantastic way to serve people. I love that. It reminded me of that moment.

**Jim:** Absolutely. Yeah. If you really want make somebody feel super cool, dedicate your book to them.

**Felicia:** That's what I did. All right.

# The 3rd Biggest Myth / Misconception About Creating Kindle Books

**Felicia:** Tell me what would be the third biggest myth or misconception that authorpreneurs have about creating a Kindle Book?

**Jim:** Well, I alluded to this earlier, and so this one may not be as long discussion, but basically the misconception people have is that you create one book, and it'll pay you for the rest of your life or that the real money is made from royalty checks. That's just not true.

Believing this hurts people because it sets them up for disappointment.

Because if you think about it, if you go look on Amazon and you look at the best-sellers, I'm not talking about category best-sellers. I'm talking about the number one book selling on Amazon of at all right now. I would tell you, and I haven't even looked at it, at any given time, it's most likely a fiction book, that's number one.

Number two, as you work your way down that list, you're going to have to go a ways before you find a book that's a non-fiction book, how-to or something like that.

Also there's something like two million books on Amazon.

If you go look at your local bookstore, there's how many tens of thousands of books in the bookstore of which there's one copy of most of the books on the shelf? And they're turned, and you really have to dig to find them.

Thinking that you're just going to publish this one book, and it's going to pay you forever is just not smart because it's going to set you up for disappointment.

More than that, it's going to cheat you out of actually being able to get the value out of your book that needs to be mined from the fact that your message can be shared with people and used to not only create value for them but, create value for you and your business as well.

**Felicia:** Well, if that's the case, then explain what's the reality. Instead of one book isn't going to pay us for the rest of our lives or the real money is made from royalty checks, what's for real in the business world?

**Jim:** What's for real in the business world is the same for you as a Kindle author as it is for someone who's trying to hustle the New York Times best-seller list or the corporate world.

That is that your book is really the start of a business process, which is also called a funnel.

Meaning your book is a lead generator. You can use your book as a lead generator the way I described earlier about handing it to people.

You can also sell it from your website.

You can give it away with a shipping and handling offer.

You can use it a number of different ways to get people to raise their hand and say, "Hey, I'm interested."

If you have a store, a local store, think about putting on an office or if you're a professional, an attorney, a dentist, a doctor; think about your book on a stand, on the desk next to you when you're talking to potential clients.

Think about that book on a stand in the reception area of your office or at your store. Think about running an ad that says "Hey Joe Blow plumber just published his book on the 10 mistakes people make with their plumbing. The next 10

people that call to get their toilets unplugged are going to get a copy of Joe's book."

That you might laugh with that plumber example, but using it as a premium, using it as a lead generator, using it as a credibility builder.

When I was in the real estate business, I had my first book... It was self-published, and it was comb bound from Kinko's.

I had my book in a stand on my desk in the real estate office.

When I met with clients, they could see my book. It always started a conversation with people.

The other thing is that your book is like your manifesto. It lets people know what you're all about.

When you're talking to people about what business you're in, how you can help them, and you're able to go to them and say, "You know what, a lot of this stuff is stuff we talked about in my book. I'd love to give you a copy."

You can also use it as your silent salesperson.

Again propping it up. Handing it out to people. One of the strategies that I love was to get the local bookstore to do book signings. The cool thing is that the local bookstore if you've got a physical copy of your book, they'll do a book signing with you. They'll let you come in and do a book signing.

You can get coverage in the newspaper.

You can get coverage on local radio.

There's all kinds of stuff that you can do to take your book and turn it into a business development tool. Aside from just selling online... and don't get me wrong, I love selling my

books off my website. I love selling my books off of the Amazon website. Do it every single day.

My point though is that the real money comes from people getting on my mailing list.

The real money comes from people coming into my coaching program or coming into live seminars, and we used to do seminars on cruise ships where people would travel half way around the world.

It all started with them becoming a customer as a result of buying one of my books. When you see it as the beginning of a funnel business relationship process, you can see that that's where the real money is made.

**Felicia:** I could just see a young Jim sitting at your desk and people were like "did you write that book? Yeah, that's my book."

**Jim:** Would you like a copy? Then they say "Okay." Then you whip it out. And with the flourish, you pull your pen. I used to carry a Montblanc. I was living in a trailer park, had a Montblanc. The pen was worth more than where I lived.

I would whip that thing out of my pocket, and with a flourish I'd dedicate it to them, and hand it to them, and it was awesome. There you go.

**Felicia:** All right. If somebody got stuff believing that the one book is the one book they are ever going to need. What are they going to do now that they know the truth?

**Jim:** Well, number one get over it.

Number two, sit down with a cup of coffee and a pad of paper and envision yourself. This is very important.



Envision yourself with a book in hand in the business that you are in. Start writing down all the different ways that you could leverage that book to help you make more money.

If it's selling it off your website, great.

If it's taking a stack down to the bookstore and letting them take a stack of them on consignment, great.

Whatever it is. Just list off all the different ways you could leverage that book to help you to build that business. Then think through the funnel process of how you would move people along in your business, in coaching, in consulting, in product sales, in whatever it is that you're doing.

I think once you envision yourself doing that, you'll see that it's a process that is actually pretty natural, exciting.

Here's the thing, it will differentiate you from your competitors.

For example, when I was real estate agent, no other real estate agent in town had their own book. In fact, when I was on the front cover of the Richmond Times-Dispatch, I was getting hate emails and people were talking nasty to me, other realtors in town, because my book was all about how to sell your house yourself. See, I was sneaky.

I wrote the book on how to sell your house yourself which instantly sellers are like "Why in the world would you sell a book or have a book on how to sell your house yourself?"

My answer to them was, "Well, my thought is that if you can do it on your own, then I'll help you do it on your own. But if you can't do it on your own, then come talk to me. I'll help you do it. Either way, we're winners because you can give me a testimonial for my book if it works."

The light bulb went off in their heads and they were like, "That makes sense." The other realtors in town were pissed because I was the one who was getting all the listings of the for sale by owners if they didn't sell. So there you go.

**Felicia:** Brilliant as always.

**Jim:** Well, we do what we can.

**Felicia:** It sounds to me like what it boils down to is a book isn't the only thing. It isn't the end all, be all. It's really just another tool, another cog in the wheel of a successful authorpreneur business.

**Jim:** If you're smart, the answer is yes.

If you want to be really short-sighted then just try and make all your money off of book sales. That's where the term "authorpreneur" comes from. It's someone who's an entrepreneur who's using the fact that they're an author to get ahead.

By the way, I didn't invent that term "authorpreneur," but when I heard it, I liked it, so I figured I'd use it.

# More Creating Kindle Books Myths / Misconceptions Authorpreneurs Believe

**Felicia:** Well, it makes sense too, and it's very clear.

Are there other major myths or other misconceptions about creating Kindle Books that we need to let our authorpreneurs know about?

**Jim:** Well, there are three myths and misconception that we're not going to spend a ton of time on, but I just want to address some quickly.

The number one myth is they think it's expensive to self-publish, it's not.

You can get your book up on Kindle for nothing if you're willing to format it yourself and make the cover yourself, which I don't recommend. We'll talk more about tools to get that done in a minute.

It's not expensive to self-publish.

In fact, you can for under about \$40 total.

You can get everything done in order to turn your Kindle Book into a print book and actually have a copy of it in your hand, total turnkey, everything including the cover and the layout and everything done for under \$40.

Whereas when I got started 20 years ago, if you wanted to self-publish a book, you're talking thousands and thousands of dollars and garage loading with thousands of books.

The second thing that people need to get over is that it takes a long time to get it done.

It does not take a long time to get this done.

You can get this done in just a few days if you're organized, and you understand the process to go through. We actually teach a method called the three-hour Kindle Book method where you use a combination of interview and outsourcing all the other parts of doing the book.

**FACT:** You can get everything done, again for way less than the cost of a really crappy dinner out at a chain restaurant like Ruby Tuesdays.

The third one is that nobody will take you seriously as a self-published author.

That's the one where you don't have a real publisher.

Let me tell you something. I have a startling admission for all of you. I have published two books with a "real publisher," and I smoked their sales with all my other books.

Having a real publisher is not a prerequisite for making money.

In fact, a real publisher is just a pain in the ass in a lot of respects, plus they want to take all your royalties.

The second thing is that when people see you up on Amazon, that's what makes you a real author.

It's the fact that they see your professional cover up on Amazon with your listing, with your name, and if they read your book, it's actually good content. That's what makes you a real author, not having a publisher.

Publishers are dropping like flies. They're going out of business left and right. You don't need to have a penguin or anybody like that in order to do it.

Those are three other myths and misconceptions that you need to get past because they're just not true.

# Old Truths Die Hard When It Comes To Using Kindle Books To Get More Business

**Felicia:** Great. Speaking of what is not true. Is there anything that used to be true in the world of creating books, but it's now totally false? In other words, is there something that used to work or be required for success that now just doesn't work or isn't necessary or whatever?

**Jim:** I think the biggest thing is that marketing your book was really a full time and required a lot of skill, which was the truth before.

Now there's two things that make it a lot easier for you to be able to market your book to then make it a part of your business strategy as opposed you just trying ... That's the only thing that you're focusing on.

The two things are social media and Amazon's internal advertising program, which is done on a pay per click basis.

Now social media is basically Facebook, LinkedIn, Twitter.

I know for a fact that most ads on LinkedIn are just so super expensive that they're not even worth trying to do.

LinkedIn is a good place for you to maybe do article marketing or content marketing to help push your book, which is a discussion for another time.

As far as Facebook, it's very possible to sell your book to the right people, especially if you're using as a lead generation tool.

It is very possible to not only leverage Facebook ads to make your book a best seller, but also to create a funnel where

you're bringing new leads and new people into your business at a break even or maybe even a little bit better than break even basis or even it's a little less than break even.

As a business owner you need to think about what is a new customer worth to you.

Would you pay \$10 every time you got a new customer? If the answer is yes, then you definitely can make money doing this, but I don't think you'd even have to do that. The big thing is understanding that social media makes it easy to promote your book and build up your audience.

Then this Amazon's program where you can do pay per click ads on Amazon in a nutshell.

How that works is you can say, "Okay, Amazon. Every time somebody sees or pulls up this book, and you can tell them as many as you want, that's related to my book. I want you to show a little ad for my book right around the same spot as where they say people who bought this book bought these two."

That's something relatively new as opposed to when we started selling stuff on Kindle back in the day. Where you had really no control over advertising, and it was too expensive to do pay per click ads on Google or something to drive to your Amazon listings.

Now though it is definitely a possibility because they have a program for it. You can find out more about that on Amazon because it's been evolving.

I don't want to get into too many details that might change, but I will just tell you that you can advertise your books on Amazon as long as they're not explicit. So you're not doing porno books or anything like that... which I don't know if I want to see an interview book that was a porno book, I'm just saying.

The second thing is you can't have a cover that is offensive or scary.

I found that out when I was trying to advertise my zombie book. They wouldn't let me advertise my zombie book because my zombie book cover was too scary.

The thing to keep in mind is that the only thing in your ad is the title of your book and the picture of your cover. That's something to really think about.

It's really important to have a professional eye-catching cover, and that right title that's going to grab the attention of your audience.



# Don't Worry About Mobi – It's Not a Whale!

**Felicia:** Great information. You mentioned about how things have changed and continue to change. What would you say are some tools or even resources for creating Kindle Books that you think has become or on their way to becoming obsolete?

Give me the dirt. What or who's on the way out?

**Jim:** Well, probably when it comes to Kindle, the biggest thing is people used to get all weirded out about how to actually format your Kindle Book, and they have Mobi format.

I don't even know what Mobi is, but originally it was really a pain in the butt to format a Kindle Book.

There are people out there that still make you think it's hard, but it's not. There are a bunch of tools and other things you might, if you were to go search for a format Kindle Book, see the software and other things.

You don't need any of that stuff.

It's super simple to upload to Kindle.

What I suggest you do is you use a service called Fiverr. F-I-V-E-R-R.com. You can go to FIVERR.com and that's where you can hire people to do stuff for you that's really cheap.

It should start at, most stuff was \$5, now people charge more than \$5 for different things. The gist of it is you can find somebody who will format your entire Kindle Book and give it back to you in docx format, which works on Microsoft

Word and on Pages in a Mac that you can just upload straight to Kindle.

It'll have all of the links in.

It'll have a clickable table of contents.

It'll have the chapter titles, and all that stuff in it.

You just upload it.

Now I always like to get it back in docx format because then I can easily convert that to PDF, and then sell it off my website if I want to or use it and distribute it that way.

That's the biggest thing is it's just super easy, and you don't need any special tools or anything to format for Kindle and you don't need to know anything about Mobi or any mess like that.

# The Biggest Creating Kindle Books Time Wasters

**Felicia:** Wow. Well, it is a lot easier then. You've been working with authorpreneurs for years. Where would you say that you see them wasting a lot of time in creating their books and Kindle Books?

**Jim:** There are two areas where people waste a ton of time.

The first is in formatting the books themselves, and the second is in creating their own book covers. Now I'll address each one quickly.

Formatting your book yourself is just not a good use of your time. There are people who will format your book for \$5, \$10, \$15. Your time is got to be worth more than \$5 an hour.

Hire somebody else to do it for you. It'll look better. You also don't have to become an expert in it.

I'll give you my rule of thumb. If it's a job that I'm going to have to do over and over and over and over again, and it would take me longer to explain to somebody else how to do the job, then it would for me to just do it, then I'll learn how to do it.

If it's something I'm only going to do once in a while, and it'll take me more time to remember how I did it last time to do it next time, then I want to outsource it somebody else.

Formatting your Kindle Book is another example of that. There are people who would have you believe that you must hire a professional design person to layout your book. That's not true either.

I'm going to give you a little secret.

Most people don't know this, but a Kindle Book is actually just a webpage. Let me say that again. A Kindle Book is actually just a webpage.

It ultimately is just converted into being an HTML document that is viewed in your Kindle viewer or in the app on your computer or whatever.

It's just text that's formatted a certain way. It does not need somebody who went to four years of school to get a graphic design degree to lay it out.

It's something that somebody who's got a computer sitting in their apartment in India will be happy to do for you for \$10 or \$15.

The second thing is that creating your own book cover is like doing your own dental work at home.

Unless you're a dentist who went to school on how to do your own dental work on yourself in the mirror. It's not a good idea because unless you're a graphic artist, you have no business designing your book cover. In fact, when you go to Amazon and you look at book covers, the ones that are obviously done by somebody who failed third grade art class are not the ones that you're going to buy.

You want the ones that look like the cover was designed for the New York Times best-seller list.

Again there are a lot of people with a lot more skill than you and I who can churn out a killer cover really fast, and they'll do it for \$5, \$10, \$15. Do not format your books yourself.

Do not create the cover yourself because that's where people waste the vast majority of time.

**Felicia:** Kind of reminds me of the website that looks like somebody put them together in a basement. You don't want

your book covers to look like somebody put it together in a basement.

**Jim:** There you go.

# Creating Kindle Books Challenges Authorpreneurs Face (and how to overcome them)

**Felicia:** All right. What are the big challenges right now for people in creating Kindle Books?

**Jim:** I think the biggest challenge other than marketing is the same challenge that faces all authors. And that is writing about what you want to write about and not what the audience wants to read.

The reason I mentioned marketing before I said this is because one of the reasons people have to work so hard to market their books is because they're out there trying to convince people that they should read their book that they wrote.

The books that seem to market themselves and naturally attract an audience are the books that are written with the audience in mind, that focus on a severe problem that the audience is dealing with, that are written in terms that the audience can understand, that are written in a way to actually help people get results.

Those books, pretty much once you've done the basic level of marketing, will continue to sell because people will do what people have always done with books to say "Hey, wow this book is awesome. I just read this great book. You need to grab it. It's on Kindle" or "Hey go grab it, and you can get the paper back for 9.99."

"Hey, I just read this book that this guy gave me at the Lion's Club. You've got to read it too, let me lend you a copy."

The challenge of marketing is tied directly to the challenge or the mistake of writing about what you want to write about

instead of totally targeting the audience. If you target the audience and you write about what they want to write about or what they want to read about, you've gone a long way towards solving your marketing problems before you even create them.

# Big Opportunities For Authorpreneurs Right Now

**Felicia:** That's just darn smart advice. All right. Now we talked about the challenges. What would you say are the big opportunities in creating Kindle Books that many authorpreneurs might be missing?

**Jim:** I think there are three big things that you need to leverage. Again I'll cover these quickly.

The first one is that you need to leverage your Kindle Book as a print book, and you do that through CreateSpace. CreateSpace is Amazon's print on demand service.

After you get your book formatted to go on CreateSpace, which it's different formatting than for Kindle. And you have a cover for CreateSpace, which is a different cover and a different formatting than it is for Kindle because the Kindle cover is flat.

A CreateSpace cover you got to have at least a front and a back and depending on how thick your book ends up being, it can have a spine.

The gist of it is that you need to have a physical version of your book, for couple reasons. One so you can hand it somebody.

Number two so you can display it.

Number three, I think what's also happening is we're having a shift now away from everybody wanting everything digital.

It was cool, "Hey, I'm going to get this on Kindle, and I've got my Kindle."



Then I don't know, a lot of people don't like to cuddle up with their Kindle, or you can ruin your Kindle if you write on your Kindle with a sharpie to take notes. I found that pretty much will only last for one book. Just joking.

You can't make notes on a Kindle very easily especially since they changed. It used to be with the original Kindle, you could type up notes, then download your notes out of your Kindle. It was awesome, then they changed that. They made it real pain in the butt.

I like to read a book, especially business books, and take notes in the margins and underline stuff. When you give people the option of having the Kindle version and the print version. They love it. A lot of people will buy both.

Number two, they don't charge you anything to do this. This is the beautiful thing.

To get your book set up on print on demand, it used to cost thousands of dollars in setup.

Now Amazon and CreateSpace won't charge you a dime to set it all up.

It's an amazing opportunity. You got to do it.

The second one is you got to leverage your book to get publicity for your business.

With all the people out there that are claiming that they're media, the bloggers, the blabbers, the podcasters, all these people out there that need content.

You can leverage your book to get content and credibility.

If you're not doing it, you're making a mistake.

Remember I said the number one criteria to be considered an expert is the fact that you have a book, a good book on Amazon with your name on it.

The third big opportunity is leveraging your book to get more customers for higher ticket items. You've got to have a coaching program. You've got to have a more expensive option. You've got to have something where you're making money.

Let's face it, if you're making a buck off each book to make a thousand dollars, you got to sell a thousand books.

If you can sell 10 books or give away 10 books or handout or get people to download 10 books or do shipping and handling and as a result of those 10 books, one of those people buys a thousand-dollar product from you, that's a no brainer.

You've got to turn your book into a funnel and use it to put people into the funnel. Those are the three big opportunities.

# A Key Creating Kindle Books Story

**Felicia:** Those are some huge opportunities actually. That's great. All right. You've done this for a lot of years. We've talked about that. Can you think of one particular story or an example that you'd like to share that really sums up everything that we've been talking about here?

**Jim:** Yes. In 1998, I was in full swing of using my book to leverage local for sale by owners in my real estate business to get people to list their house with me. If they didn't sell and I had some people who were successful. They used my book, they were successful. They gave me great testimonials.

They were actually the first testimonials I put up on my website.

I went to somebody's house. I was going through my spiel, and a woman said, "Well, this isn't a real book." I said "What do you mean it's not a real book?" I said "It's a self-published book." She says "No. I went to Amazon to try and find your book, and it's not on there. This isn't a real book." She basically said this is all bullshit.

I stood there, and I looked at her. She was rude. She didn't list her house with me, but I don't care.

It dawned on me, because all the stuff went through my head when I said, "Well, I can't get it on Amazon without having a real publisher."

In 1998, you could not get a book on Amazon if you didn't have a publisher, or you had to go through all these steps to become a publisher. You had to ship them books and all these other stuff. It wasn't like it is now.

I realized that then, and I know it's true. And I've talked about this. I've mentioned it several times.

Now it's to the point where in order for you to be considered a real author, you have to have your book on Amazon.

It has to have a good-looking cover. It's got to have your name on it, and it's got to be professional looking.

On the flip side, once you have a good book with your name on Amazon, you are a real author and nobody, "Who's your publisher?"

If anybody does ask who's your publisher, you just say, "CreateSpace," or you say, "Amazon is my publisher." Okay. Cool. That's it.

The key is getting it on Amazon.

That's what makes you a real author.

On the flip side too, let's not ignore this. This is not the elephant in the room, but this is true.

If someone buys your book and if they read it, it's got to be good content.

There you go.

# The Best Investment Any Authorpreneur Can Make

**Felicia:** There you go. All right. For this chapter, you've talked a few times in previous chapters about some tools that authorpreneurs can use in creating Kindle Books. I'd like to list them all here in this section right now. Could you share what are some of the best tools that authorpreneurs need?

**Jim:** There are two tools that you need in order to do well and to do everything we've been talking about really quickly.

The first one is [www.fiverr.com](http://www.fiverr.com).

Because that's where you can get covers made, and you can get the formatting done for whether you're doing a Kindle Book or you're doing a CreateSpace book.

Either one of those is critical to have done by somebody who would do a good job.

The second tool is my software. It's called the [3 Hour Kindle Book Wizard](#).

What this does is it walks you through the step by step process of creating a book using an interview. Writes all the interviews for you. It writes all your sales copy. It writes your book cover copy.

It does everything that you need to just pop everything out to create a total customized unique original book... Taking everything out of your head, and getting into book format so that you can do all the great things with books that we've talked about.

**Felicia:** What's interesting to me is what you're talking about. You've mentioned so many different things you can

get all of that done with just two resources. I think that's awesome.

**Jim:** Absolutely.

# Time Management For Creating Kindle Books

**Felicia:** You've already talked about how it doesn't take a ton of time. It doesn't have to take a lot of time. That was a myth or misconception. It takes a lot of time to write a book. We've already cleared that up.

Do you have any tips for time management when it comes to creating Kindle Books?

**Jim:** Yeah. I'll give you the metaphor that I use.

Everybody wants to have worked out at the gym. Nobody wants to get dressed and go work out.

Everybody wants to have written a book. No one wants to actually sit down and write it.

In a lot of cases, and if you followed along this far, you'll understand that we're in a situation sometimes the idea of doing something is so pleasurable that you don't want to actually get into the process of doing it because then that's when it goes from this big ideal dream thing out there that I can feel good about to, "Hey, I'm in the middle of it, I've got to get it done."

I've often said in the information marketing business.

The time between when someone would order a DVD or a home study course, the time between when they made the order and when it showed up was the best part of the whole process because then they could just dream about all the cool stuff that they were going to do.

When it actually showed up, it was like, "Crap, I got to do some work now."

What you want to do is not fall into that trap of the endless feeling good that someday I'm going to have a book. You want to knock it out and get it done as fast as you can so that you can actually hold it up and say, "Hey, yeah, I did a book."

Then once you've done it once, you'll be like, "Okay, next time I do it, I'm going to do it this way. I'm going to do this, this, this, and this."

Your second one will be better, and your third one will be better, and just so on and so on.

The first thing you must do is set a deadline for when the book is going to be done.

The process that we use is so fast that literally you could just set it a week out, and by then you'll have it in your hand literally. If you're willing to pay some overnight charges.

Second thing is you need to work backwards with all your action steps.

Say okay if it's going to be done on Sunday, then Saturday I got to do this. Friday, I got to do this. Thursday, Wednesday, Tuesday, Monday. Okay. This is what I got to do each day, and you put those action steps down in your calendar as an appointment.

Okay, I got to come up with my interview, I got to schedule the interview. I got to order my cover. I got to then send it onto the transcriptionist. I got to do all these things that is step by steps.

Put the specific actions down. Not have book done by Sunday, and that's the only thing you do. The only way you ever get anything done is by identifying the actions you got to take and putting those actions down as appointments in your calendar. That's the only way it's actually going to take place.



Those are my time management tips.

# Why It's Easier Than Ever For Authorpreneurs

**Felicia:** Excellent time management tips. Do you think it's easier or harder for a new authorpreneurs starting out today with creating Kindle Books than it was for you when you've got started? Why or why not?

**Jim:** It's easier, and I'll tell you why. All right.

The first reason why is that there's actually a hungry market out there for eBooks. There are people out there with eBook readers that want to get books on them to read. There are people with phones and iPads and computers and people that want to absorb information who have problems that you can solve. They're willing and eager to do it in eBook format, Kindle Book format.

Second, being a self-published author has no stigma attached to it now. Nobody cares about that. All they know is it's up on Amazon, and they can order a copy of the book.

Then the question becomes is it any good? Does it help me solve my problem? I keep coming back to that.

You've got to do a good book.

The number one way to do a good book is to genuinely solve somebody's problem.

If they've got a serious severe problem that's really bugging the hell out of them and you show them how to solve it, they're not going to worry about whether you're missing a comma. They're not going to worry about whether you're the most eloquent speaker in the world. All they care about is "Hey, you know what? I had this problem, and this book

helped me solve that problem. Let me pay attention to what this person is doing.”

The third thing that makes this easier, and just so awesome, is that you can turn your Kindle Book, your eBook, into a paperback book. Turn it into a physical book, a perfect bound real book that can go on somebody's shelf for just about \$2 plus shipping. Shipping is like \$4 unless you want it overnight, then it's like \$20.

That is so amazing that there are people out there that want to buy them. They don't care that it's being self-published.

You can turn your thoughts into a paper back for \$2. It's an amazing world, life changing opportunity as far as I'm concerned.

**Felicia:** What's funny about that is it'll cost more to ship the book than it will be to actually produce the book.

**Jim:** Yeah.

# The Perfect Mindset

**Felicia:** That's funny. All right. In thinking about the mindset of an authorpreneur right now, what would you say is the perfect mindset that an authorpreneur could or should have about creating a Kindle Book that would in your mind virtually guarantee their success?

**Jim:** Okay. Well, here's the problem when something is free.

When I say something free I'm talking about "I can publish my book for free on Amazon."

I can turn my book into a physical book virtually for free.

It used to be the investment of the \$10,000 with the vanity press or the huge investment with the graphic designer who was using me to put their kid through college or whatever it was.

That investment, that event, that hump that I had to get over is what would give me the impetus to really take action and to say "Okay it's all or nothing. I got to do this. I got a garage full of books."

Now, it's all you. Meaning I can do it, and once I've done it then I did it. I've got to now leverage it.

The first part of the mindset is I can create a Kindle Book. All right. I can do it. The tools are there. The opportunity is there. I can do it.

Second, I have an important message to share. It's not, "Hey I can write a book and make some money." No. I have an important message to share that's going to help a lot of people so that's the third part.

I can help people with what I know. I can make a difference in their lives.

The fourth part of the mindset is that I'm just as good as anybody else who's published a book. They're no better than me. My book is going to help people. It's going to make a difference in the world.

I'm going to publish my book. Once it's published, I'm going to use it to spread my message, build my business, and to help a whole lot of people solve their problems and get what they want.

That's the mindset that you need to have.

Not "Hey I can publish a book, and I can make the money off some Kindle sales."

# Final Thoughts On Creating Kindle Books

**Felicia:** I feel like I need to applaud right now. Thank you so much for this great information, Jim. You've been just fantastic. As we start to close here, what final thoughts do you have to help motivate authorpreneurs to get started or take their Kindle Books and creating them to the next level?

**Jim:** Okay. Couple things.

First, no matter what you sell, I can promise you that having your own book will help you sell more of it.

I don't care if you're a dentist, a doctor, a candlestick maker, a plumber, I don't care if you're selling coaching on life coaching or marriage coaching or speech coaching.

I don't care if you're already just selling home study courses on how to play piano better or whatever you're doing.

Having a book will help you sell more of it because it will help you get publicity.

It gives you credibility.

It gives you a platform to literally stand on and hand people your book and say, "This is what I'm all about."

I was talking with my best friend, Dexter, this morning. I call him every morning at 7:00. We call, and we talk about what we're going to do that day. Then we pray, and then we go on with our day.

I'm usually walking out to let the chickens out of the coop. We were just talking about what was going on, and I told him

that I was actually doing this interview today, and we were talking about it.

I said to him "You know." He's on his way to a big thousand-person event in Florida where he's going to be speaking.

I said "You know. Every single one of those people in that audience. (It happens to be people who are learning about public speaking.) The number one thing that brands anybody in that audience as an expert is not the fact that they speak from the stage. The number one criteria for anybody in that audience to be an expert is whether they have a book with their name on it, on Amazon or not."

He said "You are absolutely right. Because if they don't have one, it's the only thing they talk about is how can I get a book? I've got to get a book. I'm in the middle of writing a book. I've got to write a book."

Because that's the thing that in our society. In our culture having a book with your name on it on Amazon is the number one criteria for being considered an expert. It's your ticket into the stadium. Whatever the stadium is that you are in.

In a lot of places, if you're the one with the book, the vast majority of people that you're competing against, you will psyche them out instantly because you have a book.

"My God, he's got a book. How did he write a book? How does he have a book about? Nobody in our industry writes book."

All these people like "Wow he's got a book. He's the expert."

Whatever you're doing, it'll help you sell better.

You sell insurance. You sell weight loss. You sell clocks. You sell guns. You sell clothes. Whatever you're doing. You sell luggage.

Whatever you're doing, having your own book will help you do it better.

As really my last thought for you. It has never been easier and it has never been faster to publish a book on Amazon, a Kindle Book, a physical book, an eBook.

You can have the book done and in your hands in about a week if you just sit down and just use the right strategies and tools to get it done.

**Felicia:** Thank you, Jim for a great interview.

I'm sure all the authorpreneurs in our audience have a much clearer understanding of the realities of creating Kindle Books now that you've cleared up all these myths and misconceptions.

Thank you very much for sharing your expertise and experiences so graciously.

Thank you, all the authorpreneurs in our audience for joining us for this amazing presentation about the myths and misconceptions surrounding creating Kindle Books, and the real truth that will help you get better results yourself.

Have a great day.



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