



Kindle Cheat Sheet No. 1 | by Wesley Atkins

The Critical “First Step” To Success On Kindle

Dear Self Published Author,

As a way to overdeliver to my customers, I decided to sit down and put together some cheat sheets for Kindle publishing.

No charge.

No shenanigans.

Gratis, of yours truly.

In these “cheat sheets” my aim is to give you an unfair advantage against other self published authors in obtaining more sales, and ultimately **larger royalties** for your publishing efforts.

After publishing on Amazon Kindle for over 2 years now, I’ve learned some harsh lessons. Lessons that cost me a *lot* of money in trial and error.

These cheat sheets will aim to cut that learning curve for you and just “hand deliver” the golden nuggets that I’ve learnt the **hard way** in the last 24 months.

Ready?

Let’s boogie ...

What better place to start too, than at the beginning, by talking about market research.

Ok ... I can hear ya’ *y-a-w-n-i-n-g* already.

Bear with though, because ...

Niche Selection Is The No.1 Determining Factor To Your Success With Self Publishing

It doesn’t matter whether we’re talking about Kindle, Createspace or information product marketing.

If you choose the wrong niche -- **you’re hosed!**

Seriously.

And it’s the main reason I decided to make my life easier when it came to niche research by developing; **KindleSpy**.

<https://www.kdspyspy.com/>

KindleSpy cut my research time by a factor of x30.

Now, in just a couple clicks, I know what book topic I should investigate further ... and which to *avoid*. A little more research in Amazon's search marketplace and after (maybe) 5 minutes, I've got my next book topic to outsource.

Here's the process I go through, *step by step*:

First, I'll navigate to a category to start my research, let's choose ...

Health, Fitness & Dieting > Beauty & Fashion

I'll pull the results from KindleSpy, and we're faced with this;

Best Sellers in **Beauty & Fashion**: [Best Seller Rankings](#) | [Titles: Word Cloud \(20\)](#)

Results: **1-20** Avg. Sales Rank: **17,299** Avg. Sales Rev: **\$ 1,590** Avg. Price: **\$ 5.67** Avg. No. Reviews: **103**

#	Kindle Book Title	Page No(s)	Price	Est. Sales	Sales Rev.	Reviews	Sales Rank
1	Smart Lotionmaking: The Simple Guide to Making Lu...	n/a	\$0.99	600	\$ 594	97	9,126
2	Aromatherapy: 600 Aromatherapy Recipes for Beaut...	364	\$2.99	600	\$ 1,794	7	9,977
3	Milk Soapmaking: The Smart and Simple Guide to M...	n/a	\$0.99	430	\$ 426	108	10,248
4	Healing Homemade Body Butter Recipes: 22 Body a...	45	\$2.99	430	\$ 1,286	7	10,403
5	YOU Are a Masterpiece: How to Dress a More Power...	146	\$0.99	350	\$ 347	35	13,208
6	Curly Girl - Enhanced Ebook Edition: The Handbook	176	\$8.50	350	\$ 2,975	637	14,070
7	Younger: The Breakthrough Anti-Aging Method for R...	235	\$12.99	310	\$ 4,027	24	15,199
8	Organic Body Butter Made Easy: Nourish, Hydrate a...	54	\$2.99	310	\$ 927	7	15,554
9	It's Just My Nature! A Guide To Knowing and Living Y...	262	\$9.99	310	\$ 3,097	111	16,360
10	10 Secrets to Growing Black Hair Long and Fast Na...	65	\$2.99	310	\$ 927	51	17,005
11	The Beauty Detox Diet: Delicious Recipes and Food...	188	\$0.99	285	\$ 282	19	17,680
12	Homemade Body Butter: 30 Body Butter Recipes for ...	39	\$2.99	285	\$ 852	17	18,093
13	How to be Chic and Elegant: Tips From A French Wo...	146	\$3.97	285	\$ 1,131	60	18,694
14	Hydrogen Peroxide Cures: Learn the Extraordinary ...	41	\$2.99	310	\$ 927	36	16,863
15	DIY Nail Art: Easy, Step-by-Step Instructions for 75 C...	160	\$8.61	245	\$ 2,109	186	20,736
16	Lessons from Madame Chic: 20 Stylish Secrets I Lea...	306	\$14.46	245	\$ 3,543	244	20,753
17	Dressing Your Truth: Discover Your Type of Beauty	241	\$9.99	245	\$ 2,448	172	21,820
18	How I Healed My Teeth Eating Sugar: A Guide to Imp...	48	\$2.99	245	\$ 733	14	23,591
19	Ooh La La! French Women's Secrets to Feeling Bea...	224	\$9.99	200	\$ 1,998	64	26,431
20	Organic Body Care Recipes: 175 Homemade Herbal...	385	\$9.99	140	\$ 1,399	176	30,185

I'll then look at the **SalesRank** on the right hand side, I'm looking for the first 20 (preferably 40) results to be under 30,000.

This instantly tells me the answer, to the No.1 question on my mind whenever researching a broad category, and that is ...

“Are Their Buyers In This Category?”

The great thing about KindleSpy is, you don't even have to rely on the SalesRank anymore and wonder how profitable it could be.

... it's already worked out for you.

The estimated sales and sales revenue is given to you, right on the same screen and if you didn't already know, these revenue numbers are all, monthly.

The screenshot above shows all 20 books in this category have an average sales revenue of \$1,590 ... and at 70% royalty on anything above \$2.99 you manage to get into the top of this category ...

... you'd be looking at a passive income of just over **\$13,300 per annum** from a *single* book.

Not bad eh?

Even by pulling 40 results our average sales revenue is still at \$1,164, giving you a 70% royalty figure of \$9,777 per annum -- *not to 'shabby' at all*.

So, what's next?

Ok, so we've figured out there are buyers in this category. Obviously, people are interested in not only looking after their health, but their looks too.

Makes sense, right?

And our average sales rank across the top 40 results, is healthy too. There's healthy sales revenue spread nicely over a **bunch** of books and not just a handful. There's plenty of reviews on these books (... *another sign of a healthy market*) and if we're to get a book in the top 40, we'd be looking at an average passive income of \$9,777 per annum from a single book here.

Assuming you could **maintain** a top 40 position, *consistently*.

Not easy. But not impossible either. Especially when you learn about the ninja tactics on *leveraging* Amazon, **correctly**.

Sure ... you may think you know about how to do free KDP Select promotions to get downloads, leading to a bump in sales ... but, stick with me in this series and I'll reveal the (*evil*) KDP leveraging secrets.

Secrets that allow me to get results, like this ...

Publisher: LeadsClick (November 21, 2013)
Sold by: Amazon Digital Services, Inc.
Language: English
ASIN: B00400U912
Text-to-Speech: Enabled
X-Ray: Not Enabled
Lending: Not Enabled
Amazon Best Sellers Rank: #5 Free in Kindle Store ([See Top 100 Free in Kindle Store](#))
#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Health, Fitness & Dieting](#) > [Diets & Weight Loss](#) > [Diets](#) > [Weight Maintenance](#)
#1 in [Kindle Store](#) > [Kindle eBooks](#) > [Health, Fitness & Dieting](#) > [Diets & Weight Loss](#) > [Diets](#) > [Weight Loss](#)

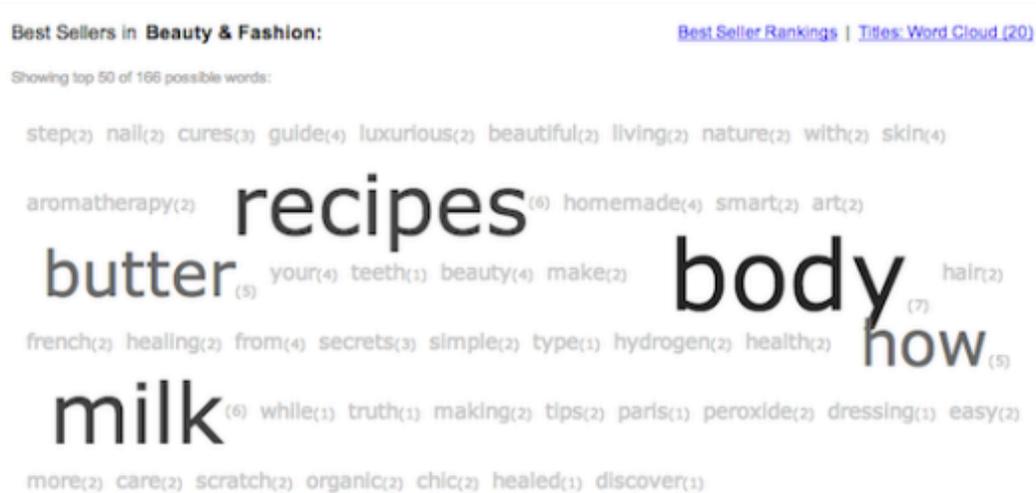
Anyhoo ... *movin' on*.

The next question we need to ask ourselves ... once we're happy with a category is ...

“What Topic Shall I Write About Here, That Will *Actually* Sell?”

And KindleSpy has you covered, again.

A single click into the Word Cloud, reveals the below:



What does this mean, exactly?

Ok ... let's take a step back.

From our research we determined that the top 40 books here were making an income we'd likely be happy with.

Well ... what better way to get a piece of the action here than to *reverse engineer* books in this category, and look for any **patterns** of similar topics.

Very quickly we can see that the top 5 words in use in the best seller titles of books in the Beauty & Fashion category, consist of:

- Body
- Milk
- Recipes
- Butter
- How

See the pattern here?

Now, what I like to do is spend a little time brainstorming potential titles, for instance ...

- * 20 Body Milk Recipes That Your Skin Will Thank You For
- * How To Make Luxurious Body Butter & Get Skin Smooth As Silk
- * 25 Body Butter Recipes For Softer, Smoother More Supple Skin

Not bad.

They *literally* took me 10 seconds to craft, and I could run with them ... but often I like to do some searches on Amazon to **back-up** my chosen topics.

For instance, I may type into the search field:

body butter |

body butter recipes

body butter for beginners

body butter the ultimate guide - over 30 homemade & hydrating recipes

body butter the ultimate guide

body butter with shea

body butter books

body butter guide

... and, taking a look at the export from our initial word cloud research, I noticed the 6th word in use in the best seller titles was; **homemade**

That would make a great *seed* word too ... so, let's see what Amazon tells us is popular based on their search suggestions;

homemade

homemade soap

homemade body scrubs

homemade bread

homemade beauty

homemade soap recipes

homemade soda

homemade beauty products

Now, I could use KindleSpy again on *every* search term that Amazon suggests and research further and further to narrow my topic.

But for the sake of multiple screenshots in this report.

I'll dig into; **homemade soap**

Search Results **homemade soap:** [Best Seller Rankings](#) | [Titles: Word Cloud \(20\)](#)

Results:	Avg. Sales Rank:	Avg. Sales Rev:	Avg. Price:	Avg. No. Reviews:
1-20	27,416	\$ 835	\$ 3.21	29

#	Kindle Book Title	Page No(s)	Price	Est. Sales	Sales Rev.	Reviews	Sales Rank
1	Homemade Beauty Treatments and Skin Care Recip...	74	\$0.00	0 \$	0	28	0
2	Beginner Soap Making: Simple Homemade Recipes	110	\$0.00	0 \$	0	23	0
3	Soap Making for Beginners: Proven Secrets to Makin...	70	\$2.57	1,500 \$	3,855	22	5,498
4	Smart Soapmaking: The Simple Guide to Making Tra...	n/a	\$1.29	750 \$	968	242	8,054
5	Homemade Body Scrubs and Masks for Beginners: ...	78	\$2.57	750 \$	1,927	16	8,804
6	Natural Beauty Made Easy: Organic Homemade Bod...	66	\$4.29	430 \$	1,845	13	10,492
7	Organic Lotion: Recipes for Beginners: How to Creat...	33	\$3.02	430 \$	1,299	17	11,102
8	Healing Homemade Body Butter Recipes: 22 Body a...	45	\$3.07	310 \$	952	7	15,448
9	Organic Body Butter Made Easy: Nourish, Hydrate a...	54	\$3.41	310 \$	1,057	7	17,412
10	Homemade Liquid Soaps for Beginners: The Home ...	39	\$3.07	285 \$	875	4	18,835
11	Homemade Body Butter: 30 Body Butter Recipes for ...	39	\$3.04	200 \$	608	17	28,344
12	Organic Soap Making: Beginners Guide To Making ...	46	\$3.37	200 \$	674	5	29,929
13	Making Soap From Scratch: How to Make Handmad...	151	\$4.08	110 \$	449	122	36,329
14	(2 Book Bundle) "Homemade Soap For Beginners" &...	165	\$8.37	110 \$	921	1	43,880
15	Soap Making for Beginners: 20 Natural & Organic Ho...	67	\$3.02	110 \$	332	10	47,187
16	Homemade Body Butter: 25 Natural, Preservative-Fr...	63	\$3.02	50 \$	151	5	51,439
17	BOX SET #6: Body Butters For Beginners & Homema...	75	\$4.06	50 \$	203	21	52,126
18	Make Your Own Body Butter: 32 Easy Body Butter R...	39	\$3.44	50 \$	172	3	53,292
19	Easy Soapmaking for Beginners: Learn to Make Ho...	39	\$3.44	50 \$	172	18	54,989
20	Homemade Body Butter & Lotion For Beginners (Ho...	86	\$5.07	50 \$	254	10	55,162

Now ... what we're looking to do here is add a 2nd layer of confidence to our chosen topic by finding a handful of books performing well.

Under 30k for instance.

I sorted the search results in KindleSpy by SalesRank and we can see the top 10 results are all under 30k ... and the first 5 or so, are selling **really** well, with some nice sales revenue.

I export the data for the first 20 results and see that **butter** is mentioned multiple times in these titles, so I'm just going to stick with this for now.

So ... after a little modelling of the best seller titles, I come up with ...

25 Homemade Body Butter Recipes, Scrubs & Masks For Softer, Smoother, More Supple Skin!

That's one.

But, what I generally do is come up with multiple titles in a niche, so now I could craft one for **soap making** with the same process.

Understand this though ...

Crafting *compelling* titles is not something to take lightly or rush into, just to get the book out there.

No way Jose'.

Lemme explain ...

You want to grab your market by the Cojones. You want to make it (uber) compelling. You want them **salivating** to choose your book over your competition ... and that is done, with a captivating title.

Sure ... this is easier said than done, and it comes a little easier to me as I've studied copywriting and understand how to write compelling hooks ... but, I'm here to give you my secrets, so to get you up to speed, I've got a resource you'll want to invest in.

More below.

Anyhoo ...

Back to hooks.

A hook is one of the most **important** things that will get your Kindle book the attention (and sales) it deserves ... in my opinion (*and I'm right*) ... it's more important than the cover itself.

Craft a compelling title and a hook that resonates (*hit's your market between the eyes*) and you have the ingredients for a hot selling book.

As much as I would love to delve into the '*whole enchilada*' of how to craft compelling hooks, I wouldn't do it justice compared to what's **already available** ... and I'd be doing you a dis-service if I didn't introduce you to a book by Derek Doepker on the subject.

<https://www.PublishingAltitude.com/hooks/>

Next, we're going to talk about how to tap into the minds of your prospects and find out *exactly* what they want.

Listen up.

This is critical.

If you can give your customers (exactly) what they're looking for ... and solve a problem for them ... and do it quicker, easier and more to the point than your competitors.

You'll create raving fans.

Raving fans talk about you and your products to their friends.

Raving fans promote your book online ... and raving fans (exponentially) grow your business.

Incase you need me to spell it out again ... **Create raving fans.**

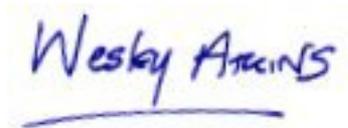
Not junk from rehashed PLR material, or books created on Fiverr.

If that's what you want to do ... hit the delete key on these PDF's and move onto the next shiny (kindle) object.

If, however, you want to create a real (sustainable) business on Kindle and deliver value to peoples lives and create an ever increasing 'passive-income' for yourself ...

You're in the right place.

More to come.

A handwritten signature in blue ink that reads "Wesley Atkins". The signature is written in a cursive style and is underlined with a single horizontal line.

Wesley Atkins

<https://www.PublishingAltitude.com/>