

A. Why Create Kindle Books

So why should you create a book for Amazon Kindle? Well, Kindle is one of the most visited sites in the world right now. It actually gets Kindle just Kindle.com alone not considering all the other sites in the world, gets 3 million visitors a day. So when you write a book with the information that you have, what's in your mind, and your ideas and your stories, that's gonna get out to so many people. They have such a huge market. That some of the proper marketing techniques that we're going to teach you in this series are going to be very easy for you to drive traffic into those books and sell copies of your books.

B. Setting Your Deadlines - Stay Focused

Two of the most important things I can teach you is setting deadlines for everything you do in here, and also staying focused on this project.

Now if you don't hear anything else in these videos because once you get a book out there and it's done, and you start seeing a few copies sell, you're going to be motivated, and you're going to do more of this, and you're going to write more books and you're going to get excited about it, and you'll get going.

But the problem is people procrastinate and they jump from this to this to this. And I know it because I've done it. I've done it so many times. And I want to do a million things in life. I have so many ideas and stuff. But when I write a book, that's all I do. For that week, that's all I do. When I'm making these videos for you it's all I'm doing for this week. When I start a book, I stay focused on that book until it's done, until it's up and until it's published. Even if it's not perfect, like I said, it shouldn't be. But I stay focused, I set a deadline, I say I'm going to do this book in a week; I'm going to do this book in two weeks. Like I said, my first book took a month, my second book took me 9 days, and my third book took 5 days. Now I had a really crazy goal I set for myself when I did the third book. I told my friend, I'm going to write 7 books in 7 days. Now I had a lot of copies already written. It was a crazy idea, the books would have been low quality, I would have been too stressed and I would have been jumping from book to book to book. Once I started with the first book I said, I want to make this a masterpiece. I want to make this a great book, but I also want to get it out there, so I'm going to just focus on one book, and by shooting for seven books in seven days, I got one book done in five days, which is a minor miracle. The book was written, the grammar and punctuation was corrected for the most part, and it's not perfect. The cover was designed, it was uploaded to Kindle, and everything was ready. I didn't do the marketing afterwards, that's something I'm going to do after these videos. But I'm letting that book be out there. Maybe right now while I'm making this video for you, I might have sold 2 or 3 copies of that book. While I was sleeping the other night, I woke up and I had 6 more sales just from the night before of some of my books.

It's really powerful to think that you could be on vacation, you could be relaxing, doing whatever you are doing. But once these books are out there, they're starting to make money, they're working for you. One of the Kindle guys that I studied he said, he treats them like sales people. He thinks of each of his novels as a different sales person and gives them a name and thinks of them as his international sales people. He looks at them as sales people that are out there making money whether he's working or not, and that's naturally what they are ultimately.

If you want to get these books out there, you set tight deadlines for everything. A deadline for the book cover, and designing the book cover --- if it takes you too long, pay somebody else to do it or don't do it yourself. We're going to show you some of the secrets to doing it yourself, but you don't have to.

Writing the book itself --- that's the one people procrastinate on. If you're going to do it in Dragon Voice and record it like we said, and buy the software, or if you're going to record it and send it to a transcriber, set deadlines for yourself and set deadlines for other people in your team. Ask your transcriber, 'how long do you think it's going to take you to do 1 hour of transcription?' or 2 hours, or however long the audio is. In that way you can make sure things get done on time, and set a deadline for having the book published.

My first time, when it took me a month, I was a bit nervous about putting it up there, and I thought it was more complicated than it really was. But now, once the book is finished and everything's ready, it takes me 10 minutes to upload my book onto Amazon. So it's super quick and super easy, and we're going to show you the speedway to do that, and it's really fast.

I set deadlines for everything, and I stay laser-focused, in that way I'm able to get these books out in less than 9 days, in 5 days, and even 1 month was a pretty good one for my very first book. But getting those books out fast --- what happens is if you work on it, on this project for a couple of hours, and then you jump to another project, when you come back to it, you're not going to remember where you left off, and you'll get stuck, and you'll have to figure that stuff out again. But by staying focused on it for a week or two, you'll get focused on that, and you'll get it done faster, and you're not going to keep figuring out where you were at.

So when you are doing your book, don't do anything else, don't give yourself a year --- you don't need it. Do your first book in 1 to 4 weeks, and that should be it. And shoot for a week or two, you can do that. I'm going to give you the secrets on that, and it's absolutely doable.