



Make a Killing on Kindle (Without Blogging, Facebook or Twitter)

Michael Alvear

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Make a Killing on Kindle (Without Blogging, Facebook or Twitter) Michael Alvear

This Book Will Save You From The Time Sucking, No-Value Vortex Of Blogging, Facebook and Twitter. I will show you convincing industry research that social media is the least effective way to sell books on Kindle. And then I'll show you the 12 steps that work.

Guy Kawasaki, mega-entrepreneur, endorsed this book in his own best seller, *APE*

“I insist that all my clients read this book before they publish-- and I have thousands of clients.” --
Kimberly Hitchens, Owner www.booknook. biz, an Amazon-preferred ebook conversion specialist.

“The best I’ve seen on the subject of selling books on Kindle.”

-- *The consensus among nearly 500 reviews of this book*

“Three hat tips to Make A Killing On Kindle!”

-- *Guy Kawasaki*, Entrepreneurial bestseller in his book, *APE*.

Read Vivid Case Studies Of How I Turned My Client’s Underperforming Books Into Bestsellers.

I’m a book marketing consultant as well as a successful independent author. See how I used the principles of my Attract • Engage • Convert book marketing strategy to dramatically increase sales of basement-dwelling titles (the authors and publishers allowed me to use their real names).

This Book Is Designed For Writers Who Don’t Understand Technology Or Marketing.

There are only 12 steps to successful Kindle selling and I show you how to do each of them with step-by-step directions, including picture tutorials. You’ll learn how to:

Rank On Page 1 Of Amazon’s Search Engine Within 24 Hours.

You can’t be bought if you can’t be found. As an SEO expert I’ve gotten every one of my books on Page 1 of Amazon’s search results, and I’m going to show you how you can do it, too. The secret is using Amazon’s little-known “Leading Indicators,” a series of clues that tell you exactly what keyword phrases people use to find books like yours.

Must-Know Approaches To Kindle Publishing & Marketing.

This guide will show you how to:

Come up with must-click book titles. Pick the right categories. Pick from five of the most effective launch prices. Test post-launch prices. Get reviews that make people want to buy your book. Use the Look Inside Feature to sell more books on Kindle.

Find Out How Many Books Your Competitors Are Selling!

I commissioned a statistician to develop a formula showing daily sales for every book on Amazon. Just check your competitor’s sales rank then look at the chart in Chapter 15--it’ll tell you how many books they

sold that day!

About The Author. As word got out that I sold over 100,000 ebooks, authors and publishers flocked to me for advice, attracted to the methodical ways I turned guerilla marketing tactics into stellar revenue. These strategies work for me, they work for my clients, and they will work for you. Believe in your books. Nobody believed in mine and now I make a great living as a writer. You can too by following my formula.

Scroll up, click the buy button & get started today!

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Michael Alvear**

From Reader Review Make a Killing on Kindle (Without Blogging, Facebook or Twitter) for online ebook

Miquel Reina says

I've never read any book about selling books and I found "Make a Killing on Kindle" is a great treasure for all upcoming self-published authors. It's a practical book, direct and full of examples and methods to achieve the goal that every writer wants to achieve: sell his/her book. Thanks, Michael Alvear for this amazing and lucid book! I hope during this 2016, my upcoming and first novel becomes also a best-seller! ;D

Spanish version:

Nunca había leído un libro que tratase sobre el arte de vender libros y encontré "Make a Killing on Kindle" un gran tesoro para todos los autores que se autopublican. Es un libro práctico, directo y lleno de ejemplos y métodos para alcanzar el objetivo que todo escritor quiere conseguir: vender su libro. Gracias Michael Alvear por escribir éste magnífico y lúcido libro! Espero que durante este 2016, el año en que espero publicar mi primera novela, se convierta también en un best-seller! ;D

Jim Crocker says

This one really does look interesting. The Amazon review were pretty good. I'll update this review when my books hit the top of the charts!!

D. Thrush says

I've been self-publishing since 2013 and found useful information in this book. I read it because I agree that social media doesn't sell books and is a huge time suck. This book made me take another look at my covers, descriptions, categories and keywords. All these things can help readers find good books. It also gave me some great ideas for my next new book launch, which I think will really help. There are some suggestions that go against Amazon's rules such as asking friends and relatives to post reviews of your book that you've written for them. I'm sure Alvear knows this. It's also dishonest and unethical. So, although this book is well worth reading for beginners and authors whose books need a new boost, use your judgment. Surprisingly, there are multiple errors throughout and some questionable humor, but I'm very glad I read it. Worth it despite the flaws.

Gary Webb says

The most practical book on self publishing that I have you read

As an author of self-publishing books, I frequently read books on the subject. This year alone, I have read over 50 books about various aspects of selfpublishing. This book has more tips and techniques for

maximizing sales then any of them.

The one item I noticed that I didn't except is his suggestion to put a link to my own books in reviews I write for others. That violates Amazon's terms of service. Otherwise, the author has tremendous suggestions about handling reviews and writing book descriptions -- better than I have seen elsewhere. I would recommend this book especially for new self-published authors. I do believe, however, that it would have some benefit to do even the most experienced authors.

I got the book because of looking at its date of publication and its current ranking. The author has maintained by solid drinking without using social media to promote the book. I have also not seen his books on any of the promotion websites.

Leo Ostapiv says

I am writing my first book about home finance and money in marriage, so I purchased 4 books on topic of Kindle publishing to make my homework.

It's a 3rd book I've read and the best so far.

LIKE:

Simple language and clear writing style

Well-structured content of sections that you can take as a checklist for your publishing plan

The truth about blogging and social media (I really appreciate that one!)

Detailed explanations of keywords techniques

Michael is a successful author himself and demonstrates a lot of practical experience

Chapter about HTML formatting is know-how he shares with us

Very useful ideas about last pages of the book

COULD BE IMPROVED:

- From the three books I have read it's clear that fiction and non-fiction publishing are very different. You shouldn't mix them in one book

- I would like to see more information on indie author cooperation. E.g. "can I somehow promote (advertise) books of another author in another category, while he/she promotes my books". Are there good sites and forums for indie publishers?

- At first I got really upset by Chapter 14. I don't expect my book of home finance to be in top 1000, so I got upset by sales and revenue potential. However Michael's model is based on 2012 sales data, hopefully in 2013 there are many more Kindle users and sales data for the same rank is better.

CONCLUSION

The book is a roadmap for non-fiction author starting in Kindle Store. I certainly recommend it and give 5-star rating.

Steve Cann says

An excellent, easy-to-read & understand guide on how to get the most out of self-publishing on Amazon Kindle.

The author sets out his 12 steps very clearly, & is obviously speaking from experience as he has used these very methods himself to maximize his own books sales.

If you have a self-published book ready for Kindle, & you're feeling unsure, this is a very good place to start. He also covers how sales are measured, how to monitor them & how to give things a boost if your sales start to flag.

I always thought that Amazon was simply a website for buying books (& music & whatever else), but it shows here how it can also be skillfully manipulated for the benefit of self-published authors.

The one thing you do still need though is to write a brilliant book!

It's been very interesting & illuminating for me these past few days as I've learnt a few tricks of this rather new trade - I'd certainly recommend this book to all budding authors!

Beau Johnson says

Some of these ideas are helpful. A few work. Others violate Amazon's TOS and will get you kicked off. Some don't help nor do they work.

Sarah Potter says

I haven't made a killing with my novel yet, but now six of my seven keywords have placed my product somewhere on the top ten pages of the UK Amazon site with two on page one, and four keywords on the US site with two on page one. This hasn't yet produced a great surge in sales yet, but that's probably because I've spent several weeks fiddling with the keywords before ending up happy with my choice. It has certainly worked better than social networking on Twitter and Facebook, although I'm not in agreement with the author about blogging being a bit of a waste of time re sales, as this isn't my experience. Quite the reverse.

Also, I do not agree with the author that the html info is hard to come by on Amazon. There is a Kindle Direct Publishing topic page re allowed html supported tags. Some suggested by Michael Alvear are not in this list and won't work.

All in all there are plenty of useful tips in this book, many of which I wish I'd known before publishing my first book. Will definitely put them into practice with the second book, in particular with regard to back matter.

Whether you agree with Michael Alvear is saying or not, he does have a most entertaining and witty way of expressing himself, which at times made me chuckle.

Nina Harrington says

Make a killing on kindle by Michael Alvear

The Guerrilla Marketer's Guide to Selling Your Ebooks on Amazon

Michael Alvear does not waste time filling pages with this book but goes directly to the key concern of many self published – and traditionally published – authors. How to build online sales.

Attract: you cannot buy what you cannot find.

Engage: you will not buy what you cannot connect with. Connections for the reader are key.

Convert: you will not commit and buy unless all of your concerns and doubts have been addressed. Tips?

Have review quotes and stars ready before your book goes live. Cover quotes and Amazon and Goodread reviews. Hustle reviews from pals of ARCs.

ATTRACT: Search and Seduce. Search engine optimisation, standout covers, clickable titles and clever incentives. First - get to the top of the Amazon search engine results and then seduce book browsers with the look, feel and content of your book. Tip? What niche can you command?

Will your book fit into a specific niche where I can be on the top ten list every week?

LOOK at the amazon categories and think about where that book should go and where the best fit for that book might be.

ENGAGE: once the reader gets to your book page - what will make them emotionally connect to my book? MUST create a promise to the reader which you will deliver inside the book - and this has to be upfront in the sample **LOOK INSIDE** pages. Book description is crucial.

CONVERT: how many people can you get to review the book and get some stars up to help readers decide to buy?

How useful is social media?

Michael Alvear challenges you to think about the click through and the conversion rate of your blogging and promotion and links to the amazon site. Click through - then conversion to sales are incredibly low percentages resulting in only a couple of sales.

this means that you need a celebrity with huge followers to create large nos of sales.

So - forget about using the BLOG and social media to sell books. Use social media because it is fun to chat to people. Research and post the nuggets on your blog and let it spread. Personal self expression - and not about selling books. Your brand is fun and might attract people to take a look at your book but that is it. As long as you realise that it is not for the book sales.

COMING UP WITH A MUST CLICK TITLE FOR YOUR BOOK

The attention grabbing title is the most challenging aspect of book marketing. This will have a profound effect on sales.

People don't read on the internet. They scan.

Your title should be clear - no chance of being misunderstood. Obvious what the book is about.

Think Eat, Pray, Love. How about inserting your book into the title lie - Eat, Drink, Love, Eat some more. Generate some ideas based on provocative titles.

It's all about alliteration - the occurrence of the same letter or sound at the beginning of adjacent or connected words. Beat and cadence, and the best book titles almost always have some form of alliteration.

How to get to the top of Amazon's search engine results.

5 ways a book buyer can find you:

1.keyword search results

2.customers who bought this also bought,,, on a competitor's page

3.category listings of another book with the best-sellers in that category. the higher you rank, the easier to find your book

- 4.browsing through kindle titles - book deals, bestsellers etc
- 5.direct name search - they know your name from social media etc.

Your best chance is to RANK HIGH ON AMAZON'S SEARCH ENGINE. So that whenever someone goes to your category your book shows up. They are looking for keyword phrases and amazon search spiders look for these phrases in your title [especially nonfiction] book description or search profile - the 7 keyword phrases Amazon allows you to submit to their search engine. You have to be up on the top of the list to make a sale.

You HAVE to use the correct keywords so you land on the first page of Amazon's search results - about 20/page.

What phrases to use?

Use Google Adwords Keyword Tool to get a list of the Keyword Phrases. Google will tell you the exact phrases people plug into the search box when they are looking for info in your book.

www.google.com/AdWords and type in a couple of ideas for things in your books. google will then give stats and suggest other words.

For fiction, do a keyword search on the topic. [<https://adwords.google.com/>] and chose the most popular phrases people search for.

Make a list of about 20 keyword phrases from Google then use Amazon's secret 'leading indicators' to rank high in the search results.

Go into amazon and key in the search for the keywords that best describe the content of your book. It has to be specific combination of words, and then use your judgement on which ones to chose. Use the alphabet to cover all the options out there in the search box on Amazon and then come up with a list of the leading indicator phrases that you have found. Are any of them common to the Google list? Find this out by typing in the Google phrase and see if it also comes up on the Amazon search box.

In summary. This is a very comprehensive and focused book which I believe is worth the attention of any author who is interested in how online sales of books work. But from a detailed reading my personal opinion is that it is best geared to nonfiction works where the topics can be defined very clearly and precisely. Fiction is a much tougher and broader field.

The challenge Michael throws down to the value of social media for increasing book sales is very valid. Social media is about networking and conversations. Not sales.

Dvir Oren says

was pleasantly surprised, quite a good book on how to market your ebooks.

make a killing on kindle

If a reader cannot find your book, they cannot buy it!

Your book's title and cover design are major attraction factors
have a before you go page in the book to sell more

Unknown authors publishing their first e-book shouldn't waste their time building an author platform or social media campaign. Instead, they should do the following: Choose suitable keywords and subject categories; use a short, catchy title and professionally designed cover; describe the book in an enticing way; price their book effectively; encourage good customer reviews by getting acquaintances to post reviews first; and, finally, ensure that readers reach the "Before You Go" page at the end of your book, as this is a way for authors to sell even more copies.

Alicia says

Some of this stuff I knew already. But it included some great tips I hadn't considered, and that's worthy of four stars.

Bob Wilson says

One of the things I really liked about this book was that the author was speaking from a place of experience. In other words, he was suggesting methods that he himself had personally tried. I also found it appealing that he was very honest. He was straight up that some of the things he tried didn't work and he shared details of the things that did in a way that was easy to understand and apply.

Trish Wylie says

Fascinating little book which I devoured in a single sitting.

Not only does it explain clearly and concisely the intricacies of what draws a reader to a book (and as a reader I have to agree with 90% of what he said), the insight into how Amazon operates as an ecosystem was quite the eye-opener. Yes, many of the things I probably already knew, but having them all laid out in one little book made for a great reference guide which can be dipped into as and when needed-including a check list at the end so anyone self-publishing to Kindle can make sure they've covered all the bases. I found his stance on social media particularly interesting, especially when having a visible presence and building an author platform is something we're all encouraged to do.

Well worth the read! (Even if there were a couple of things I wouldn't be entirely comfortable doing...)

Cara says

At least one piece of advice that encourages you to violate Amazon's terms of service, but otherwise, very concrete suggestions that seem ingenious and can be done in a reasonable amount of time. The best part is, after the book goes through what to do and explains how and why, it ends with a quick summary of exactly what steps to take and an estimate of how long each one will take. Can't wait to try it. I hope it works.

Sofia Wren says

I have to say the title of this book enticed me. While How To Make a Killing on Kindle provided excellent information in several areas, I'm taking some advice with a grain of salt. Here are my impressions:

1. Great nitty gritty information I have not seen elsewhere.

Alvear describes a number of different techniques to improve the placement of ebooks.

Some of these, such as optimizing seo terms in the book description and title, may be useful for sellers across all platform.

While others are specifically geared for Amazon: interpreting sale numbers from rank position, choosing the right categories, and adding formatting to descriptions. And that last one, is a whole lot more complicated than I could've imagined.

2. Some techniques are morally ambiguous.

In one chapter Alvear recommends writing book reviews of your competitors with comments like "As the writer of blah blah blah" in the first three lines.

Personally when I see this I find it to be obnoxious.

He also highly recommends everyone acquire five to six reviews. Alvear leaves it up to the readers to as to whether to recruit a friend or to write the reviews themselves.

As a book reviewer I find this to be rather tacky.

While I understand it's a business and there are surely overlooked books out there, if a book doesn't naturally provoke good reviews then it needs to go back to the drawing board. There are so many reviewers like myself happy to provide a service.

Writing a review yourself says that the book/cover/description/hook needs work, and that the author needs to build relationships with potential readers. Writing your own reviews is an act of desperation, not a task to complete in hour number ten.

3. I'm unconvinced about ditching the blog.

Alvear says since only 10% of people have an e-reader, any advertisement aimed at the general public will flop.

The thing is e-readers are just starting, but the number of users will continue to grow. Hello, Christmas presents.

Also this advice is specifically aimed at people who will only sell their books online. Personally I plan to offer both digital and print copies. I like the way books weigh in my hands and smell, and ohhh it's a

romance, me and books. In that case the paperbacks will be more expensive to buy, but yes, all blog readers could still enjoy it.

Even if you are e-publishing only, there is a lot to be said for coming off as a real person. Blogs allow people to check you out, decide if they want to listen to your advice, and connect. I love my blog for the friendship element in this cold internet sea.

But yeah I'd probably have another book written if I didn't blog. Oh well.

4. Moral and philosophy issues aside, most of the content is useful.

Even if a writer refuses a tool for moral reasons, it's good to be aware that writers out there might do it. This book is an eyeopener to tactics I found to be untraditional.

In order to compete, Kindle authors need to have attractive descriptions, to have books that can be found, and to understand the market. Where they get their reviews is their problem.

Other than those two points of the book-- reviews and blogs-- everything else is fine. While the search terms explanation will probably be more applicable to nonfiction writers, it's a really useful book for anyone planning to sell on Kindle.

For five dollars, I'd say this is worth it.

For reviews and more, please visit my blog
