



MARKETING TOOLBOX

Clinton Power

I recently created and published my first eBook for the Kindle store in Amazon and have found the process rewarding, enjoyable and relatively easy. So I want to share with you some of the basics you need to know to get underway with writing your first eBook.

Firstly, you might be asking why write an eBook to sell on Amazon? Here are a few reasons:

- to broaden the number of people you can reach with your therapy or coaching messages
- to increase your perceived expertise and authority in your chosen niche
- to take of advantage of the world's second biggest search engine- Amazon- and get lots of free traffic to your product
- people can purchase your product with one easy click and Amazon has hundreds of thousands of customer's credit cards on file
- to find new leads that can convert into therapy and coaching clients

GETTING STARTED WITH YOUR WRITING

Firstly, I think it's important you do some research in Google and Amazon to see who's already written on your area of expertise of passion. This will give you an overview of what products people

will pay for, as well as let you see a range of eBooks or varying quality and quantity. You want to make sure that your eBook provides a solution to a problem. People only buy information products that give them some solution to a current problem, or provide ideas for resolving a current pain. As therapists and coaches, we have an enormous skill set and knowledge about how people can live better lives. Much of this information is a perfect fit for your first eBook.

I suggest that once you have your topic, write an outline for your book. Come up with the chapter titles and a brief synopsis. This will guide you in the writing process.

TIPS FOR YOUR WRITING PROCESS

There were a few things I did that were very helpful in getting me to complete the writing of my eBook.

- 1. Give yourself a deadline:** Decide on a deadline that it must be completed by. Make sure you stick to it with no excuses.
- 2. Decide on your daily word count:** Work out how many words you need to write a day to complete the book within your required time frame.
- 3. Keep yourself accountable:** Find an accountability partner who you can check in with on a regular basis with your progress.

How to....

CREATE & PUBLISH YOUR FIRST EBOOK FOR KINDLE

I'm part of a Mastermind group, so I posted a message in our private Facebook group everyday to let them know about my progress.

4. **Write without editing:** It's essential that you don't edit as you write the first draft. Allow yourself to write as badly as you want, but just get your ideas out and onto the computer.
5. **Be strategic with your time management:** I didn't allow myself to check email or go on social media any day until I had finished my required word count.
6. **Repurpose content:** See if there is any content you can use that you've already written before,

such as blog posts. This saved me an enormous amount of time as 40%-50% of my 25,000 word eBook was edited blog posts I had already written.

7. **Use a copy editor:** Make sure you proof read your writing for grammar and typos before submitting to Amazon. Use a professional for this to ensure you create the best product possible.

WHICH SOFTWARE SHOULD YOU USE TO WRITE YOUR EBOOK?

There are a number of different products out there you can use to write your eBook, but I used PressBooks.com and was extremely happy with the results. If you're familiar with WordPress, using PressBooks will be a breeze. Each post you create becomes a chapter and you can easily add front matter, back matter and it automatically generates a table of contents.

Once your eBook is complete and you are ready to upload it to Amazon, you just export the .mobi file, which is needed for Amazon Kindle. There is a small charge of \$10 to remove the PressBooks watermark from your book, so this is worth doing. You can then edit and export your eBook as many times as you want.



UPLOADING TO KINDLE

To upload your book, you need to sign up at www.kdp.amazon.com, which is the Kindle Direct Publishing site. You can log in with your current Amazon account to get started.

By this point, you want to make sure you've had a graphic designer create an attractive book cover for you, which is 1563 x 2500 pixels to get optimum results.

You then upload your .mobi file with your book cover, write a book description, add keywords and then set your price. Within 12 hours Amazon publishes your book and you're live in the Kindle store!

The great thing about this platform is you can upload a new version of your eBook anytime you want. I've continued to make small changes and have uploaded about 7 versions of my book already.

AMAZON MARKETPLACE TIPS

You might want to experiment with price to find the 'sweet spot'. I started at \$6.99 and then lowered it to \$4.99, which seems to be getting better results. I also signed up with KDP-Select, which means Amazon has exclusive distribution rights (it can't be sold anywhere else on the Internet for 90 days) and you can release your book for free for up to 5 days throughout the 90 days. This was a great way to increase my downloads. I made mine free for 48 hours and received over 350 downloads and went to #1 in the free list for my category.

A WORD ABOUT REVIEWS

It's essential you get some reviews for your eBook, as it will determine how Amazon displays your books to other readers. It's worth saying that you need to ask for honest reviews of your eBook and

please don't pay or write any fake reviews. Amazon has a very hard stance on this and if they catch you, you'll be thrown out of the Amazon store never to return. Bad news for you and bad news for your eBook.

I had my eBook formatted into a PDF by my graphic designer and gave away 100 free copies in exchange for reviews. So far I've had about 10% of people leave reviews, which is to be expected, but that's more reviews than I had to start with, so this strategy can really help you get off to a strong start.

FINAL THOUGHTS

Finally, make sure you sign up for authorcentral.amazon.com to track your book ranking, complete your author profile and track your reviews.

While writing an eBook is not going to make you a lot of money, it's a powerful and effective way to broadcast your message to thousands of people who never would have heard it.

If you would like to watch a webinar I ran on this topic where I discuss all the factors in much more detail, click [here](#). And you can check out my own eBook [here](#)! ■

ABOUT THE AUTHOR

Clinton Power is a Sydney-based Gestalt therapist and the owner of [Clinton Power + Associates](#) - a private practice dedicated to helping singles and couples move out of relationship pain. He is also the founder of [Australia Counselling Directory](#), a free directory for find counsellors and psychologists in Australia. Clinton is also a passionate coach and [consultant for healthcare professionals](#). Find him on [Google+](#) or [Facebook](#).