

## Introduction

If I were you, the first thing I would want to know is why I should use this book over any of the probably hundreds of other titles that want to show me how to make money writing and selling books on Amazon.

The first part of the answer to that question is that this is one of only a few I have found that tackles not only the writing and marketing portion of the equation, but the use of the CreateSpace and Kindle Direct Publishing websites in the creation of the books as well. It is also one of the only books that gives a complete overview from the generation of ideas for books through publishing and finally into marketing.

The second part of the answer starts with the fact that I am not a professional author, marketer or advertiser and have no education in any field of marketing or advertising. What I do have is a lot of experience in putting together books and selling them using CreateSpace and Kindle Direct Publishing (KDP). I have managed to bring in enough money doing this to qualify this as a good paying second job.

My aim was to maximize my profits while minimizing my daily work load. This is not to say there is no work involved because there certainly is. What I have stayed clear of is tactics that require me to constantly put in effort to maintain momentum (such as with social media) and put my effort towards things I can do either once or at any time of my choosing. This allows me to work as much or as little as I want and still maintain reasonable sales.

Accomplishing this required a lot of researching, reading, and testing. I would say I have read at least a dozen books specific to CreateSpace/KDP and another dozen on general marketing. This information was added to my many years of experience in retail sales and then used to implement a large number of tests to see what would and would not work.

Theory is fine but you absolutely have to put it into practice to know if it works or not.

What follows is what I have found works following the idea of minimum work for maximum results. To put this a different way, I have seen that you can get 80% of all the sales you are likely to get with only 20% of the maximum work you could do. This means that you can work forty hours a week and sell XXX number of books a month, or you can work eight hours a week and sell 80% of XXX.

Let's put that in numbers that make more sense, dollars. If you earned \$1,000 a month in profits working forty hours a week (\$6.25 per hour) you could make \$800 a month working just eight hours per week (\$25 per hour). Which would you rather do? The latter method leaves you plenty of time to crank out new books to help generate even more income.

The trick here is to maximize what you do by only doing those things that will have a large impact on your sales, and doing the things that have the largest impact (and/or require the least amount of work) first. For example, walking down your street knocking on doors to tell people about your book is a pretty inefficient use of your time. The average sales per visit is probably much like cold calling which would be well below 1%. If you made \$5 per book sale (a really good profit amount) and you visited ten houses

with people in them per hour who would listen to your sales pitch, you would make less than \$5 per ten hours or fifty cents per hour. The reality is you would probably earn far less.

Using that same idea, if you have lived in your current residence for a long time it is likely that your neighbors might buy copies just because they know you, so the first block or so in each direction might yield a large number of sales (comparably). My method then would say visit all your neighbors in close proximity and with whom you have a good relationship and then stop. This targeted approach is the most likely to give you the highest number of sales with the least amount of work. This is the same type of reasoning I used to create and sell books and earn a great second income.

This book is what I consider a starting point (hence the "Getting Started:" portion of the title) and should not by any means be considered everything you could do. There are a plethora of titles out there which cover the subject in far greater detail than I will go into here. The advantage to this one is that it boils everything down into a condensed guide that will get you up and running quickly while maximizing your earning potential. Check the back of the book for suggested reading material if you want to go further.

One word about that whole earning income thing: If you think this book will show you how to earn a million dollars, retire in five years or replace your day job without having to actually work, put this book down and look elsewhere. This book is for people who are willing to work, want to write, and need help getting started. If that is you, read on!