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Introduction – What the book is about and what my goal for you is.

Building for marketing – Ideally you should start from the very beginning with an eye towards marketing your finished work. Everything from conception forward needs to be targeted.

Determining what to write – Think writing is for you but really do not know where to start? Looking to maximize selling potential?

Quality content, first, last and always – A great selling book needs great content.

Picking a good title – Designing your title is much more than picking something catchy.

Designing your cover – This is your visual introduction and should really catch the eye.

Categories – What they are, why they matter and what you can do about them.

Descriptions and back covers – Just as important as the content!

Front and back matter – All that extra stuff you see in other books, what is it, why you may want it.

Pricing guidelines – How much can you reasonably charge for your book? How can you maximize your income?

Getting your book ready on KDP – How to get your finished book published on Kindle.

Getting your book ready on CreateSpace – How to get your finished book published in print.

Using existing titles to get future sales – Free advertising, make it work for you.

The importance and consequences of reviews – What others think is far more important to sales than what you think.

Amazon's Author Central - Introducing yourself and your work to readers.

Other Amazon advertising tips – Make Amazon work for you.

CreateSpace, Kindle or both? – Where should you publish your book?

Keeping tabs on your books, and your competition's – Statistics to help you sell more books.

Giving books away to increase sales – Pumping up sales without breaking the bank.

Marketing outside the Amazon ecosystem – Does advertising outside the system increase sales inside?

Email lists – Direct email marketing, is it for you?

Never assume – Your customers may not be as savvy as you, help them to help your sales.

The myth of the author platform – Don't get caught investing time and money for little to no return.

Suggested reading – Where you can go to explore more of these topics in detail.