

Perfect Publishing System

Kindle Ninja Edition

**Everything You Need To Quickly, Easily And Legally CRUSH
It With Amazon Kindle (As In \$500 - \$1000+ Per Day)**

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Don't Tell Your Mother.

What You Will Get Out Of This System:

In this system I'm going to first show you how to strategically infiltrate lucrative niche markets via the Kindle publishing system in a way you have never seen before. Second you'll see how to quickly & cheaply create titles that don't just sell on their own but actually SELL EACHOTHER in the process. Many authors are quickly able to generate \$500 - \$1000 per day following only a few of these methods.

I'm going to share with you the most vital aspects of your books and how to optimize your titles for each of the 3 faces of the Kindle store. (Yes, there are 3 SECRET versions of the Kindle store and IF you have the tactics I'm going to share with you... you can leverage one to take over the others.)

You'll discover how to leverage the new KDP Select program to build MASSIVE sales momentum in your first 24-48 hours as well as carve permanent paths to your door so more buyers can find you faster.

After that you'll discover how to create an entire "ecosystem" specifically designed to build a loyal fan base who will buy every book you publish for as long as you like.

And a bunch more... but I'm sick of typing and I'm pretty sure you want to get cracking!

Why Do You Want To Get Into Kindle Publishing?

This is an important question and one I would ask you take a moment to ponder. Why this out of the thousands upon thousands of ways to make a KILLING online do you want to become an author/publisher? In just a few minutes I'll share with you why I made the choice but right now I want you to decide why YOU made the choice.

Is it because you have a passion for books and reading? Is it because you want to be a successful and respected author? Is it because you think having a successful publishing business is EXACTLY the right business for you?

Or is it because you think you can make some fast, easy money uploading a few half-assed text files to KDP, hoping enough readers scoop them up so you can make rent before something better comes along?

Unfortunately most people pick that last one. And it's because of that I made this course. I actually swore to my friends I was out of the "info product" game for good. After cranking out over 35 bestselling books I PROMISED I'd never actually sit down and layout the process. But I have to. You see there is so much garbage information floating around right now it's clogging the system and is making it hard for legitimate authors and publishers to flourish. It's gotten so bad I feel it's my duty and obligation to at least attempt to repair some of the damage.

Can you make a killing with Kindle? Oh yes. There are plenty of people making healthy 5 and 6 figure MONTHLY incomes doing this. In the grand scheme of things success in this business can be fast and easy. MUCH easier than any other form of online business I've ever seen. But there's a "catch".

To become successful and to not be wiped off the map you MUST care about your readers and about your titles. You MUST care about quality. What Amazon provided for us with their KDP Self publishing platform the single greatest opportunity the world has ever seen since the birth of the internet. But it will all vanish in a puff of smoke if people do not care about quality and only seek to milk what they can while they can.

Be Forewarned: While the system you are about to discover can generate a phenomenal income for you and your family, you must treat it with respect and care. You are about to see a never before shared, 100% legitimate, long-term business which can be quickly set up and easily sustained for many, many years. However, if you act without regard for your readers or the ever evolving ecosystem known as KDP, your hopes of riches will turn to ash and you will fail. This I promise.

On a lighter note... at the end of the day it's actually EASIER to work with the system rather than trying to game it and stay 1 step ahead of the ax man. Since I started publishing this way none of my titles have been "slapped", I've seen a dramatic decrease in my expenses along with a HUGE boost in my monthly income. You'll see why in just a few minutes.

What Results To Expect:

I'm not going to blow smoke up your butt with this. You're going to get everything straight... That's really why I'm putting this short section up front and center. I LOVE Kindle publishing and have drilled deeper into this business than just about any person you'll meet. You see, I don't want you to lose sight of the fact normal people with close to zero skills or experience can make an epic killing publishing quality stuff to this platform. How much? Well let's just say people making over \$11,000 per month within their first 60 days is actually not uncommon IF they know what they're doing. I'm even part of a group where the average Kindle publishing income is creeping up into the \$40K's. So there is PLENTY of loot to be made. IF you follow some simple rules.

Will sort of results can you expect? I honestly have no idea. Everybody is different. Me for example, I come from a pretty successful internet marketing background. I've made **many millions** online in the past few years with nothing but info products like the one you're reading now. Yet I chose to all but abandon that original business model in favor of this one. I wonder why ;)

In a very strange way my success at online direct marketing worked AGAISNT me when I launched my 1st bestselling book via Kindle. I ended up marketing TOO hard and pissed off half my customers!

If you found this through a WSO then it's safe to say we both probably see the world through a haze of squeeze pages and upsell sequences designed to maximize our EPC and average customer value. When I published my first book I had already lost sight of the fact 99.99% of society is nothing like us IMers. People HATE being pitched at. People HATE being sold.

But hot DAMN do they love to buy! And hot DAMN do I love letting them!

After my first book blasted past a bunch of NY Times bestsellers I decided KDP was my thing. At that time I was only making \$.35 per sale but it was the most fun I had experienced in years!

Seeing thousands of copies of a tiny book I wrote in my pajamas one lazy morning flying off virtual shelves gave me a rush bigger than my biggest product launch.

Why did it make me feel so huge? Because I was now a publically verifiable, real life #1 bestselling author. Amazon is NOT like ClickBank. You can ask any 300 "normal" people if they know what ClickBank is and 299 of them will ask if they received bailouts from the government with all those other banks. But everybody knows about Amazon. And everybody knows Amazon sells books.

When people found out I was actually a #1 bestseller, blowing past authors who had their own syndicated radio and TV programs, the reaction was universal: "DUDE! How did you do that?"

On top of that I was actually proud to tell people what I was doing! Unlike the weird "stigma" that comes from typical online direct response marketing, you can hold your head up with an Amazon book!

There's an official "Street Cred" in what we're about to do you cannot get from any CPA program, ClickBank sale or IM Product launch. Amazon is WAY bigger. Amazon is WAY cooler. People actually understand and respect Amazon.

So I vowed to drill down DEEP into the KDP system and become as much a ninja as is humanly possible.

Since then I've been able to transform almost every one of my titles into a bestseller virtually overnight. I've over tripled my prices and discovered even more people will buy! I've discovered self perpetuating marketing methods that are so easy you'll cry nobody told you sooner.

I can earn, on only a tiny group of books, more than most people can make on several hundred. These books are SUPER high quality, frequently cost less than \$75 all in and are immune to Kindle slaps. Why? Because they're 100% original, well edited, great looking and... if I do say so myself... epically badass.

Are you ready for this?

Hello, Children. Welcome To Hell...

Okay, I'll admit that headline is a bit over the top but it sure beats "Start Here". Don't you agree? What you have here is literally the greatest Kindle publishing blueprint ever created. How can I claim such a thing? Easy! I have purchased EVERY KDP system on the market INCLUDING the one for \$997 and not a single one of them even breath half of what I'm about to share.

Now to be fair there are lots of great ideas in many of those products. I personally recommend just about anything by Paul Coleman because the guy keeps it super simple and super above board. Go buy his stuff.

But what none of these systems have is a coherent strategy for successfully launching yourself and your books into the stratosphere of super sales. None of these systems even hint at some of the publishing realities I'm going to drop on your head. No. They all basically focus on the same theme: Volume.

I'm sure you've bought and read through a TON of courses so you probably know what I'm talking about: Each of them tells you to crank out as many books as you can as fast as you can. By doing this you end up (sometimes) making a few bucks every month through mass volume of submissions.

When people follow this advice they end up selling a few cook books, a few make money books, a few self help books, some weight loss stuff and maybe the occasional "overcome phobias" tome. Lots of books all working really hard to do a whole-lotta nothing.

Here's the issue: That method is holistically stupid.

First of all we've all just survived the first 2 rounds of Kindle Slapping (PLR Ban + Article/Blog Rehash Ban + Public Domain Ban) and a few of us got our butts kicked.

I'll admit I was shut down for a good week. It's because I practiced some really bad advice I should have known not to listen to: Rewrite PLR, toss on a new cover and upload. (Or the same version with Public Domain etc...)

THOSE were the only economical ways of producing enough Kindle volume to make any sort of revenue.

All of those methods are now dead. Heed my advice on this one: DO NOT attempt using PLR or you will be screwed. Nothing I'm going to share with you is about "gaming the system" or trying to exploit some short-term "loop hole". People who do that are NOT in it for the long term.

Amazon, specifically Kindle, is the greatest gift to online marketing since the invention of the internet. What is happening with the massive flood of crap right now is basically the same thing as an entire legion of people shitting where they eat. They'll kill us all. DO NOT UPLOAD CRAP!

Here Are 2 Simple Rules You MUST Follow Because More Kindle Slaps Are On The Way!

What sort of slaps? How about pay to publish? I'd be willing to bet if the quality of content being uploaded does not change in radical ways we will all be forced to pay for every title we submit. How else will they weed out those who aren't serious?

Think I'm crazy? We've seen it before with Google slaps, FaceBook ad bans and already with Kindle wiping out PLR. This is some serious stuff and if you expect to have a long term, steady income you need to treat it with respect.

Note: If you're guilty of any of these and have NOT yet been slapped you would do well to modify your existing titles so they conform. Like do it tonight.

#1: No Affiliate Links

Why? Because it's a direct violation of Amazon's terms of service. Having affiliate links in books has not yet become a big issue with Amazon but you can bet your butt it is with readers. Amazon uses readers as their eyes and ears all the time for market research. How do you think they knew about all the junk PLR content? If nobody complained they would not have cared and we'd all be gleefully uploading the 11,987th copy of "How To Lose Weight By Juicing Naked" written in 1999 by some Warrior back when he needed the money to pay his rent.

Note: Can you sell affiliate products to your readers? HELL YES! I'll show you how to do it legally. Just don't direct link right out of your book like it's a 2001 Adwords free-for-all! Be freaking smart about it! By sending them through an affiliate link directly from a book you end up losing a HUGE wad of change.

#2: Stop Selling 1st Drafts

A nice young man (who shall remain nameless) published a WSO recently about a certain type of book which seemed to "sell itself". Guess what happened? The market became FLOODED with it! Not really a big deal save for the fact the vast majority of new "authors" in this niche hired the worst writers on the planet and uploaded without proof reading! Seriously. Some of these ghostwriters can't string together a coherent English sentence to save their lives!

If you're going to sell books you need to make them GOOD books! They don't have to be great books, they don't have to change the world... they just have to be GOOD books people want to read and will enjoy.

IF your books are not edited and filled with errors, Amazon will pull them and you'll get slapped. They're doing it already in other niches and your books could be next.

How To Succeed In A HUGE Way With Kindle Publishing:

Stop asking "what books are selling?" It's not the correct question. Well, it is a good question, but it's not the one you need to be asking first. The correct question to ask first is:

Why do readers buy books?

When you flip the question out of being all about the book and instead make it all about the reader you can see how the equation changes. It forces you to realize there are living, breathing people at the end of those devices and they have needs, wants and desires. This single starting question now changes the entire landscape of your kindle publishing business in the most simple, yet profound of ways.

When you begin with "why do readers buy books" you then must follow up with questions like "why do readers KEEP buying books?" and "who are these readers?" and "What sort of titles are they buying?" and most importantly: "What can I produce that will make them come back for more?"

You see? We need to begin with the human element and work backwards from there. Let's break some of these down...

Q: Why Do Readers Buy Books?

A: In over half the cases most readers buy to escape. Reading is a form of entertainment for most people. Those who buy and read religiously do so because it simply makes them feel better!

In other cases readers buy books to figure out how to solve a specific problem they're having. Another simple reason is to expand their knowledge about a subject they find interesting.

As simple as these three reasons sound, they are fundamentally powerful and will shape how we operate from here on out.

Q: Why Do Readers KEEP Buying Books?

A: This is VITAL to your success... Readers keep buying books because the initial purchase/reading experience was a pleasant one. They keep buying because THAT AUTHOR was able to satisfy their needs and like a sex addict, they are crawling back, drooling for more.

I hope you caught this part because in the video "Don't Be That Guy" I'm going to give you a visual of what it means to mess up the whole "KEEP Buying" part of this equation! (PS: I really have no idea who this author is but if it's you I hope you take the advice I give and fix the problems!)

Q: What Sort Of Books Are They Buying?

A: If the answer is "escape" then they're probably scooping up all manner of Fiction and entertaining NonFiction. This is why books on Celebrities can often sell like hotcakes.

If they have a problem to solve then they're more than likely scooping up TONS of books on the subject. An important fact to note is that people looking to solve a problem or expand knowledge will often purchase many, MANY books on the subject all at the same time.

Q: How Can My Goals And Interests Be Leveraged To Service The Market?

A: Just like any niche marketing exercise if you are going to be personally involved with the creating of these books it is VITAL you have an interest in the subjects. This is the point where you should jot down 5 - 10 different subjects you have an active interest in.

From here we start to narrow down our potential quality entry point to the market.

Do you want to create Fiction? If so what sort: Fantasy? SciFi? Mystery? Romance? Paranormal?

Do you want to create NonFiction? If so do you want to help people move towards a solution or away from a problem?

Towards A Solution: How To Build A Kick-Ass Rabbit Shed

Away From A Problem: How To Stop Sweating

The reason you want to better define this is because while you can create books in each direction, there is a very different psychology behind the buyers decision to purchase.

Q: Who Are These Readers?

A: Figuring out who these people are can often be as simple as checking FaceBook or Quantcast.com. I'll show you how in the video on knowing your readers.

Keep in mind, it's not all about demographics, it's about tapping into the human needs/urges flowing out of that particular group of individual readers.

Q: What Can I Produce That Will Make Them Come Back For More?

A: Now we need to look inwards and see what your personal goals are for becoming a publisher. This question is best answered with a healthy combination of what you like and what is selling...

So for all that... let's go to the videos!

Below are the direct links to the videos...

[Intro Video](#)

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