

Putting YOUR Message On Amazon As A Kindle Book

Inspiring Transformation Publishing
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Why Should I Consider Publishing In The Kindle Format?

Why Kindle and why now? We are at the threshold of the next big wave. We have been hearing about digital media for the last few years. During this time it was still so new and different that only the very adventurous jumped on board.

Recently Wal-Mart decided it wanted in on the wave and negotiated with Amazon to offer Kindle readers in their stores....digital media has hit the masses!!

Why would I want my message available on Kindle? When done properly, a Kindle book will not only appear highly in Amazon searches, but, because Google LOVES Amazon...YOUR Kindle format message can return as #1 – #10 of a GOOGLE search!!

If you have been marketing on-line for any length of time you know that getting a high Google return is vital if you are to be found by searchers.

You also know that you can have the most wonderful message in the world but if you don't have traffic your message can't get to those who need it most.

By having your message on Amazon you have enormous traffic hourly searching the site. When your Kindle book is positioned properly that traffic will find YOU!!

How do I get my message on Kindle? It is incredibly easy to upload a document to Kindle...that isn't the work. In order to be found by searchers it is vital that your book meets the following criteria:

Is your message even viable? Is anyone looking for the material you want to publish?

Does it have a title that is being searched for?

Is your description and cover enticing to buyers? Will they jump to get your book?

Is your book priced at one of the 4 'best' prices?

You see, there are a lot of Kindle books that not only are not purchased but are never even seen by Amazon shoppers because they are missing a key element in their production.

I have a free report that I offer, would that make a good Kindle book? This is a perfect fit! Your message will find its way into more people's hands, expanding your reach and you will have an additional stream of passive income, plus the added

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credibility of being a published author is priceless. Although Amazon no longer allows material that is freely available online to be published as a Kindle book, your report will be a solid foundation from which to create a unique manuscript.

How much could I make? The price of your book depends on the content and your intentions for publishing.

When your book is priced between \$2.99 and \$9.99 you earn 70% of the sale price!! That is unheard of in the publishing world!

Why would I need someone to help me? First, because it is fun! To have someone brainstorm your ideas with you will jazz your creative process and bring out the best in you!

How can you help me? I can take the “I don’t really know how to do this and I really don’t have the time to figure it out!” off the table for you. If you feel that getting your message out to as many people as possible, while adding a passive stream of income is right for you, right now, we need to talk!!

How does it work? We will schedule a strategy session to see if your idea is viable (not every idea will be right). We will discuss your unique needs and how I can best serve you.

If you do not currently have an offer that you would like Kindleized, we can create one together by my interviewing you, transcribing the interview and creating the book. Your interview will also be uploaded on iTunes as an episode of the Lean Toward Happy radio show.

If you currently have an offer, it will be converted and formatted to standards and uploaded it to Kindle.

Both services include mentoring, keyword research, book cover art, keyword rich title and description.

You will also receive basic marketing and strategies you can use to give your book even more exposure.

The cover art provided is simple yet effective graphic art. If you wish to have a more elaborate cover I have graphic designers who can work with you at an additional fee.

While no one can guarantee your book will be a best seller you will be giving it the best chance to be found and purchased by hundreds and even thousands of people eager for your message.

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What will it cost to get my book on Amazon with Kindle?

After your Strategy Session I will provide you with a customized proposal based on your vision for your book.

Create Your Book From An Existing Word Document (up to 20 double spaced pages)

Strategize the salability of your book, research the market. Convert and upload your document to Kindle with proper keywords and terms. Your manuscript must be ready to publish. Editing and proofreading are available at an additional fee. You have two (2) cover art reworks at this price. \$497.00

The following packages include strategizing, editing, proofreading, and basic marketing to launch your heart and soul into the world – a customized package is designed for each work.

Create A New Book (up to 20 double spaced Word document pages)

Strategize the salability of your book idea, coach you through the dreaded 'Writer's Block', research the market, interview, transcribe, edit, create your book, and then upload to Kindle with proper keywords and tags. Two (2) editorial 're-writes' and cover art re-works included.

Publish Your Larger Work

A larger work would be one that is more than 20 double spaced Word document pages. Strategize the salability of your book idea, coach you through the dreaded 'Writer's Block', research the market, edit, prepare and upload your book to Kindle with proper keywords and tags. Two (2) editorial 're-writes' and cover art re-works included.

Publish With Amazon's Print On Demand Service

Depending on the goal you have for your book you may desire paperback copies of your book to use when you speak or as 'business cards that do not get thrown away' by printing your book using Amazon's print on demand service, Createspace. Let's evaluate if this is a smart strategic goal for you.

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If You Currently Have A Manuscript

I would love to work with you to get your manuscript reader ready and published. This service includes editing and proofing, basic cover art, and basic marketing. Complete the application and return it with an electronic copy of your manuscript and we will schedule a strategy session with you.

Advanced Book Marketing

Once your book is published and the basic marketing is in place it is time to discuss if the goal you have for your book warrants advanced marketing such as, radio show interviews and a book launch. Inspiring Transformation Publishing is ready to serve you as a Publicist for your work.

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You, also, retain the copyright to your book.

All information provided is covered by our Client Confidentially Policy.

Our company works under a Work For Hire agreement.

This is so exciting! How do I get started? All you need to do is complete the application, return it by e-mail, along with your manuscript, if applicable, and I will schedule your strategy session as soon as possible. I can't wait to hear about YOUR message.