AMAZON KDP PUBLISHING GUIDE

The Two-Prompt Claude System That Writes & Publishes Non-Fiction Kindle Books in 48 Hours

No Writing Experience Required. No Monthly Subscriptions. No Guesswork.

Published by Amazon KDP Publishing Guide
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This book is for educational and informational purposes only. The income examples and figures mentioned throughout this book are illustrative of what is possible and should not be interpreted as a guarantee of earnings. Individual results will vary based on effort, experience, niche selection, and other factors outside the author's control.

Every effort has been made to accurately represent the strategies and methods described. Amazon KDP policies, Claude AI capabilities, and market conditions may change over time. Always verify current platform terms and conditions before acting on any information in this book.

The Two-Prompt System described in this book is a framework — a structured approach to using AI writing tools. Results depend on how the system is applied, the quality of research performed, and the effort invested in editing and publishing.

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CHAPTER 1

Why Non-Fiction KDP Is the Easiest Passive Income Model Nobody Talks About

Let me paint you a picture.

Someone wakes up on a Tuesday morning, makes a coffee, and checks their phone. Before they even get out of bed, Amazon has deposited $47 into their account. Not because they did anything. Not because they showed up to a job. Because a book they published three months ago is still being read — page by page — by strangers all over the world.

That is what Kindle Direct Publishing looks like when it is working. And the people building this kind of income are not famous authors. They are not literary geniuses. Many of them never considered themselves writers at all.

They just understood something most people do not: non-fiction books on Amazon are not creative projects. They are digital assets. And digital assets, once built, earn money indefinitely.

This chapter is going to show you exactly why that opportunity is bigger right now than it has ever been — and why most people are completely overlooking it.

The Kindle Opportunity in Numbers

Amazon KDP is the largest self-publishing platform on the planet. Over 500 million Kindle books are downloaded every year. The Kindle Unlimited subscription service alone has tens of millions of active subscribers — people paying a monthly fee specifically to read books.

Here is what makes this remarkable: Amazon pays authors for every single page those subscribers read. Not per download. Not per borrow. Per page. If someone reads your entire book, you get paid for the whole thing.

And non-fiction is the engine driving this. Self-help, personal finance, productivity, health and wellness, relationships, parenting, business — these categories consistently dominate Kindle sales charts. People buy non-fiction books to solve problems. They buy them at 11pm when they cannot sleep and something is weighing on their mind. They buy them on Sunday afternoons when they are planning a better week. They buy multiple books on the same topic because they want the information from different angles.

This is a buyer's market. And it is growing every year.

Why Non-Fiction Beats Fiction for New Publishers

Fiction is romantic. The idea of writing a novel — a real story that readers fall in love with — has obvious appeal.

But fiction is hard. It requires plot architecture, character development, consistent world-building, and narrative voice across tens of thousands of words. Getting it wrong means bad reviews. Getting it right takes time, skill, and usually multiple drafts.

Non-fiction is different.

A non-fiction book does not need a plot. It needs a promise. It promises to teach the reader something, solve a problem, or explain a topic they care about. If it delivers on that promise clearly and practically, it succeeds.

A 10,000-word non-fiction book that answers a specific question thoroughly will outsell a 5,000-word book that meanders. Readers do not care about literary craft. They care about whether they got what they came for.

This makes non-fiction the perfect entry point. The structure is predictable. The reader's expectations are clear. And with the right tools — which you are about to have — the writing itself becomes a process, not a struggle.

The AI Advantage Nobody Is Using Properly

Artificial intelligence has changed the economics of content creation completely.

Two years ago, writing a solid 10,000-word non-fiction book took weeks. Research, outlining, drafting, editing — it was a serious time investment even for experienced writers.

Today, with the right system, that same book can be researched, outlined, and drafted in 48 hours. Not with generic, watery AI output that reads like it was written by a robot. With structured, useful, well-organised content that genuinely delivers value to readers.

The difference is not which AI tool you use. The difference is how you use it.

Most people open ChatGPT or Claude, type 'write me a book about productivity,' skim the result, and wonder why it sounds hollow. That is not a system. That is a prompt.

A system is different. A system tells the AI exactly what to research, how to structure the content, what tone to use, who the reader is, what they already know, what they are struggling with, and what they need to walk away with. A system produces a book that is genuinely useful — one that earns reviews, not refund requests.

This book gives you that system. Two prompts. Every book. Every time.

What This Means for You Financially

Let us talk real numbers, because that is what matters.

A well-optimised non-fiction Kindle book in a decent niche earns between $100 and $500 per month in its first year. That range depends on your niche selection, your cover quality, your keyword optimisation, and your pricing. All of those are covered in this book.

One book at $200 per month is not life-changing. But that is not the model.

The model is a catalog. Ten books, each earning an average of $200 per month, is $2,000 per month in completely passive income. Those books do not require your time to keep earning. They do not need maintenance. They do not take sick days. They earn every single day, whether you are working or not.

Fifteen books at $200 average is $3,000 per month. Twenty books is $4,000.

And with the system in this book, each new book takes 48 hours to create. That means ten books can be built in 20 days of focused work. Work you do once. Income that continues for years.

That is the model. That is what you are building.

Why Now Is the Best Time to Start

The non-fiction KDP market is growing — but it is not yet saturated in the niches that matter.

Most amateur publishers are either writing in the wrong categories, producing low-quality content that gets buried by bad reviews, or failing to optimise their listings so Amazon's algorithm can find them. This leaves gaps. Real, profitable gaps in categories that millions of readers are actively searching.

Your advantage is not being first. Your advantage is being better and faster than the people who are already there — using a system they do not have.

This is the moment. Not because the window will close tomorrow, but because every month you wait is another month you are not earning. Every book you do not publish is a digital asset you do not own.

So let us start building.

CHAPTER SUMMARY

- ✔ Amazon KDP is a growing, proven income platform where authors earn per page read — not just per sale
- ✔ Non-fiction is faster, simpler, and more predictable to produce than fiction — making it ideal for first-time publishers
- ✔ The real model is a catalog: multiple books, each earning consistently, compounding into serious passive income

YOUR ACTION STEP

Before moving to Chapter 2, write down three topics you know something about — from your job, your hobbies, your life experience, or your own learning journey. Do not judge them yet. Just write three. They are your starting point for niche selection in the next chapter.

CHAPTER 2

Niche Sniper Method — Pick a Topic That Sells Before You Write a Word

The number one mistake new KDP publishers make is not bad writing. It is bad niche selection.

They pick a topic they love. They spend weeks writing a book about it. They publish it. And then nothing happens — because nobody was searching for that topic on Amazon in the first place.

Passion is not irrelevant. But passion without demand is a hobby, not a business.

The Niche Sniper Method flips the process. You find the demand first, then you create the product to meet it. By the time you write a single word, you already know the book will sell.

What Makes a Good KDP Niche

A good Kindle niche has three qualities: demand, manageability, and monetisability.

Demand means people are actively searching for books on this topic. The easiest way to verify demand is to look at the Amazon Best Sellers Rank (BSR) of books already in that category. A BSR below 100,000 means the book is selling regularly. Multiple books with BSR below 100,000 in the same category means the niche has real, consistent demand.

Manageability means the competition is not dominated entirely by massive publishers or celebrity authors. If every book on the first page of results is from Penguin Random House or a well-known personality with a million social media followers, that niche is difficult to crack. You want niches where self-published authors with modest followings are already succeeding.

Monetisability means readers in this niche are willing to pay for information. Readers looking to solve financial problems, health problems, relationship problems, or career problems tend to be high-value buyers. They are not browsing for entertainment — they are investing in a solution.

The Free Research Method

You do not need expensive tools to find profitable niches. Amazon itself is the most powerful research tool available — and it is completely free.

Start by going to Amazon's Kindle Store and browsing the Best Sellers lists by category. Look at the Non-Fiction section. Then drill into subcategories: Self-Help, Business, Health, Relationships, Finance, Parenting, Productivity.

When you find a book that interests you, look at three things: its BSR (found in the product details section), its review count, and its publication date. A book with BSR under 50,000, fewer than 100 reviews, and published within the last two years is a signal. It is selling well without massive social proof — meaning the demand exists and the barrier to entry is low.

Now search Amazon using the keywords a reader would type. Not the category name — the actual search terms. 'How to stop procrastinating.' 'Budgeting for beginners.' 'Sleep better naturally.' 'Difficult conversations at work.' Look at what appears. Are the top results from independent self-publishers? Are they thin on reviews? Are they priced between $2.99 and $9.99? These are all green lights.

Ten Proven Non-Fiction Niches for 2025

To save you time, here are ten categories that consistently produce successful self-published Kindle books:

Personal productivity and time management — always in demand, readers return to this topic repeatedly across different frameworks and approaches.

Personal finance for beginners — budgeting, getting out of debt, saving money, and building an emergency fund are perennial bestsellers.

Mental health and anxiety management — one of the fastest-growing categories on Kindle, with readers actively seeking practical, non-clinical guidance.

Relationships and communication — conflict resolution, difficult conversations, setting boundaries, and building deeper connections.

Parenting specific age groups — toddlers, teenagers, and young adults each have dedicated audiences of parents looking for guidance.

Health and nutrition basics — specific topics like gut health, sleep, intermittent fasting, and managing energy levels perform consistently.

Career change and job searching — resume writing, interview skills, and navigating career transitions.

Starting a side hustle or small business — readers looking for practical guidance on building income outside their day job.

Mindset and self-improvement — growth mindset, building habits, overcoming limiting beliefs.

Organisation and minimalism — decluttering, digital organisation, and simple living continue to find strong audiences.

Each of these has dozens of sub-niches within it. The more specific your book, the less competition you face — and often, the higher your conversion rate.

The Sub-Niche Strategy

Here is a counter-intuitive truth: smaller is often better.

A book titled 'How to Sleep Better' competes with thousands of books. A book titled 'Better Sleep for Shift Workers: The 4-Week Reset Plan for People Who Work Nights' competes with almost nothing — and yet has a passionate, specific audience who will pay premium prices because they feel completely understood.

This is the sub-niche strategy. You take a broad category and drill down into a specific audience, problem, or situation within it.

'Personal finance' becomes 'budgeting for single parents.'

'Productivity' becomes 'time management for teachers.'

'Anxiety' becomes 'social anxiety for introverts.'

The sub-niche reader reads the title and thinks: 'This book was written for me.' That feeling converts browsers into buyers at a dramatically higher rate than a generic title.

When you find your niche, spend 30 minutes going one level deeper. Who specifically struggles with this? What is their particular situation? What makes their version of the problem different from everyone else's? That question leads you to your sub-niche — and your title.

Validating Your Niche in 20 Minutes

Once you have a niche idea, validate it before you write a word.

Step one: Search your topic on Amazon Kindle. Count how many books appear on the first two pages of results. If there are fewer than ten books, demand may be too low. If all the books have thousands of reviews, competition may be too intense.

Step two: Check the BSR of the top five results. If at least three of them are under 100,000, demand is real.

Step three: Read the one-star and two-star reviews of the top-selling books. These are gold. They tell you exactly what readers wanted and did not get. Each complaint is a gap your book can fill.

Step four: Check the 'Customers also bought' section. This shows you related niches and helps you understand the full landscape of what your target reader is buying.

If your niche passes this check — demand confirmed, competition manageable, gaps visible — you are ready to build your book.

CHAPTER SUMMARY

- ✔ Niche selection comes before writing — demand must be confirmed before a single word is written
- ✔ The best niches have consistent demand, manageable competition, and readers motivated to spend money solving a problem
- ✔ Sub-niches outperform broad categories: the more specific your book's promise, the higher your conversion rate

YOUR ACTION STEP

Go to Amazon's Kindle Store right now and spend 20 minutes browsing the Best Sellers in one category that matches your interests. Find three books with BSR under 100,000 and fewer than 200 reviews. Read their one-star reviews. Write down the top three complaints. Those complaints are the blueprint for a book that solves what the market is already asking for.

CHAPTER 3

The Two-Prompt System — How Claude Becomes Your Writing Engine

Every book in your KDP catalog will be built using the same two prompts.

Not two prompts as in 'type two things and the book appears.' Two prompts as in a structured, repeatable process — a framework that tells Claude exactly how to think, what to research, how to organise the content, and how to write in a way that serves the reader.

This is the system. Once you understand it, every future book follows the same path. You change the topic. The process stays identical.

Why Claude — and Why It Works

Claude is currently the strongest AI for long-form, structured writing. It holds context across extended conversations, follows detailed instructions with precision, and produces prose that reads naturally rather than mechanically.

More importantly, Claude responds to specificity. The more precisely you define the task, the better the output. Vague prompts produce vague content. Structured prompts produce structured, useful, sellable content.

The Two-Prompt System is built around this reality. Both prompts are designed to give Claude the exact information it needs to produce content that delivers real value — not filler, not padding, not generic advice repeated from a thousand other books.

Prompt One: The Book Architect

The first prompt is the foundation. It does not ask Claude to write anything yet. It asks Claude to think — to build the complete structure of your book before a single content word is written.

Here is the Book Architect Prompt. Copy it exactly, filling in the bracketed sections with your specific topic and audience:

--- BEGIN PROMPT ONE ---

You are an expert non-fiction book strategist and editor. I am going to publish a non-fiction Kindle book and I need you to build the complete architecture for it.

TOPIC: [Your specific topic]

TARGET READER: [Describe your ideal reader in detail — their situation, their problem, what they have already tried, what they want to achieve]

COMPETING BOOKS: [List 3-5 book titles you found during your Amazon research that are selling well in this niche]

Please produce the following:

1. A working title and subtitle that would stand out on Amazon and speak directly to my target reader

2. A one-paragraph description of what this book promises and delivers

3. A full chapter outline with 8-10 chapters, each with a title, a one-sentence description of what it covers, and three bullet points of the key ideas to include

4. A list of 10 things this book must include that the competing books are NOT covering well (based on your knowledge of the niche)

5. A recommended reading experience — what tone, what structure, and what level of technicality will serve this reader best

Do not write any chapter content yet. Only the architecture.

--- END PROMPT ONE ---

Run this prompt and review the output carefully. Claude will produce a detailed blueprint for your book. Your job at this stage is to respond as an editor — accept what works, push back on what does not, and refine until the architecture feels right.

This is not a hands-off process. You are the creative director. Claude is your researcher and writer. You bring the judgment.

Reviewing and Refining the Architecture

Once Claude returns the Book Architect output, spend 15-20 minutes reviewing it with these questions in mind:

Does the title feel specific enough? Would a reader searching Amazon immediately understand who this book is for and what problem it solves? If not, ask Claude to generate five alternative titles and pick the strongest.

Does the chapter outline flow logically? Does each chapter build on the previous one? Is there a natural journey from problem to solution? If the order feels off, tell Claude and ask for a revised sequence.

Are the key ideas in each chapter genuinely useful? Scan the bullet points. If any feel generic — advice that could appear in any book on the topic — ask Claude to replace them with something more specific and actionable.

Does the reading experience recommendation match your reader? A book for stressed parents needs a different tone than a book for ambitious executives. Make sure Claude has the right voice in mind before writing begins.

When you are satisfied with the architecture, you are ready for Prompt Two.

Prompt Two: The Chapter Writer

The second prompt is where your book gets written. You will use this prompt once for each chapter — feeding Claude the architecture from Prompt One along with the specific chapter details.

--- BEGIN PROMPT TWO ---

You are writing a chapter of a non-fiction Kindle book. Here is the context:

BOOK TITLE: [Title from Prompt One]

TARGET READER: [Same reader description from Prompt One]

BOOK TONE: [Tone recommendation from Prompt One]

CHAPTER NUMBER AND TITLE: [e.g., Chapter 3: The Habit Stack Method]

CHAPTER BRIEF: [Paste the chapter description and bullet points from Prompt One]

Write this chapter now. Requirements:

- Length: 1,200 to 1,500 words

- Open with a short story, relatable scenario, or surprising fact that draws the reader in

- Use subheadings to break the chapter into 3-4 clear sections

- Include at least one concrete, actionable technique or framework the reader can use immediately

- Use plain, direct language — no jargon unless the target reader uses it themselves

- End with a short summary of the key points and one specific action step the reader can take today

- Do not use filler phrases like 'in today's fast-paced world,' 'it is important to note,' or 'as we have seen.' Every sentence must earn its place.

--- END PROMPT TWO ---

Run this prompt for each chapter in your outline. After each chapter, review it against two questions: Does it deliver on the promise of the chapter title? Would my target reader find this genuinely useful? If yes, move to the next chapter. If no, tell Claude what is missing and ask for a revision.

Most chapters will need minor adjustments. A handful may need a significant rewrite. This is normal. Your role is to ensure every chapter meets the standard — not to accept whatever Claude produces without review.

Quality Control: What to Check in Every Chapter

Before you approve a chapter, run it through this quick checklist:

Does the opening pull the reader in? The first paragraph of every chapter needs to earn the reader's continued attention. If it starts with a generic statement, ask Claude to rewrite the opening.

Are the subheadings clear and informative? A reader skimming the chapter should be able to understand the flow from the headings alone.

Is the advice specific? Generic advice — 'get more sleep,' 'communicate clearly,' 'set goals' — has no place in a book people paid money for. Every recommendation should tell the reader exactly what to do, how to do it, and why it works.

Does the action step feel doable? The end-of-chapter action step should be something the reader can do in the next 24 hours. Not 'change your mindset.' Something specific: 'Set a timer for 10 minutes tonight and write down the three tasks that would make tomorrow a success.'

When every chapter passes this check, your draft is complete.

CHAPTER SUMMARY

- ✔ The Two-Prompt System uses Claude as a structured writing engine — Prompt One builds the architecture, Prompt Two writes each chapter

- ✔ You are the creative director: Claude produces the content, you provide the judgment, refinement, and quality control
- ✔ Specificity is everything — the more precisely you define your reader, their problem, and your tone, the better Claude performs

YOUR ACTION STEP

Take one of the niche ideas from Chapter 2 and run it through Prompt One right now. Open Claude, paste the Book Architect Prompt with your topic and reader filled in, and review the output. You are not committing to anything yet — you are testing the system. See what Claude builds.

CHAPTER 4

From Blank Page to Finished Ebook in 48 Hours

The Two-Prompt System gives you the tools. This chapter gives you the timeline.

48 hours is not a metaphor. It is a realistic, achievable schedule for going from a niche idea to a complete, polished manuscript — using the system you now have.

What follows is a hour-by-hour breakdown of those 48 hours. Follow it exactly the first time. Once you have completed your first book, you will develop your own rhythm and may move faster.

Day One: Research, Architecture, and the First Half

Hours 1-2: Niche Validation and Research. Before opening Claude, spend two hours on Amazon. Validate your niche using the method from Chapter 2. Find the top five competing books. Read their descriptions carefully. Skim the Look Inside previews if available. Read the most helpful one-star reviews. By the end of this session, you should have a clear picture of what the market has, what it is missing, and who the reader is.

Hours 3-4: Run Prompt One. Open Claude and run the Book Architect Prompt with your validated niche. Review the output. Spend 30 minutes refining the architecture — push back on anything that feels generic, strengthen the chapter outline, confirm the title feels punchy and specific. By the end of Hour 4, you have a complete book blueprint.

Hours 5-7: Write Chapters 1-3. Run Prompt Two for Chapters 1, 2, and 3 in sequence. After each chapter, do a quick review against the quality checklist from Chapter 3. Make notes of any issues but do not stop to fix them mid-session — forward momentum matters on Day One. You will edit in a dedicated pass later.

Hours 8-9: Write Chapters 4-5. Continue the writing session. By the end of Hour 9, you are more than halfway through your manuscript. Take a proper break. Sleep. Your brain needs the reset.

Day Two: Complete the Draft, Edit, and Polish

Hours 10-13: Write Chapters 6-8 (or however many remain). Complete the draft. Run Prompt Two for each remaining chapter. Do not stop to polish — just get the chapters written. When the last chapter is done, you have a complete first draft.

Hour 14: Write the Introduction and Conclusion. These are written last because you now know exactly what the book delivers. The introduction should do three things: identify the reader's problem, promise a specific outcome, and explain briefly why this book is different from others on the topic. Keep it under 600 words. The conclusion should summarise the journey, reinforce the key takeaway, and give the reader a clear sense of what to do next.

Hours 15-18: The Editing Pass. Read the entire manuscript from beginning to end. Do not edit sentence by sentence — read for flow, logic, and gaps. Mark anything that feels weak, repetitive, confusing, or missing. Then go back and fix those issues. For significant problems, paste the chapter back into Claude and ask for a revised version with specific instructions. For minor issues, fix them yourself.

Hours 19-20: Final Proof. Read the manuscript one more time, this time specifically looking for typos, inconsistent formatting, repeated phrases, and factual errors. Use your word processor's spell-check as a backstop, but do not rely on it — read every sentence.

Hour 21-22: Format for KDP. Formatting instructions are covered in detail in Chapter 6. At this stage, apply the basic formatting: consistent font (Times New Roman or Georgia, 12pt), chapter headings, paragraph spacing, and a simple table of contents. Save as a Word document or EPUB as required by KDP.

Hours 23-24: Final Review and Upload Prep. Review your formatted document. Check that every chapter heading appears in the table of contents, that the introduction and conclusion are properly positioned, and that the overall document looks clean and professional. Prepare your book description, keywords, and category selections using the guidance in Chapter 6.

At the end of 48 hours, you have a complete, formatted, publish-ready manuscript. That is the system working.

Managing Energy Across 48 Hours

The 48-hour timeline is achievable, but it requires intentional energy management.

Work in focused 90-minute blocks with 15-minute breaks. The Pomodoro Technique — 25 minutes of work, 5 minutes of rest — works well for some people, but for longer writing sessions, 90-minute blocks with proper breaks tend to produce better output.

Do not multitask. Close social media. Put your phone in another room. Writing sessions produce dramatically better results when your attention is undivided.

Do not edit while you write. This is the most common mistake in any writing project. The editor's brain and the creator's brain work against each other. Write the full draft first, then edit. Not simultaneously.

Sleep between Day One and Day Two. Sleep is not optional for this schedule — it is part of the process. Your brain consolidates ideas, spots inconsistencies, and generates solutions during sleep. The editing session on Day Two will be significantly better if you have slept between the draft and the review.

What to Do If You Fall Behind

Life happens. If you cannot complete the draft in 48 hours, that is fine — the system still works.

The important thing is to complete the writing before moving to editing. Do not interleave the two. Finish all the chapters, then edit. Finishing the draft gives you momentum. Stopping mid-draft to edit kills it.

If you need three days instead of two, take three days. If you need a week, take a week. The timeline is a target, not a requirement. The system works at any pace — the 48-hour frame is simply proof of what is possible when you focus.

CHAPTER SUMMARY

- ✔ The 48-hour schedule divides cleanly into research and architecture on Day One, followed by drafting, editing, and formatting on Day Two

- ✔ Write the full draft before editing — the creator's brain and the editor's brain should never work simultaneously
- ✔ Energy management — focused blocks, no multitasking, and proper sleep — determines whether the timeline is achievable

YOUR ACTION STEP

Block two days in your calendar this week. Treat them as a writing retreat — protected time, no interruptions. Set up your workspace: Claude open in one window, your Amazon research notes in another, your word processor in a third. When those days arrive, follow the hour-by-hour schedule in this chapter. Your first book ends at the end of Day Two.

CHAPTER 5

Covers That Convert — Professional Design Without a Design Budget

Readers absolutely do judge books by their covers.

On Amazon, your cover is a thumbnail. On a desktop screen, it is roughly the size of a postage stamp. On a mobile screen, it is smaller still. In that thumbnail, a potential reader makes a split-second decision about whether to click.

A professional cover communicates three things instantly: this is a real book, this is the right topic, this is worth my time. An amateur cover communicates the opposite — even if the content inside is excellent.

The good news is that professional-looking Kindle covers do not require a design degree or an expensive designer. They require understanding what works — and using the right tools to execute it.

What Makes a Kindle Cover Work

Look at the best-selling covers in your niche. Really look at them. You will notice patterns immediately.

Clean typography. The title is large, bold, and readable at thumbnail size. The font is simple — not decorative, not cursive, not layered. On a non-fiction Kindle cover, the title is almost always the dominant visual element.

High contrast. The text stands out from the background. Dark text on light backgrounds, or light text on dark backgrounds. Never text that blends into the image behind it.

Relevant imagery. The image or background communicates the topic immediately. A book about sleep might use deep blues and stars. A book about finance might use clean geometric shapes or a simple graph. The image does not need to be complex — it needs to be relevant.

Consistent style with other books in the category. When a reader browses a category, they are pattern-matching. A cover that looks like it belongs next to the bestsellers in its niche signals quality and relevance. A cover that looks out of place raises questions.

Study five to ten top-selling covers in your niche before designing your own. Note the colours, the font styles, the imagery. Then design something that fits the category while standing out enough to get a second glance.

Tools for Creating Your Cover

Canva is the most accessible design tool for non-designers, and it has a large library of Kindle cover templates. The free version is sufficient for most books. Start with a template that matches the style of your niche, then customise the title, subtitle, and colour scheme.

Adobe Firefly and other AI image generators can produce backgrounds and visual elements for your cover. If you want a unique image rather than a stock photo, describe what you need to an AI image

tool and use the output as your cover background. Most AI image generators allow commercial use of generated images — confirm the terms of the specific tool you use.

KDP Cover Creator is Amazon's built-in cover design tool. It is basic but functional, and it is completely free. If you want to get your first book published quickly without spending time on design, KDP Cover Creator gets the job done.

The KDP cover size requirement for Kindle ebooks is 2,560 pixels tall by 1,600 pixels wide (a 1.6:1 ratio). Always design at this size — do not resize a smaller image up, as it will lose quality.

The Three-Element Cover Formula

If you are designing your cover from scratch, follow this formula: title, subtitle, and one visual element.

The title takes up the top 40-50% of the cover. It should be the largest text on the page. Use a bold, clean sans-serif font — Inter, Montserrat, Raleway, or similar. Avoid fonts that are hard to read at small sizes.

The subtitle takes up the next 20% of the cover. It should clarify exactly what the reader will get. Smaller than the title, same font family, lighter weight.

One visual element fills the remaining space. This could be a strong background colour with a simple geometric shape, a relevant stock photo, or an AI-generated image. It should reinforce the topic without competing with the text.

That is the entire formula. Clean, clear, relevant. It works in every non-fiction niche.

Testing Your Cover Before You Publish

Before finalising your cover, test it at thumbnail size.

Open your cover image and shrink it to roughly 100 pixels wide — the approximate size it appears in Amazon search results. Ask yourself: Is the title readable? Does the overall impression communicate the topic? Does it look professional alongside the competing books in the category?

If you are unsure, share the thumbnail with someone who does not know what the book is about and ask them what topic they think it covers. If their answer aligns with your actual book, your cover is doing its job.

Cover design is worth spending two to three hours on. It is the first thing every potential reader sees. A strong cover does not guarantee sales — but a weak cover will cost you sales that otherwise would have happened.

CHAPTER SUMMARY

- ✔ Kindle covers are evaluated as thumbnails — readability, contrast, and clarity at small sizes matter more than artistic complexity
- ✔ Study the top-selling covers in your niche before designing your own — fit the category style while adding enough distinction to get a second look
- ✔ The Three-Element Formula — bold title, clear subtitle, one relevant visual — works in every non-fiction niche and requires no design experience

YOUR ACTION STEP

Open Canva (free account) and search for Kindle book cover templates. Find three templates that feel appropriate for your niche. Customise one with your working title and subtitle. Export it at the correct KDP dimensions (2,560 x 1,600 pixels) and shrink it to 100px wide. If the title is still readable and the topic is clear, you have a working cover.

CHAPTER 6

KDP Setup Masterclass — Every Setting Explained

Publishing on KDP is free and takes about 30 minutes once you have your manuscript and cover ready.

But the settings matter — significantly. The wrong category, a weak title field, or poor keyword selection can make your book invisible to the readers who would buy it. The right settings tell Amazon exactly who your book is for, which increases the chance of showing it to the right people at the right time.

This chapter walks through every setting on the KDP publishing dashboard — what it means, what to enter, and why it matters.

Book Details

Book title and subtitle: Enter your full title exactly as it appears on your cover. The subtitle should include your primary keyword — the phrase a reader would type into Amazon to find a book like yours. For example, if your book is about sleep for shift workers, your subtitle might include the phrase 'sleep for shift workers' or 'better sleep for night shift.' Amazon's search algorithm uses the subtitle field for keyword matching.

Series: Leave blank unless this is part of a planned series.

Edition: Leave blank for a first edition.

Author name: Use your real name or a pen name. If using a pen name, be consistent across all your books — readers who enjoy one book will search for others under the same name.

Description: This is your sales copy. It needs to identify the reader's problem in the first line, promise a specific outcome, and list the key things they will learn. Write it in second person ('You will discover...') and keep it under 600 words. Use short paragraphs. Amazon allows basic HTML formatting in the description — use bold tags for emphasis and line breaks for readability. A strong description is one of your most important sales tools.

Keywords

Amazon gives you seven keyword fields. Each field can hold a phrase of up to 50 characters. Use all seven.

Your keywords should reflect how your target reader searches — not how you would describe the book. Think about what they type when they have a problem and are looking for a solution. 'How to stop procrastinating book,' 'productivity for ADHD adults,' 'morning routine system,' 'time management beginners guide.'

Do not use single words as keywords. Phrases perform far better. Do not include your title or author name in the keyword fields — Amazon already uses those separately.

Research keywords using Amazon's autocomplete: start typing a relevant phrase in the Amazon search bar and note what autocomplete suggestions appear. These are real searches from real readers. Use the most relevant ones in your keyword fields.

You can also use the keyword fields to target your book at specific audiences: 'for nurses,' 'for new moms,' 'for college students.' These long-tail phrases have lower search volume but higher conversion rates because the reader feels immediately understood.

Categories

KDP allows you to select two categories for your book. Choose carefully — your category determines which Best Sellers lists your book can appear on.

Select categories that genuinely describe your book. If your book is specifically about budgeting for beginners, it belongs in a finance and budgeting subcategory — not a general business category where competition is intense and relevance is low.

Look for subcategories with active Best Sellers lists but manageable competition. If the #1 book in a subcategory has a BSR of 50,000, that subcategory is easier to rank in than one where the #1 book has a BSR of 5,000.

After publishing, you can contact KDP directly (via their Author Central support) to request additional category placements. Amazon allows up to ten categories if you ask — this is not widely known and most publishers never do it.

Pricing and Kindle Unlimited

KDP Select is Amazon's exclusivity programme. If you enrol, your book is included in Kindle Unlimited (KU) and you earn royalties based on pages read. In exchange, you cannot sell the book on any other platform for 90-day periods.

For new publishers, KDP Select is strongly recommended. Here is why: Kindle Unlimited readers are voracious. They borrow books freely because they have already paid a flat subscription fee. This means your book gets read by people who would not have bought it outright — and you earn royalties on every page they read.

KDP Select also gives you access to promotional tools: free book days (up to five per 90-day period) and Kindle Countdown Deals (time-limited price reductions). Both can temporarily boost your visibility in the rankings, which in turn increases organic discovery.

For pricing outside KU borrows: set your list price between $2.99 and $9.99 to qualify for the 70% royalty rate. Below $2.99, you earn only 35%. For a 10,000-word non-fiction book, $3.99 to $5.99 is typically the sweet spot — high enough to signal quality, low enough to convert browsers into buyers.

Formatting Your Manuscript for KDP

KDP accepts manuscripts in several formats: Word (.docx), EPUB, and a few others. For most non-fiction books, submitting a Word document works well.

Format your Word document as follows: Use a standard serif font (Times New Roman or Georgia) at 12 points. Set line spacing to 1.15 or 1.5. Use Heading 1 style for chapter titles and Heading 2 for subheadings. Insert a page break before each new chapter. Include a table of contents using Word's built-in TOC generator — this becomes the Kindle navigation menu.

Do not use tabs to indent paragraphs — use Word's paragraph indent setting instead. Do not use multiple spaces. Do not use hard returns to create spacing between paragraphs — use paragraph spacing settings.

Kindle Create is Amazon's free formatting tool that converts your Word document into a polished Kindle format. It handles most formatting issues automatically and shows you a preview of how the book will appear on different Kindle devices before you upload.

CHAPTER SUMMARY

- ✔ The subtitle field, keyword fields, and category selections are your primary tools for Amazon discoverability — treat them as carefully as the book itself
- ✔ KDP Select and Kindle Unlimited are strongly recommended for new publishers — the page-read royalties and promotional tools outweigh the exclusivity restriction at the start
- ✔ Price between $3.99 and $5.99 for the 70% royalty rate — low enough to convert browsers, high enough to signal quality

YOUR ACTION STEP

Create a free KDP account at kdp.amazon.com if you do not already have one. Browse the category structure in the Kindle Store to identify the two most relevant subcategories for your book. Then open a document and draft your seven keyword phrases — real search terms your target reader would type. This preparation means your publishing session will take 30 minutes, not two hours.

CHAPTER 7

The Catalog Strategy — How 10 Small Books Beat 1 Big Book

There is a version of the KDP dream that looks like this: one big book, a massive launch, thousands of sales, and a single royalty cheque that changes everything.

It happens. But it is rare, unpredictable, and impossible to plan for.

The version that is reliable, reproducible, and genuinely buildable looks different. It is a catalog of ten or twenty focused non-fiction books, each covering a specific topic, each earning modestly and consistently, their income stacking into something significant.

This chapter is about building that catalog — and understanding why it is the superior strategy.

Why Multiple Books Win

A single book has a single point of failure. If its niche dries up, if a competitor publishes something better, or if Amazon's algorithm shifts, that income stream can weaken or disappear.

A catalog is diversified. Ten books across three or four related niches means no single algorithm change or competitive shift can eliminate your income. If two books slow down, eight are still earning.

There is also a compounding effect. Readers who enjoy one of your books search for others under your author name. A pen name with multiple books in related niches captures readers across their different interests. Someone who finds your book on sleep and loves it may also buy your book on anxiety management, or your book on building better morning routines.

This author loyalty — small as it is at the start — is one of the most valuable assets in the KDP business. It is built one book at a time.

How to Structure Your Catalog

The most effective catalogs are built around a niche cluster — a group of related topics that serve the same reader.

Example: a reader interested in personal productivity might also be interested in habit formation, focus and deep work, morning routines, managing digital overwhelm, and time blocking. A catalog of six books covering these related topics serves one reader across multiple purchases.

To build a niche cluster: start with your first book on your primary topic. After publishing it, look at the 'Customers also bought' section on your book's Amazon page. The books that appear there are what your readers are buying alongside yours. Those are your next topics.

This method lets Amazon itself tell you what to write next. You are not guessing at demand — you are following evidence of what your actual readers want.

The Publishing Cadence

Amazon's algorithm rewards active publishers. A new book release signals that your author account is alive and producing — which can briefly boost visibility for your existing books as well.

A sustainable publishing cadence for someone using the Two-Prompt System is one book per month. At that pace, you have twelve books at the end of the year — a catalog that, if even half perform modestly, generates meaningful passive income.

More aggressive publishers using this system publish two to four books per month. At that pace, a catalog of thirty or forty books can be built in a year.

Neither pace requires writing talent. Both require following the system consistently.

Build your schedule around your available time. One book per month requires roughly two to three focused days of work. Two books per month requires four to six days. The rest of your time is truly free — the existing books are earning without any further effort from you.

Managing Your Catalog Over Time

Once you have five or more books published, spend 30 minutes monthly reviewing your KDP dashboard.

Look at which books are performing well and which have stalled. For high performers, consider whether a second edition with updated content, a new cover, or revised keywords could boost performance further. For underperformers, experiment with a different cover or a price change before deciding to retire or relaunch a title.

Keep your book descriptions fresh. Revisit them every six months and update the language based on what you have learned about your readers. A better description can meaningfully improve conversion rates on an existing book without requiring any changes to the manuscript itself.

The catalog is a living business. It requires less maintenance than almost any other income-producing asset — but it is not entirely maintenance-free. Monthly check-ins keep it healthy.

Pen Names and Brand Strategy

Many successful KDP publishers use pen names — some use a single pen name for all their work, others use different pen names for different niche clusters.

The argument for a single pen name: author loyalty compounds. Every reader who finds any book in your catalog can discover the rest.

The argument for separate pen names: readers in different niches have different expectations. A reader of your personal finance books may not be the same person as a reader of your parenting books. Keeping the catalogs separate keeps each author brand coherent.

There is no universally correct answer. For your first year, use a single pen name and build your catalog in related niches. Reassess once you have ten books and can see which topics are building the most loyal readership.

CHAPTER SUMMARY

- ✔ A catalog of focused, related non-fiction books is more reliable and profitable than any single book — diversification reduces risk and compounds reader loyalty

- ✔ Build your catalog around a niche cluster: use your first book's 'Customers also bought' section to identify what your readers want next
- ✔ One book per month is a sustainable, achievable cadence that builds a twelve-book catalog in a year using the Two-Prompt System

YOUR ACTION STEP

Map out your first niche cluster. Take your primary book topic and brainstorm eight related topics that serve the same reader. Order them by which you are most interested in writing. That list is your twelve-month publishing roadmap. Put it somewhere visible.

CHAPTER 8

Autopilot Growth — Reviews, Rankings, and Letting Amazon Sell for You

Your book is published. The system has done its job. Now the question is: how do you get readers to find it, and how do you keep the income growing without constant manual effort?

This chapter covers the three engines of KDP growth: reviews, ranking, and Amazon's algorithm. When all three are working, Amazon actively helps you sell your book — without ads, without a social media following, and without ongoing time investment from you.

Why Reviews Are Everything

Reviews are the single most important factor in a reader's decision to buy a Kindle book from an unfamiliar author.

A book with zero reviews is a risk. A reader cannot tell if it is good, bad, or indifferent — so many of them do not buy. A book with ten reviews — even if some are mediocre — has social proof. People have read it. Enough to say something about it.

Getting your first ten reviews is the hardest part of any book launch. Once you have them, subsequent reviews come more naturally — readers see others have reviewed and feel more inclined to add their own.

The most reliable way to generate early reviews is through what Amazon calls an 'honest review' programme — reaching out directly to people who might be interested in your topic and offering a free copy in exchange for an honest review. This is permitted by Amazon's terms of service as long as the review is not incentivised beyond the free book and the reviewer discloses that they received a complimentary copy.

Post in relevant online communities — Facebook groups for your topic, Reddit communities, forums — that you have published a book on the topic and are looking for readers willing to leave an honest review. You will receive more responses than you expect.

Free Promotion Days

KDP Select gives you five free promotion days per 90-day enrolment period. During these days, your book is available for free download on Amazon.

This sounds counterintuitive — giving your book away for free. But the mechanics make it valuable.

Free downloads count toward your Amazon sales rank. A book that generates 200 free downloads in a single day will see its paid sales rank improve significantly — which means it appears higher in search results and category lists for days or weeks after the promotion ends.

Free downloads also generate reviews. Readers who download your book during a free period are more likely to leave a review than readers who paid full price — because they feel they have nothing to lose and something positive to share if the book delivered value.

Schedule your first free promotion day in the second or third week after launch — early enough to benefit from the ranking boost, but after you have already collected a few initial reviews. Promote the free day in the communities where you found your early reviewers.

Understanding Amazon's Algorithm

Amazon's book recommendation algorithm — sometimes called the 'also bought' algorithm — learns from reader behaviour over time.

When readers who buy Book A also frequently buy Book B, Amazon begins recommending Book B on Book A's page and vice versa. This is how the 'Customers also bought' section is populated — and it is one of the most powerful sources of organic traffic on the platform.

For new books, the algorithm has no data yet. It needs sales to start making connections. This is why the first few weeks after launch matter disproportionately. Every sale, every free download, every Kindle Unlimited borrow is data that helps the algorithm understand who your book is for — and who else to show it to.

The simplest way to accelerate this process is to ensure that your book's cover, title, description, and categories all point clearly to the same reader. Consistency of signal helps the algorithm place your book correctly. A confusing title, an off-niche category, and a vague description send conflicting signals — and the algorithm puts your book in the wrong conversations.

Stay consistent. The algorithm rewards clarity.

Long-Term Maintenance for Maximum Earnings

Once a book is established — meaning it has at least ten reviews and a stable sales rank — it needs very little ongoing attention.

Check your KDP dashboard monthly. Review your keyword performance every six months — search trends shift, and a keyword refresh can reinvigorate a book that has plateaued. Update your book description once a year, using language informed by the reviews your readers have left. Readers tell you exactly what they valued most in your book — use those words in your description.

Consider a second edition after twelve to eighteen months if significant new information is relevant to your topic, or if your reviews suggest a section that readers consistently find weak. A second edition allows you to re-launch with fresh promotional activity.

The most important long-term activity is continuing to publish. Every new book expands your catalog, gives the algorithm new data about your author profile, and gives existing readers a reason to come back.

Publish consistently. Review monthly. Refresh annually. That is the entire maintenance system for a catalog that earns year after year.

Your First Year: A Realistic Picture

Let us be honest about what the first year looks like.

Your first book will probably not be your best performer. It takes time to understand your niche, refine your covers, and develop an instinct for what readers in your category respond to. The first book is as much a learning exercise as it is a product.

By book three or four, you will be noticeably better at every part of the process — niche selection, the architecture prompt, quality control, cover design, keyword selection. The books you publish in months four through twelve will outperform your early releases.

By the end of month twelve, with a catalog of eight to twelve books and the compounding effect of the algorithm and reader loyalty building, a realistic income range is $500 to $2,000 per month. Some publishers earn more. Some earn less. The variables are niche quality, cover quality, and consistency of publishing.

What is not variable is the system. The Two-Prompt System works. Niche validation works. The catalog strategy works. Every publisher who applies these principles consistently builds income over time. There are no exceptions — only people who did the work and people who did not.

You have the system. Now do the work.

CHAPTER SUMMARY

- ✔ Reviews are the primary conversion tool on Amazon — getting your first ten is the hardest part, and the most important thing to prioritise at launch
- ✔ Free promotion days within KDP Select generate rank boosts, reviews, and algorithm data that help your book earn more for months after the promotion ends
- ✔ Long-term income comes from consistency: publish regularly, review monthly, refresh annually, and let the catalog compound

YOUR ACTION STEP

Write your book launch plan right now. Set a publication date. Schedule your first free promotion day two weeks after launch. Identify three online communities where your target readers are active and where you will promote your free day. That three-step plan is your entire launch strategy. Everything else is the system doing its job.

The system is in your hands.

Two prompts. A validated niche. A publish-ready manuscript in 48 hours.

One book is a product.
Ten books is a catalog.
A catalog is passive income.

Go publish your first book.