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# \$1K ROYALTY ROADMAP CHECKLIST

# \$1K ROYALTY ROADMAP CHECKLIST

## The mistake most people make

- “If you build it they will come”
- If you publish it they will buy it”
  - Nope
  - Amazon only shows your book to people looking for it
- The mistake:
  - DECIDE what THEY want to publish
  - publish the book
  - hope Amazon finds the buyer
  - Then wonder why it doesn't sell.
- **Instead they should**
  - find the buyer
  - publish the book
  - DISCOVER what other books THAT BUYER wants
  - Watch as royalties come in
- **Bottom line. You have to**
  - Find your buyers
  - Give them what they want
  - Make other books they want
  - Make each book better

## **Our \$1K Royalty Roadmap curriculum**

### **The 7 Steps to make life-changing money with books on Amazon**

- Niche
- Title
- Cover
- Interior
- Publish
- Credibility
- Visibility

### **And, these 7 things are the exact same topics we cover in the \$1K Royalties Case Study**

- The Case Study is a small group program designed to help you find your sweet spot niche and follow the 7 steps to your first \$1K in royalties.
- The case study is a combination of 6 live on Zoom group calls
- plus 1:1 coaching support
- If you don't reach your \$1,000 royalties by the time we finish our live calls, I'll keep coaching you 1:1 until you do
- the program tuition is \$997, so you're guaranteed to make your investment back.
- We start this Thursday
- There are 2 spots left

**Here's where you'll get my help making your first \$1,000 in royalties:**

<https://docs.google.com/document/d/1P2M1NXDKWD3evTUYFgo490g28tb0mo3lZqzf20t-Vxk/edit?usp=sharing>

# FIND A PROFITABLE NICHE

## What is a niche?

- niche = book type + buyer
- Examples:
  - puzzle book for kids
  - niched down more is even better
  - puzzle books for kids 8-12
  - devotional for women
- niched down more is even better
  - devotional for retired women
  - facts book for men
  - sports facts book for men

## What is a profitable niche?

### 5 Qualities Of A Profitable Niche

1. Healthy book prices
2. Books selling daily
3. Buyers searching
4. Easy and fast to create
5. Unfair advantage

## Why do you need a profitable niche?? Won't any niche do?

without a profitable niche

- your books won't be seen
- they won't sell

- you won't make enough to advertise
- your books will take you too long to create
- too hard, too long, not enough profit, dead end

## HOW TO GET AN UNFAIR ADVANTAGE: the 4 Ps

### How to get an unfair advantage

there are 4 main advantages you combine a niche that's already selling

1. You have **PROFESSIONAL** EXPERIENCE
2. You have a **PARTNER** who can add to your knowledge or expertise
3. You have **PERSONAL** EXPERIENCE
4. You have **PASSION** for this buyer

We'll be going into this more deeply with the small group starting the \$1K Royalties Case Study on May 7.

[Get Natalie's help scaling your book royalties to \\$1K and beyond.](#)

## HOW TO YOU FIND A PROFITABLE NICHE

Let's start with easy and fast to create.

Fast and easy is essential to get started, get quick success and build the momentum to create a profitable book catalog quickly.

Books that take weeks or months are too slow, tedious and cause people to give up before they see success.

### Book types that are easy and fast to create

- Fact Books
- Trivia Books
- Would You Rather

- Joke
- Question A Day / Interview
- Puzzle Books (1 puzzle type)
- Activity Books (1 activity type)
- Quotes Or Devotionals
- This Or That

### **Let's go shopping on Amazon to find profitable niches:**

- Best Sellers
  - find books that are in our easy and fast to create list
  - Drill down into categories to see what's there
- Royalty Calculator: [https://kdp.amazon.com/en\\_US/royalty-calculator](https://kdp.amazon.com/en_US/royalty-calculator)  
(per book)
- Royalties per day or month:  
<https://kindlepreneur.com/amazon-kdp-sales-rank-calculator/#mainbg-wrapper>

## **CREATE A TANTALIZING TITLE**

### **What is a Tantalizing Title?**

- Your title needs to be clear, not clever
- With book titles, unless you're famous or willing to take the time, spend the energy and/or the money to get famous, you need to be clear
- Do not reinvent the wheel with your titles

### **Why Create a Clear Tantalizing Title?**

- Clear tells people immediately if the book is what they're looking for

- Best way to create a proven title is to \*almost\* copy a best seller

## How to Create a Tantalizing Title

- Find best seller in your niche and book type
- Create a similar but slightly different title
- Original: Try Not to Laugh Challenge Would You Rather? Campfire Edition: A Camping-Themed Interactive & Family Friendly Question Game for Boys, Girls, Kids, Tweens & Teens
- New: Try Not to Laugh Challenge Would You Rather? **Ultimate** Campfire Edition: A Camping and Outdoor -Themed Interactive Hilarious Question Game for Families, Boys, Girls, Kids, Tweens & Teens

## CREATE A COVER THAT GETS THE CLICK

### What qualifies as a cover that gets the click?

1. Really stands out on the page
2. Typography is eye-catching
3. Easy to read at thumbnail size
4. Evokes the feeling you want the buyer/reader to have
5. Looks like you hired a pro to make it
6. Is as good or better than the top seller on the page

### Why have a Click-Getting Cover?

- Without it people are not likely to give your book a 2nd look
- People judge a book by its cover
- It's essential to getting lots of sales

## How to Create a Cover that Gets the Click

- Pick the cover of the best seller
- Get a prompt from ChatGPT
  - Paste your cover into Chat and ask for 5 ideogram prompts for different but equally good covers
  - emphasise unique and various big and all caps fonts
  - can be easily read at thumbnail size
- Use in Ideogram
  - <https://ideogram.ai/>
  - Figure out your aspect ratio
  - 6:9 = 2:3
  - feed all 5 to Ideogram
  - Use Legacy 2.0, X4
- Get a cover template from KDP
  - <https://kdp.amazon.com/cover-calculator>
  - Bring back into Canva to complete your cover
- Create template size of your cover
  - Upload cover design
  - Upload cover template
- That's your front cover

## **INTERIOR: BOOK IN A FLASH**

### **What's included in a book interior:**

1. Title page
2. Copyright (optional)
3. Letter from the author (optional)
4. How to use this book
5. Table of contents or chapters or topic list (optional)
6. Content
7. Request for a review (optional)

### **Figure out how many pages of content you need**

- title page - R
- letter from the author -L
- Instructions - how to use this book - R
- More instructions - L
- chapters/topics - R
- Content (102 pages)
- Request for a review
- 6 pages of extras
- 108 pages total
- 102 pages of content

### **Create interior page template in Canva**

- Create a 1-page template for your content
- Get contents from ChatGPT

- Import into Google Sheet
- Export as CSV
- Use Bulk Create
- Interior Done

## **NEW BONUS: Canva Interior Page Template**

- <https://canva.link/43bdy2kpv7otsbc>

## **ADD THE FINAL TOUCHES**

- Add back cover text - see BACK OF BOOK PROMPT TAB
- Interior pages
  - Title page
    - Copy Cover
    - Remove saturation
    - Optional - remove images & add author
  - Copyright page - optional
  - Letter to reader - optional
  - How to use this book - optional but desirable
  - Table of Contents - optional
  - Contents - See Bonus course Book in a Flash for making this so easy
    - <https://nataliehill.mykajabi.com/login>
  - Request for a review - See bonus SOCIAL PROOF prompt tab

## PUBLISH

- KDP
  - <https://kdp.amazon.com>

## CREDIBILITY

### A+ Content

- **what is it?**
  - Free advertising on your Amazon listing page
- **why create it**
  - free advertising
  - makes your book look more credible
  - provides social proof
  - quality counts
- **how to create it**
- Model excellent A+ from other books
- Create in Canva
- **Anyone who joins the \$1K Royalties Case Study will get the A+ Examples document I showed in the workshop**
  - 10 Good examples of A+
  - 1 Bad example
  - the IDEAL A+ content
- Training on how I make these FREE mockups of people reading or holding my book
- Learn more about how I will help you get your first \$1K in royalties [here](#).

## Get reviews

- I'm currently using BookReverb
- <https://www.bookreverb.com/>
- ~\$6 per review
- I've earned \$10 twice by leaving a review of BookReverb

## VISIBILITY

### Set up Automatic Ads

- Sponsored Ads
- Standard Ad
- Ad Groups
- Auto
- Add Product
- Name your ad
  - Name of Book - AUTO
- copy name to space below
- Targets
  - Automatic
  - Default Bid
  - \$.83
  - to get impressions fast
  - Can go \$.50 if you're scared of spending too much
- Campaign

- Dynamic Bids Down Only
- Daily Budget
  - \$100
  - can do \$30
  - \$100 will be faster
- Turn off Increase bids for high traffic days

## SOFTWARE WE USE

- KDP
  - <https://kdp.amazon.com>
  - Free
- Canva Pro
  - <https://www.canva.com/>
  - 30 day free trial
  - Bulk Create with Pro
  - \$12/month
- ChatGPT
  - <https://chatgpt.com/>
  - Free
  - Go \$8/mo
  - Plus \$20/mo
  - test to see if you get cut off at the free or Go level
  - Could use Claude instead

- Google Sheets
  - <https://drive.google.com/>
  - Free
- Ideogram
  - <https://ideogram.ai/>
  - Free
    - limited free credits
    - graphics are public
  - Plus
    - unlimited slow credits
    - \$20/month
- KDspy
  - <https://nataliehill--leadsclick.thrivecart.com/kdspy-v5/>
    - That's my affiliate link
    - If you use it, email me and I'll give you a free course I created on how to use KDspy to find profitable keywords
  - \$79 one-time charge

## **INCLUDED IN THE [\\$1K ROYALTIES CASE STUDY](#)**

- I've shared a lot of new content today, that's not yet in any of my courses.
- Over the next month, I'll be recording step-by-step tutorials teaching each aspect of today's workshop - in depth, step-by-step
- These courses will be sold, but members of the 1K Club get them all included for free

# BOOK TITLE CREATION PROMPT

## **STEP 1: FILL IN YOUR DETAILS**

Replace everything in brackets with your information:

WHO THE BOOK IS FOR: [EXAMPLE: kids ages 8–12, adults, beginners, cat lovers, etc.]

WHAT THE BOOK CONTAINS (BE SPECIFIC):  
[EXAMPLE: 300 would you rather questions, 100 logic puzzles, 500 fun facts, guided prompts, quotes, activities, etc.]

TOP 3 COMPETING BOOKS (LOW BSR, SAME NICHE + SAME TYPE OF BOOK):

1. [TITLE + SUBTITLE]
  2. [TITLE + SUBTITLE]
  3. [TITLE + SUBTITLE]
- 

## **STEP 2: COPY EVERYTHING BELOW (INCLUDING YOUR ANSWERS) INTO CHATGPT**

You are helping me create a high-converting Amazon KDP book title and subtitle.

Your goal is to create ONE strong, accurate title and a HIGH-VALUE, keyword-rich subtitle by closely following proven bestselling titles.

Follow these rules strictly:

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### **TITLE RULES (STRICT)**

1. Use the 3 competing titles as your ONLY source for structure and wording patterns.
2. Create ONLY 5 title + subtitle options:
  - Each must be a CLOSE variation of ONE provided title
  - You MUST make at least ONE meaningful change in the TITLE
3. MEANINGFUL TITLE CHANGE (REQUIRED):
  - Replace at least ONE word, OR
  - Add a short phrase, OR
  - Remove a non-essential word

- The title must NOT be identical
  - Changing punctuation alone does NOT count
4. DO NOT:
- Leave the title unchanged
  - Only change the subtitle
5. Keep structure very close (no full rewrites)
- 

## **SUBTITLE RULES (STRUCTURED + HIGH-VALUE)**

6. The subtitle MUST be built using this REQUIRED structure:

### PART 1: Exact contents

- MUST include EXACT phrase from "WHAT THE BOOK CONTAINS"  
(example: 101+ creative travel games)

### PART 2: Activity or feature expansion

- Add 2–4 types of activities or features (based on competitors or logical fit)  
(example: puzzles, challenges, silly games, conversation starters)

### PART 3: Benefit or outcome

- Add 1–2 clear benefits  
(example: screen-free fun, boredom-busting, family bonding)

### PART 4: Usage context or situation

- Add where/how it's used  
(example: for road trips, long car rides, vacations, on-the-go fun)

### PART 5: Audience clarity

- MUST include who it's for (example: kids 8–12)
- 

### 7. FORMAT REQUIREMENTS:

- Combine all parts into ONE flowing subtitle
- Use commas or natural phrasing (not bullet points)
- The subtitle must feel full and information-rich
- Length should be similar to bestselling examples (not short)

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8. STRICT SUBTITLE RULES:

- Do NOT shorten the subtitle
- Do NOT use only the contents line (example: "101+ creative travel games" alone is NOT allowed)
- Do NOT invent features that don't logically fit the book
- Do NOT repeat the title word-for-word

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**ACCURACY RULE (CRITICAL)**

9. You MUST use the exact information provided in "WHAT THE BOOK CONTAINS"
- Do NOT change numbers (101+ must stay 101+)
  - Do NOT exaggerate or invent content

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**CLEAN TITLE RULE (CRITICAL)**

10. Do NOT include any publisher names, brand names, or author names (examples: National Geographic, Hallmark, Happy Fox Books, etc.)  
Only include names if explicitly provided

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**FINAL SELECTION**

11. From the 5 options, select the SINGLE BEST title + subtitle.

Explain briefly:

- what change was made in the TITLE
- why this version is most likely to perform best
- why the subtitle is strong

---

**OUTPUT FORMAT:**

SECTION 1: 5 Title + Subtitle Options

## SECTION 2: Final Pick + Explanation

# BACK OF BOOK PROMPT

## **BACK OF BOOK PROMPT**

### **INSTRUCTIONS FOR AUTHOR:**

Fill in the two sections below. Copy and paste your full Amazon book description exactly as written (do not shorten it). The tone of your back cover will be based on that description, so make sure it reflects how you want your book to feel.

---

### **PROMPT:**

Book Title: [BOOK TITLE]

Amazon Description: [PASTE FULL AMAZON DESCRIPTION HERE]

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### **INSTRUCTIONS FOR CHATGPT:**

Write a short, compelling back cover for the book using the information provided.

1. Start with a strong, attention-grabbing heading at the top (5 to 10 words max). This should hook the reader emotionally or highlight a key benefit. Avoid generic phrases.
2. Below the heading, write a concise back cover description (approximately 60 to 120 words). Keep sentences short, clear, and easy to read. Make paragraphs only 1 sentence long for easy scanning.
3. Match the tone and style of the provided Amazon description. Do not change the audience or positioning.
4. Focus on benefits and experience, not just features. What will the reader gain, feel, or enjoy?
5. If appropriate, briefly include who the book is for (reader type, age group, or use case).
6. Keep formatting clean and scannable. Avoid long paragraphs or dense text.

7. Do not include instructions, search directions, or anything about leaving a review.
8. Do not repeat the title unnecessarily inside the paragraph.
9. End with a subtle, natural closing line if it fits (optional, not required).

# BOOK IN A FLASH

BOOK IN A FLASH

[Access your bonus course here.](#)

# SOCIAL PROOF: REQUEST FOR REVIEW PROMPT

## SOCIAL PROOF: REQUEST FOR REVIEW PROMPT

### **INSTRUCTIONS FOR AUTHOR:**

Fill in each bracket below.

### **PROMPT:**

Write three different versions of a short review request to include on the final page of a book about [BOOK TOPIC], written for [WHO IS USING THE BOOK] and potentially reviewed by [WHO IS LEAVING THE REVIEW]. The book is titled “[BOOK TITLE]” by [AUTHOR NAME]. Write 3 versions in this tone: [TONE OPTIONS: e.g., warm and friendly, playful and humorous, professional and straightforward].

### **INSTRUCTIONS FOR CHATGPT:**

Write three short, compelling Amazon review request messages for the final page of a book. Each message should briefly highlight the benefit or experience the book provides, then politely ask the reader to leave a review on Amazon, including a simple instruction to search for the book by its title and author name. Keep each version concise, clear, and focused on encouraging the reader to leave a review. Include a simple instruction to search the book on Amazon using the title and author name. Avoid sounding pushy or salesy.

# The Finish Line™ Prompt Pack

# THE FINISH LINE™ PROMPT

## Instructions for the Author:

Fill in the **yellow** blanks below. Providing this information helps generate a description that truly reflects your content.

Copy and paste the following into a ChatGPT Prompt (copy all the way to the end of this document)

## PROMPT START

You are an expert in Amazon KDP publishing. Help me create everything I need to upload my book.

### Book Details:

Title: [Insert book title]

Author: [Insert author name]

Book Type:

[Choose one or specify: blank lined journal, guided journal, notebook, planner, logbook, medium-content book, short nonfiction, coloring book, activity book, etc.]

Trim Size: [Insert book size, e.g., 5x8]

Page Count: [Insert page count]

Book Description Tone

[Choose one, mix any, or add your own:

Conversational, Motivational, Spiritual, Woo-Woo, Alternative, Mystical, Inspirational, Holistic, Earthy, Warm, Reflective, Edgy, Friendly, Professional, Calm, Grounded]

Book Description (if available):

Table of Contents or Main Topics (if this applies):

[Insert TOC or topics here, or say “none”]

Would you like to promote this book as a gift?

yes/no

---

Your Tasks

---

## 1. Description

Write a compelling, honest, Amazon-optimized book description (200–250 words).

Formatting Requirements:

- Use bold headings to organize sections (for example: Why This Book?, What You’ll Learn, Who This Is For).
- Add line breaks and spacing so the text is easy to skim.
- Use bullet points or numbered lists when helpful.
- Use *italics sparingly*.
- Keep the tone aligned with the chosen description tone(s).
- Avoid hype. Make it warm, human, and true to the content.

If the author says YES to promoting the book as a gift, include a gift suggestion at the start and end of the book description.

Important for journals, notebooks, logbooks and other low-content books:

If the book is a blank or mostly blank interior (for example: blank lined journal, notebook, simple logbook), the description must:

- clearly state that the interior is blank, lined, or simply formatted
  - not promise essays, chapters, teachings, or prompts that are not actually inside
  - not imply written content, lessons, or reflections if they are not there
  - accurately match the book type to avoid Amazon rejection
- 

## 2. Categories

List **three** Amazon KDP **paperback** categories where this book is most likely to sell.

### **CATEGORY RULES (IMPORTANT):**

- List **only categories that actually appear in the KDP Paperback Category Picker** during upload.
- Do **NOT** use BISAC categories, bookstore categories, or general labels like “Body, Mind & Spirit” unless they appear exactly in the KDP picker.
- No invented, combined, or generalized categories.
- Choose categories appropriate for the **book type** (for example: a blank journal must use journal-appropriate categories).

If you are unsure, choose the closest accurate categories that **most authors actually see available** for that book type.

If you are not 100% sure these categories are actually options in Amazon KDP, admit that, so the publisher knows to check books in their niche.

Also suggest the author check the categories similar books used.

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### **3. Keywords**

Generate 7 keyword strings suitable for KDP's 7 backend keyword boxes.

Rules:

- all lowercase
- 5–7 words each, 50 characters max
- no commas
- raw, unpolished keyword clusters (not meaningful phrases)
- must work for any book type (not just journals)
- blend audience, topic, vibe, lifestyle, purpose, emotion, or transformation
- No word repetition (use each word only once)
- Do not use keywords found in the title or subtitle

Examples:

- mindful writing prompts creative self discovery
- healing inner journey spiritual growth notebook
- calming kids activity pages emotional regulation fun
- women over 60 self reflection life wisdom

### **Formatting Instructions**

Present your output clearly under these headings:

- Description
- Categories
- Keywords

Do not tell me anything else. No blind spots. No keyword advice. Give me NO additional information.

**PROMPT END**

# 52 Book Ideas AI Prompt

## 52 BOOK IDEAS AI PROMPT

There's a short window every year when Amazon sales explode.

That's the two weeks after Black Friday.

The people who win are the ones who prepared ahead of time.

This prompt helps you get ready for that by giving you 52 clear, specific book ideas based on the type of book you want to create and who you want to create it for.

You can use it to build one book at a time, week by week, so by the time the busy season hits, you have a full set of books working for you.

### **HOW TO USE THIS PROMPT:**

Where you see the all caps, select one book type and one target customer.

Copy and paste this prompt into your choice of AI - ChatGPT, Claude, Perplexity, etc.

### **PROMPT**

You are an expert Amazon KDP publisher and market researcher. I want you to generate 52 highly specific, sellable book ideas based on ONE book type and ONE target customer that I choose from these options: Book Type [FACTS BOOK | TRIVIA BOOK | JOKE BOOK | ACTIVITY BOOK | PUZZLE BOOK | QUESTION-A-DAY BOOK | WOULD-YOU-RATHER BOOK | INTERVIEW BOOK] and Target Customer [KIDS | TEENS | ADULTS | MEN | WOMEN | MOMS | DADS | SENIORS]. Generate 52 book ideas that are niche-specific and detailed, not broad or generic. Each idea must include a clear topic, theme, or situation (such as hobbies, interests, life stages, or use cases like road trips, bedtime, classrooms, family time, personal growth, or daily routines), and when relevant include age ranges or audience details (for example ages 6-8, teen girls, women over 50). Avoid vague ideas like "book for kids" and instead create ideas like "Ocean Facts for Kids Ages 6-8" or "Road

Trip Trivia for Families with Kids.” All book ideas must be evergreen and sellable year-round, meaning they should NOT be tied to specific holidays, seasons, or short-term events (for example, do not include Halloween, Christmas, Thanksgiving, Valentine’s Day, or any seasonal themes). Vary the themes so the ideas are not repetitive, and include a mix of fun, emotional, curiosity-driven, or practical angles (funny, weird, relaxing, bonding, brain-boosting, etc.). Keep titles clear and specific rather than clever or vague, and make each one feel like a real book someone would search for on Amazon. Organize the 52 ideas into 6-10 clear categories (grouped by theme, use case, or audience segment), with each category containing 5-10 related ideas so the list is easy to scan and understand. For each of the 52 ideas, provide the book title and a one-sentence description explaining what’s inside and why it would appeal to that audience.

Want my step-by-step system to publish your first book and get on your path to book royalties on Amazon? [Check this out.](#)

SCALE TO \$1K & MORE

**Want Natalie's hand-holding to craft your personal roadmap to your first \$1K in royalties?**