

Kindle Publishing - Learn How To Publish eBooks On Amazon

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Introduction

How To Setup Your KDP Account

Hello and welcome to this KDP course. I will be your host during this course. And I want to start by saying congratulations for the purchase that you made. You have embarked on an amazing journey. You will learn about an amazing income stream that can be KDP, Kindle Direct Publishing. And [we will talk] about keyword research, we'll talk about how to set up your account, [how] to create your first ebook, and to start making money. Also [you'll] see how amazing this business model is and you should start doing it and how much you're going to enjoy it.

So, in this first module, we're going to talk about how to set up a KDP account. This is something very easy, obviously something that you should do before starting your business. You should know how to set up your account, as I said, [it] is extremely easy. You don't have to panic. You don't have to freak out or something because you're [going to] see everything in this course. That being said, let's go to Google and type KDP and the fourth result should be KDP@amazon.com. This is the website where you're going to create your account and the login, to [see] what's happening there. Okay, so let's go to sign up. I'm going to click Sign up, but I'm going to use an email address where I will have already created an account. So, let's say something like this. Okay, unfortunately, I can't go step by step at this part. But it's very, very easy. After having the email address, all you have to do is just hit next and you're going to be here.

So, first thing, this is the account, you will have to go to update now. [You're going to have] this section, in your account in "my account", as you can see here. Okay, let's start [with] author information here, we're going to have to put your region, if you are a US citizen or not a US citizen. In the getting paid section, this one, you're going to put your credit card information like the bank, where you will have the money delivered to you, tax information, this is very, very important because it's very different if you're a US citizen, and [if you are] not a US citizen. So, it depends on the region you are living in, let's say if you live in the US it is quite simple because you already know what the steps are, to do legal stuff, and so on. But if you're not from the US, and let's say you're living in Europe or somewhere else, all you have to do is just check, I'm not a US citizen, and that's all.

So that being said, let's continue. Okay, on a bookshelf, here, you're going to see all your books, quite easy to understand. The platform is very, very simple and very beginner-friendly. Kindle ebook, you're going to hit this one to create your first ebook paperback also to great paperback. Okay, so it's easy to understand. Okay, we're going to go to the reports dashboard. Here, you're going to see all your cells and the income that you created historical month date cells, payments, when they are about to come, preorders, promotions, in case you decide to do any promotions turbos, [unclear 3:59] royalties, and ad campaigns, obviously ad campaigns, to create your copies. So, it's pretty straightforward. It is nothing that you should be afraid of. Okay. So it's quite simple.

That being said, I want to show you my personal account. I'm not going to reveal any keywords or any books because that would not be ethical and that would not be okay for my business because everybody can jump into records and there's not really a good idea. Okay, here we can see a couple of my past days with sales and so on. Okay, pages that are being read by the clients, and some income reports. So, you can see here the money that I made in the last 30 days. Okay. So it's, that's the income proof that I can show you is a very easy business model. And before closing this first module, which is pretty straightforward, I want to say that you can create one KDP account per individual, if you have multiple companies, then you can create multiple games for your KDP accounts. But I strongly suggest not to create multiple KDP accounts if you don't have multiple companies, otherwise, KDP will terminate all the accounts that you will have and you'll be out of business. So, that's not really a situation in which you want to be like, I totally tell you to like to respect the rules, Amazon is going to be quite, quite harsh on you with those types of things.

So that being said, I will see you in the next module. We're going to talk about keyword research, about creating your first ebook, how to source it, how to create your cover, how to put everything together, and obviously how to launch the book. There are many things we can talk about. So, I hope you enjoyed the course and see you in the next module.

Keyword Research And How To Find Profitable Keywords

Welcome back to the course. If you're here it means that you saw the first module and I want to say congratulations for that. I hope you follow along with me and I also created your KDP account. That's the first thing that we have to do. And now that you have your account created, we're going to dive a little bit deeper and we're going to take a look at the most

important part of this business and that being how to do proper keyword research and identify profitable keywords. This is the base of our business because if you're deciding to create a book on a keyword that is not an interest, you're basically losing time and money because it's very less probable to sell or if it's going to sell is not going to be enough to create sustainable income. So in this module, we're going to see how to identify profitable keywords but also how easy it is to find niches and interests where people want to search for and also to purchase books.

So, that being said, we're going to go on Amazon right now. Okay, and there are multiple ways to do the proper keyword research. We're going to start with the most common one that being, the Kindle Store bestseller. So, let's go to the Kindle Store. Kindle ebooks, Non-fiction, and here we are top 100 paid. It's the most common, and it totally makes sense to be the most common because here you get to see the most appreciated books and the ones that are selling the most right now on Kindle Store; for example, Michelle Obama's book that will one, but here you see the most popular and also this is a way of people like doing keyword research in general and most probably if you're going to find the popular keyword here, it is very probable like other people to find the keyword here.

A little bit hard doesn't mean that it's not okay whether it'll be hard to create a long-term sustainable business. For example, I know for sure that "keto fat bombs" is a keyword that people use to create books. So, if we're going to take this keyword keto fat bombs, and type it in the Kindle Store tab and search for it, [we're] going to see other people that have graded books on this keyword. So. quite easy to start just from the Kindle Store bestseller area to find keywords that are good, that are popular, and where you can create a business. That's the first part of what we're going to look at right now.

Just [to keep it] simple, the method that I prefer, that suits me better would be to go to the tab and write something that is quite a big interest right now in the world or it is for me and let's say, "Bitcoin". Okay, so Bitcoin is the main keyword, here you have the rest of the interest on Bitcoin, Bitcoin trading, Bitcoin for beginners, and so on. And Bitcoin is quite a big keyword right now. So, Bitcoin is a big interest in the world right now. If I'm going to hit "OK" we're going to see the results for Bitcoin. Obviously, the keyword should be in the title of the book. That's why I totally recommend having the keyword in the title. It [could not be like that in] every situation, but it has to be somehow related. "Bitcoin programming",

Okay, so let's take a look at this keyword. What are the things that we're going to look at when we are analysing the keyword; results and number of results. It has 4000 results. So it's quite big. Why we are interested in this thing we are interested in because this keyword has 261 pages of results. We are interested in going on the first page with 161 pages of results. It is quite hard to go on the first page. And that's why we're looking at a small number of results. That being said, my recommendation for you, and I strongly suggest you follow this thing is to go with keywords with less than 1000 results, where you can see a precise number like 942, like 750 to the less, the better, because you can rank easily on the first page, or at least the competition is lower in this less probably to have people to come into a queue in your keyword, that fast.

This is the first thing that I will look for, like the number of results because it may be a profitable keyword like Bitcoin. But the effort that I'm going to put in writing the keyword might not work, even though there are people out there that prefer, like, "okay, it's under a certain level, like let's say under 2000 results or 3000 results and so on, but it's profitable so, you should jump into the keyword". In my opinion, in my experience, the long-term view matters more than the short-term view. You can make some money for sure if you're doing a book on Bitcoin and you're going to jump into the secure probably are going to make some money, but either is not going to last at 4000 results. So I strongly suggest you go with keywords with under 1000 results like 900, 800, 500, the less the better, where the keywords are profitable.

Okay, so that being said, since we got the market since we identified a keyword, we should and we also have room to go into this keyword. We should check if this one is a profitable keyword or not. So, how are we going to do that? I have a plug in the Amazon, you're going to find this plugin in the resource part of this course. That shows me the best seller rank on the page, but you can do it manually without the plug in. And what [are] we interested in right now, we're interested to check the best seller rank for each book.

Let's show you what this looks like. Okay, so if we're going to sell the first book, Amazon's bestseller rank is this one. Sorry, Amazon's bestseller rank is this one. So this one, as you can see, is 20,873. Okay, so you can see the bestseller rank here. I'm using the Chrome extension and I do not have to open each book. So, we're going to take a look at the bestseller rank. And what we're looking for is to see books with less than 100,000 bestsellers rank BSR, the

less the better. As I said earlier, when you can find books with let's say 20k 20,000 like this one is even better because that means there is a need.

We're going to look at this keyword to have at least six books. If you have at least six books with BSR under 100k. That's perfect. If you have more than six books, let's say eight books with BSR under 100k is very likely to have a profitable keyword. So, let's start by analyzing this keyword Bitcoin. The first one is 20K. The second one is 5k almost 6k, 57k, 30k, 170k. This one even though it is ranking at 170 doesn't mean it's not selling. It means that it didn't sell like I don't know as good as the other one for the moment but it might be [unclear 9:50] down. 105, 193, 135. So, we have a couple of profitable books here. It's quite enough to see if we have a potential market here or not, that's the first thing.

But the second thing, we saw the keyword is profitable, then we should see who wrote the book, if it's a self-publisher, or if it's a real author because if this book, let's say has 5881 ranks, and this being published by a real author, [it] is very likely that traffic to come from his website, or from his email list or something like this. So, let's open [it]. I will take this one as an example. Okay, and look at his author page and search for him on Google. So, it looks like he is a real author, we should not take into consideration books like this. To clarify even more what I'm talking about, I'm going to search for another popular keyword. And let's say Python. For those [who don't know] Python is a programming language. Kindle Store 4000 results, so it's not something that I would jump into.

Okay, let's have [unclear 11:46] Okay, so take a look at 30,000, 19,000, 20,000 to 13,000, 132, to 74, 29, 11, 53, 12, 34,000, and so on. This is definitely a profitable keyword. Here is definitely an interest, when it comes to the author as you can see 500 to 210 reviews is very likely this will be a real author, very likely this one also. But if we're going [unclear 12:33] let's say we're going to take a look at this book; for example, lscifi publishing that doesn't really sound like a real author. So, as you can see there are multiple books here. That doesn't really sound like a real author. So, it means if Self Publishers are publishing a book in this keyword this is a really good keyword and you should dive into it. I'm not really caring about the reviews for real authors. I'm caring for the author reviewers just for Self Publishers. And I'm trying to look for keywords where the Self Publishers have, to their books, something like less than 100 reviews because reviews dictate quite a lot how sales are going to go also because clients usually prefer to buy from an author that has a book with more reviews. So, I guess that really makes sense.

So, that being said, those are the most important things when it comes to keyword research. You have to put in the work, you have to study, and you have to say work and find those keywords. Usually, how I'm going to find other profitable keywords from here. Let's say I'm going to open this book. How I usually find my keywords is by opening this one and going to this area where the customer who bought this item also bought it and you're going to see other books and you're going to study them. For example, I'm going to open "keto desserts cakes" that might be a keyword, I don't know for sure yet, let's say machine learning and let's say dropshipping E-commerce.

So, here we have the page with dropshipping E-commerce in 2019. This might be a profitable keyword we don't know for sure, we can take this one and search. 860 results. It looks pretty good to me. Right? Okay. And also we're not going to take into consideration books that are free that are thinking of stores just paying 34k, retail arbitrage is not what we're looking for. Dropshipping 200, dropshipping 53, dropshipping business, it might be related, but the ranking is not good, sharp dropshipping 141 E-commerce, Shopify and dropshipping 55k.

So, if we're going to dive at the end of the page, probably we're going to have a total of more than six that are under 100K. So, I would most likely consider this keyword, a pretty good keyword and I will jump into it. So, this is how I usually find keywords for myself. Okay, we have keto desserts cakes. And if we're going to take this one and take a look at it. Let's see what we're going to see 102 results. Okay, I might [have] found a really good keyword, we're not going to take free ones into consideration. keto desserts. 125, even though it's over 100 it's obvious that it is profitable. Okay, but 134 This is the book that we're that we looked at initially. So, keto fat bombs also have recipes with cakes and so on.

So, we are going to take into consideration, if there's not a real author, I didn't check but if it's not a real author, okay. 300? Not really 487 not really 126 Not really, this is good, sorry. So, this is close to 132k and seems quite appropriate. So, as you can see, you have to search for them. Like I didn't. So if there are six, or more than six books with less than 100k BSR or close to it, I didn't check totally. But also to have a book published on a keyword with 100 results, even though it's not that profitable. Now, let's say the interest goes up in time, then it means that you're going to make a little bit more money from that one. So, if it's a proper keyword after you study, you should jump into it.

Let's take machine learning that they can see here. Okay, search for it. The 6000 results were not really a good keyword. When I first found the keyword six machine learning it had around 600, 700 results that were one year ago. And it looks like in one year it went from 600, 700 to 6k. So, there is a lot of money to be made in this keyword for sure. And as you can see here, I don't even have to explain when you're looking at the BSR, I don't even have to explain why this is a profitable keyword. Why this really worked is like trying if the results number would be lower, obviously, less than one 1000 results because it's quite hard to rank on a keyword like 400 pages with results. That being said, this is the most comprehensive, keyword research that you need.

This is the thing that you should be looking for when you're doing proper keyword research. And as long as you're respecting the criteria that I told you in this module, it should be enough to find keywords that [are] worth publishing. If you're not [following] the criteria that I showed you, like less than 100k BSR or close to it, to have less than 1000 that's definitely less than 1000 results because if it's over 1000 on Amazon, you don't really know if it's here... let's say, for example, you don't know if it's one 1500 let's say you don't really know, that's why I'm saying that you need to see the precise number.

That's very, very important to see the precise number and also when it comes to the books that are being published to look for Self Publishers, not real authors because they might have the traffic coming from their website or mailing list or so on. So, as long as you're respecting that for sure you're going to find profitable keywords and build the longest sustainable business on this one. So, thank you for staying with me in this module. I'm going to see you in the next one.

How To Produce Your First eBook

How to produce your first book? Welcome back and in this module, we're going to talk about how to produce your first book. Now, that you've got your profitable keyword, let's say that would be keto fat bombs", let's say that will be the keyword that we're going for. So, now we are interested in producing the book. There are two ways we can do that. The first way [is that] you can write a book by yourself. That will be one way, and the other way will be to outsource it. [What you choose] is going to depend on [your] situation.

For example, if you're in a situation where you can't really afford outsourcing books, but your English skills are excellent, you have excellent grammar in English, you can write the book [yourself], so, you can try to do that. If you are a native speaker it would be a good idea to try [to do that] if you're not a native speaker, I don't recommend you to try to produce your books, [unless] your skills are amazing really, really amazing. The second thing, if you are a native speaker and you have some knowledge on how to write books or you can do proper research on the subject that you want to write on, totally go for that.

If you're not a native speaker and your English is not that good, and you [can] afford to outsource books, that's the recommendation that I would have for you. [You should] go and outsource books, not to write them by yourself. Also, another reason is that if you're going to write your books by yourself, it would be quite hard to scale the business. So, from my knowledge nowadays, outsourcing a book is not that expensive anymore, it is quite cheaper. You can afford to outsource books.

That being said, we're going to go on Google and search for the platform that usually will usually go for outsourcing and that would be Fiverr. So, Fiverr.com will be the platform that we're going to use. We're going to search for the Ghost Rider ebook as you can see there is a [unclear 2:47]. Okay, here are different prices that people charge for ebooks. I will open this one, this one, and this one.

Let's start, just want to take a look at the person, so here you can see this person is taking \$30 for 5500, \$60 for 10,500, and \$120 for more than 20k words, so that's quite good. He's from Nigeria. I wouldn't go with somebody from Nigeria because I don't think English is their first language. I will suggest you check on that or Pakistan. Let's say the developer has not shown his prices. Let's say let's take a look at this one.

Nigeria, I wouldn't really go with somebody here but you can see say \$250 for a 70 pages ebook. That's quite big I guess I guess that's around 50k words something like this, 50k maybe more \$550, \$950 so that's quite expensive in my opinion. I wouldn't go with this one. Also, I wouldn't go with this one because it doesn't look like quality. You want to produce quality books if you want to be in this game for a long period of time.

Let's say we're going to take a look at this one and this one. Okay. So, we're looking for nonfiction books and 10,000 words for \$200. That seems okay, depending on your budget

Canada or it seems reasonable, it is a native speaker okay. So, also in the United States, \$80 dollars for 5000 words [that's decent] and \$150 for 10,000 words, that's quite decent.

In this module, we're going to specify something very, very important. I strongly suggest going with longer books. I won't recommend going with 5000 words, books don't chip on this thing because clients usually, they're not really a big fan of long books, but they don't want something too short. My recommendation and what I found personally to be the best, I found out that 10,000 words are the best.

And I totally suggest you go with books that are around 10,000 words that are 9000 words or 12,000 words around there, it's fine, but that would be the average that I suggested for the book. And that being said, why after you find your ghost writer or ghost writer in case you want to work with more than one ghost writer, all you have to do is just contact him and place the order. That is the only thing. Okay, so this is the module. See you next one.

How To Create Your eCovers

Okay, let's take a look at how we're going to get our first cover. Let's go on Google again, search for Fiverr. So, now that we're here we're going to look for graphic designers. So, let's say an ebook cover, and we're going to search for people that can produce our ebook cover. Okay, that will be the first method. This one seems to be quite popular. Okay, let's take a look [at] it. So, it's something like \$10 is not that hard to find somebody to produce a good cover for you. There are not a lot of indications that you should follow about that. You should go with common sense like what looks good to you, there's not really a specific thing that you should look into [while designing] a cover like you should have the fonts like this and you should have the background image like this and so on.

I would suggest you look at the number of reviews if you're looking for a graphic designer that you think can produce quality covers. This one looks quite good to me, to be honest, and I would totally use this one. That would be a method to go on Fiverr again and order a cover or if you're low with a budget, you can go on Canva.com This is a website where you can create your own cover. It might be covered in the resources department that the course is going to have. So, I strongly suggest you like to think about that, if you want to have a cover made by a designer for five or \$10 or this one is a little bit pricey as you can see \$50, or you

can try to make the cover by yourself using a tool like Canva. So, that's totally up to you. Both of them are good as long as they get the job done, most important.

How To Publish Your First Book

Hello and welcome back. How to publish your first book and put everything together? I'm really happy that you got to this module, okay, it means that you set up your KDP account, that you did your keyword research, that you ordered your ebook, and also, your cover. So, now that we have everything, it's time to put them together and to publish your first book and this is quite exciting so, let's take a look at this thing. I already have my account here and I have the page with the bookshelf, this is the one that we're going to go [with], and let's go with the Kindle book, this is the one that we're going to choose. We have a couple of areas here so, let's take it.

The book title should be the keyword that you chose, for example, Python. If you choose a keyword like Python or Bitcoin or something like this, the book title should always be the keyword on which you're publishing. The subtitle should be something related to the book. I do suggest you write a bunch of keywords just to make your book rank better because clients usually look at this thing. So, that being said with about the book title, quite simple to set up. Series and edition number, just in case you're publishing a series, I don't suggest you start with serious, I suggest you start with singles.

So, that being said, let's go to order and contributors. In the author area, you're going to write your pen name. It's not hard, you just have to create a name, it's not [that] big of a deal, and write it into contributors. Also, description, quite important. This is quite important. In my opinion, to have a strong description, I would recommend you to go with apart from the introduction because summarize some of the most important information about your book so, that's my suggestion for you, to go with apart from the introduction that you're going to get from your writer. You are free to choose whatever you want, you can write your own description, not going with that part also and be creative with it. That's the thing that I strongly suggest.

Okay, publishing rights, obviously. Choose, I own the copyright. Keywords, okay, this is the very important thing. You can enter up to seven keywords here. So, my suggestion to you would be to go with rated keywords. If we're going for example, with Python, Python is a

programming language. What can be related to Python is something that you can decide by doing research on Kindle Store, but out of my mind, I can say that related that with Python can be another programming language, for example, C++, for example, JavaScript, for example, PHP, and so on, if there are also keywords that you can find in the Kindle Store and also that are ranking good, and you should write down some of them. Categories. Here, you just go to nonfiction and choose the categories for your book. It's quite common sense when it comes to categories like, if you're having a cookbook, you're going to [think] cook cooking, obviously, and choose the one that fits the most. Okay, let's say I'm choosing this one. And for the sake of the example, I'm going to write something here and here just to have KDP to allow us to go on the next page.

So, next page, hit yes, on the first thing, upload a book manuscript, here you go with your book manuscript. Here you go with your cover, you can create your cover also on KDP about cover creation, but if we're going to do a cover by yourself, I recommend you to go with Canva, not really on KDP, I don't really that, I don't really like the quality, that's just my personal opinion about that.

Okay, seven continue and after seven continue, you're going to go with the pricing area, add the pricing area. There are two interesting things because it was quite common for people to launch the books using a launching method. In my opinion, right now it doesn't really matter that much to launch your book at zero point 99 cents. And in my opinion, you should go directly with a price of 2.99. That would be the prices that I recommend to you because people used to put books on free promo for three days or five days or something like this and to have their virtual assistants collecting reviews, at low prices and so on. You can put the book at 2.99 and have it sell for zero reviews depending on the market or where you are or you can put it at zero point 99 just for the VA, for let's say, three or four days until the VA does your shopping and guest reviews and so on and so on. So, that's totally up to you depending on how you want to price your book or long term. I strongly suggest you after the VA does the swapping, to keep it at your 99, it ranks better and it's better to have it at that price.

How To Start A Paperback Version

How to Start a paperback version? Okay, now that we uploaded our first book and we also launched it, now is the time for us to start the paperback version and that we will multiply the sales and that would increase the profits obviously. It is something that you should do.

Okay, so getting back to Amazon let's say you have published your book already just go to create a paperback or here. And you will see that Amazon already populated the fields will be the name of the book, The subtitle, the name of the author, description and so on and keywords obviously and the categories, you just have to hit save and continue and choose "assign me ISBN", that's something that is rated with paperback books. Publication date, usually I'm putting the one [on which] I'm releasing the book. Usually, I leave this as it is, upload a paperback manuscript and also the cover.

Since I don't have any books right now to upload, I will continue without just saying about the paperback rights and pricing. Here, you just have to put the price of the book. How you should price the book, well, in my opinion, you should go with higher prices. Because if you're going to price the book, let's say at \$7.99 or \$9.99, or something like this, you're just leaving money on the table. And people, if they're interested in a subject, they're going to buy it no matter what, as long as the content is good. If you're offering good content to people, they're going to accept a higher price. And that's totally dependent on the quality of your book. Obviously, if your book is not that good, you can't really charge a lot of money. And if you're doing that, you're going to have to deal with bad reviews, and bad reviews are going to slow down your sales and are not really the thing you're looking for. So, if you're pricing your book hire also be sure that it's good quality, that's very important. The price that I recommend is somewhere between \$13 and \$15. And that's the price that in my opinion, you should price your book for higher margins. And this is the place where you're going to get the most of your income.

After that, you just hit publish and you're going to have your paperback version of your book published in a couple of hours, maybe 12 hours, 24 hours depending on Amazon. And the books should be linked together to see on your books page. The paperback version also if you're not seeing it, you should mail Amazon. You can go to the bottom of the page and see contact us here you got to contact Amazon and ask them to link the books is quite easy and totally worth doing that.

How You Can Get The Initial Reviews For Your Book

Get reviews to your book. Guys, well, you should be very, very happy, you have your book done, you have your book published. So, that's very, very good. We're about to get a sale. As I said before in past years, launch methods like getting her book on a five-day free promo and so on. I'm personally not doing that thing anymore, doesn't make sense for me to go on that thing to just run the book. And so, what I do right now is just to have the book when I launch it at \$0.99 for a couple of days, but not keep that price. As I said, I don't suggest you keep the price of \$0.99, go with \$0.99, the books rank better, you will sell more yours, you will have higher profit margins, and so on. I'm keeping the book at \$0.99 just to have my visual system, placing it on a couple of groups, and so on just to get a couple of reviews.

How many reviews? People used to get four reviews, six reviews, 30 reviews, 20, something like this, I'm just getting something like five reviews just to have social proof to the clients because, in my opinion, the reviews are a little bit overrated in terms of what do you need to your book to have not to see on your competition. That's what I mean by a little bit overrated, you should have reviews, but I don't think having 30 instead of 20 would make a difference, or 14 instead of them let's say, would really make that big of a difference in terms of sales. Obviously, having at least one review will help more than not having any reviews and will also help to rank the book higher.

So, just when you launch your book, I suggest you have your virtual assistant ready to swap your book to other groups of interests or other things like that, to get an honest review, to get an honest review about the book, and also to aim to have the book ranked higher.

Okay, we're going to get a virtual assistant, there are many methods, but the one that I will suggest to you as you might have thought about is to go on Fiverr. You can find a virtual assistant on a Facebook group with the virtual assistants. Totally, you can do that, you can totally find virtual assistants there, but if you use Fiverr until now and you want to remember what this platform is and so on, I suggest you go and find a search for VA Amazon, the virtual assistant. For those who might not know what is a virtual assistant, a virtual assistant is a person that you hire. for jobs like this, you're basically starting to hire your first employee, you're hiring that person just afford the project that you're having, and if you're going to hire a virtual assistant or VA, you can find here, at your virtual assistant VA amazon

seller central so, you can find, here, virtual assistants and just go with the one that you need for your project.

I'll get a virtual assistant or VA, for Amazon, for example, here is this one. Okay, and this is not much to talk about it, you just have to get a virtual assistant, you just have to give the lengthier book to your assistant and to let him do his job. In my opinion, you should get around five reviews per book, that's the number that I recommend. It is not a big deal, as long as you get reviews and have the book ranked higher on the page. That is the only thing that matters, and obviously, at this point, I guess you already have your paperback version published, but if they're not dependent, you can start getting reviews for your book without having the paperback already published. You can be in preview, the paperback. while you're getting your reviews. So that's all, that's the main thing. Okay, see you in the last chapter.

How To Scale Your Business

Final Chapter: How to scale your business? Guys, I want to congratulate you for staying with me until this chapter. This is the last chapter. So, I want you to pay close attention to what I'm about to say, if you have done everything, as I suggested, your book should be live by now, and your book should be making sales. So, that's something really, really nice and to have that in mind that you're already producing money. In this chapter, we'll see how to scale your business.

This is quite simple, it is not really big of a deal, because it's quite common sense what I'm about to say right now, but it's important. You should aim for your book to be making at least \$100 per month passive. And in my opinion, it's quite easy to produce books that can produce around \$100 to \$300 per month. If you're going to start getting good at finding keywords, profitable keywords, and producing good books, you can definitely go and produce books that make \$500 per month. I had books that made me know around \$500 per month around even more than that, depending on how good the keyword is and how good the product that you're selling, the book obviously.

So, in this part about scaling, if you're having let's say 10 books that are selling an average of \$300 per month, you're going to have around \$3,000 in sales for months. So that's quite decent In my opinion, because it's not that hard to produce the 10 books and launch them and have the money generated month by month. And also another thing that I will approach in

this chapter would be producing bundles. But that's something that we're going to talk about in the resources and then future updates of the course.

Let's go to the Kindle Store and give you a glimpse of what I'm talking about right now you can produce multiple books on a specific keyword. Let's take for example machine learning. Learning every keyword that I tried in this course is something that I discovered with you just by showing, so machine learning, I didn't take a look at this keyword for one year or something like that. So, I had a nice surprise to see how this one evolved. This is what I'm saying about publishing multiple books on a keyword then bundling them, but that's something that we're going to talk about in future updates of the course. And this is the way you scale the business, this is the way you go higher and higher in profits. Obviously, there are many many other ways besides this one but another thing that we're going to discuss in the future will go is going to be publishing in audio format which is going to be quite big. And I want to congratulate you for staying with me and I hope you're taking action. And I hope you're working on your Kindle business and I wish you the best and have the best results with it.

How To use AMS (Amazon Marketing Services)

How AMS Works

Welcome to the AMS course. In this course, we're going to talk about how AMS works, how Amazon's marketing services work like, and we'll see how powerful it is to have ads on your products and on your books. This thing is applied just for books published on KDP. You won't be able to use them on A6 because he's not released there yet, but I think in the future Amazon is going to take care of that and is going to pop, it's going to give publishers the possibility to place ads for their books and there's going to be obviously a big increase in their sales because you can have your book more in front of their clients and to generate more cells.

So, how AMS works like. In this first lesson, we're going to talk about just the ads, how they're displayed. And also, the format. From now on, you will have the ads on Amazon made just on the first page. If I would be able to find a keyword with an ad, I will show you. You will have just the bed [unclear 1:34] Kindle Store and let's say you choose a keyword like Bitcoin.

Okay, the type of ads that I recommend to you and other clients is to have your ads on the first two positions in this layer. Your ads are supposed to be on the first two positions, on a page. When you're going to publish a book on a new keyword, I totally recommend you, besides the competition and besides how profitable it is also to look for the ad space. Right now I can't see any ads. Recently, Amazon didn't show me any ads for any keywords, I don't know why. Maybe they're changing the algorithm or maybe they're doing something about that. But there definitely are ads somewhere, I don't know what is happening right now, with the library but I guess everything is fine, and maybe just a little change or something. That's why I can't see any ads right now.

So, when you're going to look for a keyword, I suggest you look for the ad space as I said earlier, to have the first to purchase positions free in order to have your ad displayed and have your ad working. That would be something that would be very, very important because otherwise, you will have to have a very, very big bed in order to get the ad space and you'll have to pay more money per click and for sale and so on. So, it's not really a position where

you would like to be. The system is quite simple, you will create the ad for your book, you will have the book ad published and it's going to be up. Depending on the result, you're going to either keep the ad, or stop, so there are not a lot of things to say about this. Even though creating profitable ads is quite [unclear 03:56], this skill comes only and only with practice just by listening to a video course and not taking action is not really going to create any skill about that. You're going to go in a beginner phase, also, is not willing to give you more perspective without really putting in the work. Okay, so that being said, I will have you in the next lesson where I will show you how the AMS platform looks like, also how to create your first ad, and how to understand the metrics. And in the last lesson, I will show you how to select the keywords to target for your ad. Thank you a lot.

The AMS Dashboard

Welcome back to the second lesson of the AMS course. In this lesson, we're going to talk about the dashboard and how to create the ad itself and also, we're going to talk about a couple of metrics that we are interested in. So, that being said, let's go to my personal account, I have already signed into my account and I already got to the AMS page, you will have two options, sponsored products, and lock screen ads. We are not interested in lock screen ads, we are interested in sponsored products so, we're going to hit Continue. Okay, so a little bit low, I have a couple of options, and I will deselect and remove anything that might be written to my account.

So, it's quite easy, you have the campaign name that you will have selected for the ad. The start date, when you want to have your, your ad to start and run and also the end date, I suggest your not to have an end date, because if it's profitable, you'll want to have the ad run all the time, like, you won't have any reason to stop the ad if it's profitable. So, why do something like this? Daily budget, I strongly suggest you go to start with \$1 and go up to \$2, \$3, \$4, or \$5, how much you consider and manual targeting is something very important. In our last lesson, we're going to talk about targeting and the keywords that you should use. So, manual targeting is something very, very important.

Okay so, here we have the ad format and the products. Here we have the ad where you have to choose custom text because I suggest you place the text or ad that you want, the copy is not something very hard, it should be something relevant to the book that you're selling. The most important thing about your copy, your ad's copy, is that it should be something relevant

to the book that you're selling. If you're selling a Bitcoin book, it should be something related to that and also give people a glimpse about what they're going to buy and how it is going to benefit them, the fact that they bought the book.

The products here are supposed to choose your own book and the bidding. This is the bid and here you have the bid per keyword and in my opinion, a good bid to start with will be 30 cents or to go if you're low in budget, let's say if you want to have a lower budget at this ad, 25 cents, but we're [unclear 3:14] to go with 30 cents. You will speed a little bit things up and you will see a little bit of results faster.

So, go with keyword targeting, and here you will have your keywords entered manually. So, let's say Bitcoin and then Bitcoin for beginners and so on. We're going to talk about keywords in the last lesson so, don't worry about that. We'll have this open. Negative keywords, usually leave it blank and when you have here down, you're going to have your ad text and after you have your copy written, just launch the campaign and wait for Amazon to do the job. I will take you a little bit in a couple of brisk ways and see how my account looks like, quite a recent account, that I started a long time ago but just recently I started working on the ads. Not something crazy. Just a couple of pieces of information here.

With blue, we have the cells, with something like yellow or orange. What is the thing? We have the ACoS, we're going to talk about the ACoS. Here we have the money spent, 35K, 25 20k sells 70% ACos and impressions over [unclear 04:46]. And here we have a couple of campaigns. In my opinion, a profitable campaign is a campaign under 20% ACos. or a profitable campaign. Sorry, a good company is not a profitable company. As long as you're staying under 40%, you're good, but I'm aiming to be less than 20%. As you can see here, the campaign that we're having, they're like 3.59%, 3%, 4%, 4%, almost 5%, 5.50, 6%, almost 8%, 8%, 8%, 9%. So, they're quite decent, they're quite good. This one is quite a profitable campaign almost 8%, \$100, \$123 spent. 1.5k returns. That's quite right, good.

Okay, and here we have a couple of campaigns, how much they have spent, the bid, the orders, the sales, ACos per keyword. Also, it's very important to have a good ACos per keyword, not just per campaign, okay, and to kill or delete the keywords and campaigns that are not profitable. As I said, being profitable in my opinion means being under 40%. I'm aiming for 20% ACoS. but as long as you are under 40% you're normally should be profitable with the price that at the price that you're pricing your books. So, that being said,

this is done and I will see you in the last one where I've got our I'm going to talk about targeting and selecting keywords.

How To Do Correct Targeting With AMS

Welcome to our last module, AMS targeting. In this module we're going to talk about targeting keywords and how to choose keywords, what type of keywords to choose and so on. This is quite important because if you're not going to have the right keywords, you're not going to properly target your campaigns and obviously, you're not going to be profitable so, that's not something that we're looking for.

A short recommendation. Let's start the lesson by saying that if you're going with a keyword like Bitcoin or if you're going to something like options trading, say as the person, say as the people are typing this keyword options trading, the long term or short term Bitcoin. The main interest is in that keyword. They are interested in that specific keyword. So, the most relevant keyword that you can target for your campaign is going to be the one on which you create the book itself. So, that's the most important thing that I have to say to you, those are going to be the most relevant keywords. For example, Bitcoin, Bitcoin for beginners, Bitcoin handbook, Bitcoin 2019, whatever is right, [unclear 1:40] that thing, but mostly the big keyword, Bitcoin, that is going to be the most important keyword that you can target for your campaign Bitcoin itself.

That being said, we're going to see a tool that I'm using, but a tool that is used for Amazon FBA also, a tool that helps you to find keywords and my opinion is very, very strong in this process. MerchantWords I have already typed out the keyword Bitcoin, I'm going to hit search to see what happens. So, okay, here I have a page with results. Okay, this is quite big. So, we're not going to look at search volume and something like this, we're going to look at this thing. CSV, you can export the results in CSV format, and you can upload them to AMS. It is very important to take care of the fact that you can copy-paste the keywords but it's going to be a very long process, first of all, and second of all, there are some keywords that are not going to be relevant so, you're going to go in MerchantWords to hit keep Bitcoin, okay? Let's say if that is your keyword and to take the full list and go down, down, down, down, down, let's say if here would have been 1K search volume because, under 1K, I don't consider it as being relevant in terms of search results. And I will copy-paste in an IMS in the keyword section, all the keywords that are relevant to the keyword that I'm looking for.

So, the Bitcoin wallet might be relevant. Bitcoin shirt, not really. Bitcoin miner might be relevant. Okay, the Bitcoin t-shirt is not really relevant. So, those types of keywords I would strongly suggest you delete and also what type of keywords I would try. Okay, besides the main keyword, I will go to things that are related. So, since we're talking about Bitcoin, I can think of something that is related so, that being blockchain. If we're going to talk about digital currency, I'm going to also think about blockchain. So, why not take this keyword, okay. Blockchain and search for it in MerchantWords, and repeat the process, take all the keywords that they have here, and copy-paste them in the Android keyword section.

I consider that it's better to have a long list of keywords instead of having too few keywords like, instead of having three-four keywords, 10 keywords. To test I would recommend you to have a longer list okay? And after, let's say one or two weeks, you will know for sure what is relevant for a campaign and what is not relevant. So, that being said, start with your main keyword, and after that in merchant words, I suggest you look for your related keywords, not just the main keyword. If you have three related keywords or four related keywords, go in merchant words, type those keywords and think of the keywords, and add them in AMS. It is quite simple, it is the start that you need with AMS, things can get quite complicated. But for now, I strongly suggest going with this approach and do your best. Thank you and we should have success.

How To Use ACX To Improve Scale Your Business

How To Setup An ACX Account

Hello and welcome to a six-course. I'm really glad that you got here. This is the first lesson in this lesson, we're going to talk about how to create an ACX account, which is quite simple. After that, we're going to talk about product research, how to research for keywords, and titles, and so on, and keywords on which you create your books and obviously your whole business. So, that is going to be extremely fun. We're going to talk about creating your first book and also creating your first cover for the book and then also, in the last lesson we are going to talk about how to put everything together. So, keep it tight, because it's going to be extremely fun.

I'm going to start by saying that in order to publish books on ACX, you're going to need them, KDP account, I talked about the critical KDP account in the KDP course, I hope that you got that course by now or you're being prepared to get that because this is going to help you a lot and is going to make everything very, very simple and very, very nice for you. So, that being said, please don't be scared about that. For those that don't know, ACX is just getting very, very popular right now. There's a very big demand on the market for audiobooks and people are starting to see how profitable it can be to start getting audio books done and also to start selling them.

So, taking a step further in our lesson, I'm going to open up a page with the signup for the ACX, and let's see how these things are looking like. Okay, so let's go on [acx.com](https://www.acx.com). Okay, let's go to sign up now. Okay, and I already have prepared the page here, I have the email and the password, I already have prepared them, and I'm going to hit sign in right now. Okay, so this is going to be the registration page is quite usual, nothing crazy. So, don't be scared about that, it usually can be a little bit intimidating to have a lot of things to fulfill. Here, you have the page with your address, location, name, email, and so on.

Okay, you have a little bit of help from ACX to see how things are looking like. and just to have proof with my personal account, here is my account, I'm going to blur the name because I don't want to give some personal information from my account because that wouldn't be really a good idea. A couple of units sold in this newly created account, 718 units, and here

we have the dashboard. I won't be able to show everything, I'm not sure if I can use video, but in other videos, I'm going to show you a bit of the unit that I've sold, and how they're looking like and this is how the count looks like and it's quite easy and quite fun to, to use ACX. So, that being said, this is the first lesson about creating an ACX account. There's not a lot to say, not a lot of things to say about a six and how it really works. It's really straightforward, like, you just sign in, you just sign up for the account and that's it because you're going to have your KDP books linked to the ACX account. So, it's not really a lot of things to do in terms of registration or things that you have to fulfill to use this platform. I hope you've paid attention and so on and I hope you're ready for the next lesson and thank you for being with me in this one.

How To Do Proper Keyword Research And Identify Profitable Keywords

And welcome back to the second lesson, how to do proper keyword research and find proper keywords. In the second lesson, we're going to talk about something very, very important in this business. This is something like 90% of the business. So, before that, when you're starting to work on a new book, or let's say, to build a new brand in KDP, or in ACX, everything goes down to the keyword, everything goes down to how profitable is the keyword I chose. If your keyword is not profitable, you can't do anything about that. That being said, you're not going to be able to do absolutely nothing about things like, you have to be sure that you're having a profitable keyword.

This ACX course is graded more for people that already have the KDP course and already got the KDP course and those who are related. So, I will go a little bit faster through the indications and I will go a little bit faster with how I'm going to display the information because if you have the KDP course, you're supposed to understand what I'm already talking about. If not, I'm going to get a little bit into details, just to make things clear, and also to refresh the information for those that already have the KDP course.

So, that being said, let's open up a new web page and go to the Kindle Store. For those who might not know, but also for those that already know, you're looking for keywords that have a strong demand that are very profitable, but those keywords that have a low number of results and the low competition. That's the thing that you're looking for. You're looking for

profitable keywords with low competition, that's the winner. How does it look like a profitable keyword? Well, you should have your first books on the page ranking under 100k BSR, bestseller rank, that's the optimal thing. On KDP, you're supposed to have the first eight books. On the page, under 100k, BSR. And on ACX, it's going to be something pretty similar, and about the number of results, I would recommend under 100 results that being optimal for KDP also or under 1000 for KDP but since ACX is so newly developed and so new, you're not going to have problems getting keywords with a long number of results but just as a reference I'm going to give you 100 results for ACX also.

So, that being said, let's start with the Kindle Store, and let's start with the following. Day trading, This is a trick that I discovered. I didn't see anybody on ACS talk about this thing, it might be that people that already know about this thing and are already doing it but this is something that a person discovered. So, let's say we have the keywords day trading okay, and [unclear 03:49] on the page and open a random book. Let's say this one. We're going through the audiobook here, one this is pointed here, and click on it. Let's say the day trading keyword is a profitable one. If I want to check if it's profitable also on audio format or just going to copy it and here as you might see, I already have audible audiobooks. This section is not going to appear if I'm looking normally on Amazon but I can have it if I click it on audiobook and paste it and have a look.

I have around 210 results, something very nice, and people that already have a kidney because we're going to know about this thing because he's been in the Resources Department, that's why I can see the base bezel around here. Something very, very nice, as you can see, I have a number of results. 210 is really a good number of results, it is over 100 as I said but it's still a very good number of results because you can easily rank on the first page.

So let's take the first book, almost 1.6k, 65k, 500k 13, 5k 216 7078 25. Quite clearly, this is a profitable keyword, also in audio format, not just KDP, not just for Kindle Store, because if I'm going to take it in the Kindle Store, let's have 2000 results. So, I suggest you if you want KDP to publish on this keyword, I strongly suggest not to because it's quite big and quite hard to rank on the first page and if you're doing it, you're not going to have your book stay here for a long period of time. So. taking a look here, as you can see, they're quite decent 170k, 193, in audio, 11k, day trading 115.

So, it's quite good. It's quite good, as you can see also in Kindle stuff. When clients are going to buy books, they're not going to acx.com because that is a platform for publishers, they're going to audible, audible.com, this is a platform where clients are going to be, and they're going to search for the term day trading that you can see here, day trading, they should match the number of results, they don't always really match because this is also on Amazon, they don't match 100%. But here, we have 199 results so, quite close, like they're pretty close to the match. Here we can see the bundle that we saw on KDP also. So, it's quite interesting, like what we can see.

Also, on Audible, you don't have a bestseller rank you can see, but on Amazon, you can see it. This is something that I never saw somebody talk about, I really never so somebody, it might be somebody that is using this principle, but I didn't see, nobody's using this thing. That being said, I strongly suggest you understand the principles behind what I taught to have the KDP course, I'm going to go a little bit more in detail about reviews, I suggested to have under 100 reviews per page, also to take care of the Self Publishers that already have published in this keyword. As I said in the KDP course as you can see here, similar risk, I hope I'm not giving away somebody keywords, sorry for that, to take care of the publishers that are big publishers, maybe maybe not Self Publishers like MC log looks to be here in the dummy series. So, this might be a legit author that comes with traffic from their website. That's another thing that I advise you to do, to take care of the number of reviews and the person that is publishing the book. That being said, all you have to do right now is just to look for keywords and to follow the principles that I taught you in the KDP course and apply them for audiobooks because it's basically the same thing, and all you have to do is just to put in the work. Thank you a lot.

How To Produce Your Book

How to produce your first ACX book. In this lesson, we're going to talk about purchasing your first book. As I said in previous lessons, you're going to use KDP. So, I can't really show you how to import the book from KDP to ACX, it's not that complicated, you're supposed to have an account like the one that I showed in the KDP course, and let's say when you are in acx.com, in and you're logged in, let's say, in this account, it's not really an account. Let me sign up for something, I don't really have an account right now, to show you besides my personal account that I want to keep it safe but when you are in that account,

you're going to import your book, this is an example from what I showed you. You will have to hit a great new title or something like this and it's quite easy to get the book from KDP to ACX, it's not really something difficult, you'll have to have the book already published on KDP. So, that's why I'm saying to have the KDP course already. In case you didn't get that course, in case you don't have experience with purchasing a new book, I will go again in the process of raising a new book or shortly to have a view on how it's looking like.

We're going to fiverr.com and on fiverr.com we're going to search for ebook writers or ghost writers as I can see here your recent searches and here, you can start looking for writers. Let's say we're going to take a look at this one and you will have to negotiate with the writers until you find something that is good. I recommend longer books like over 10,000 words, 10,000 words to 15,000 words. This one I see offers 15,000 words at \$300, a little bit pricey in my opinion, but decent, and you will have a lot of options to choose from. After you get your book done, you will have to format it or you will have it done by the writer. As you can see here, I will go straight to edit and rewrite your novels and ebooks we're going for nonfiction, we're going to go just for nonfiction, not fiction. Fiction is a whole nother story so, we're not going to dive into that story right now. As you can see, I will go straight to edit and rewrite your books and novels. So, you can take a look at the gig and see which one is a proper gig for you. You will have the order done and then you'll have the book uploaded to KDP and from there you're going to create a new title or something like this in the ACX account, import that and this is. It is not really a big deal on uploading a new book into your ACX account.

How To Produce Your Book 2

Produce a book, part two. As I already told you in the previous lesson, how to produce a book, you'll have to import it and let's go into my personal account. Here you're going to go for the book, add your title, it's going to be the page you're going to hit and if I hit that page again, it's going to reload this page one more time and let's say options trading's going to be our keyword. You're going to type in the name, the full name of the book, you're going to find it and if this is your book, you're going to hit this is my book, and obviously, continue. Since you don't have the rights for this book, I strongly suggest not to hit continue, obviously.

How To Produce Your Cover

Cover. In this lesson, we're going to talk about how to produce your, your cover for, for the book. Okay. As I said earlier, you will have this thing covered in the KDP course, you already will have the cover for the ebook, okay. And you will, you will use that cover adapted to sex resolution that from what remember that is your 100 with your 100 I hope I'm not wrong about that.

Okay. And if you don't have the cover already made for the ebook that you uploaded to KDP. I'll show you how to get the cover done is very easy, but just in case have everything before have everything prepared before you start. You start uploading files to sex. So that being said, let's go to [fiverr.com](https://www.fiverr.com). Okay, and let's search for a book cover. Search, right? Okay. So as you can see here, there are a lot of gigs that you can use to create your cover. I would assign that book cover interior layout, okay. So you can take anyone, in my opinion, five to a maximum of \$10. It's enough for a good cover.

Obviously, you should have to choose by your own common sense. Okay. And this one is asking around \$150 for an ebook cover, that's quite a lot in my opinion, I want to work with somebody that is asking that much for a cover because it's just obnoxious like you're, it's just too much in my opinion for a book cover. Okay, let's say we're going to take this one. Okay, \$10. Okay, for a cover. So that's quite decent, in my opinion, you don't have to worry too much about that. And if you don't want to pay for your own cover, and you would like to do it [canva.com](https://www.canva.com) from what I remember, is the website where you can go, you can create an account of Canva [canva.com](https://www.canva.com) about

Okay, you can go, you can create an account, and you can design the cover by itself. And in my opinion, they're looking quite good as long as you're willing to put in the work and you're low on budget, but when you're just starting out, why not do the work, hustle, and do everything that you have to do in order to get the job done. The most important thing is that you have to do everything you need just to have the work done properly. So not a lot of things to say about this thing. You have to get the cover done and just uploaded. Things are quite straightforward.

How To Publish Your First Book And Put Everything Together

How to publish your first book and put everything together. In this lesson, we're going to talk about how we can do that. This is going to be quite fun and quite easy to do because this is the most important part after keyword research, this is the most important part because you will have the opportunity to put everything together and to and to make things wrong. So, that being said, by this point, you're supposed to have your manuscript from the book, you're supposed to have your cover, and also your countdown.

So, I will guess that you already have your book published on KDP and you imported it to ACX, and why now the only thing that you have in mind is just having the manuscript being sent to your narrator, and your cover adjusted to the resolution that you need to ACX standards. So, this is it.

When it comes to narrating your book, you will have the following options, you cannot write by yourself, which is the least recommended option. I wouldn't recommend you to narrate the book by yourself, I totally wouldn't recommend doing that. My recommendation to you is to use one of the generators that ACX gives you, you will have a market with ACX narrators. So, that problem is being taken care of because you don't have to worry about that and that's a really good thing because it helps you a lot and frees up a lot of time for you. When it comes to working with a narrator, you will have two options. You can do a royalty share, or you can pay upfront for the whole cost of the book.

What I mean by that is that you can do 50% with a narrator and if your book is going to make for the first month, let's say \$500 or \$1,000 or if you're going to do an average of five hundred to one thousand dollars per book, you're going to get just 50% from that, because you made a royalty share with the narrator. He is going to get 50% of the rights of the money, you're going to get 50%. Not a good choice, or really a good choice. Just, if you're broke like hell, as I saw another video and other people recommend also, just if you're broke like hell, and you can't afford but if you really have a good book, I will suggest you not do this thing.

If that is your only option like you get to the point where you wrote the book by yourself, you made the cover by yourself, you did everything by yourself, and you don't have any money to pay for the narrator then, yeah, go for this option, because it's going to be the only one that you have, and I did a royalty share when I didn't have enough funds to pay for the narrator

and if that's the only thing that you can start with, and to get money, go for that, absolutely, but you can't if you can't afford then any situation, there's no situation were supposed to do royalty share, go for 100% for the for your rates, and pay per finished hour. It can vary, your book can have one hour, two hours, three hours, five hours, 10 hours, depends on how many words it has, and there are narrators with prices depending, like from \$50 to \$100 per finished hour. \$50 is a good price, and if you're willing to negotiate, you can get it a little bit lower than this but \$50 to \$100 is quite a decent price per finished hour, and this is what I recommend you to do.

So, that being said, just put the work, you have the ANCX platform, you have all three formats on which you can publish your book in KDP. in paperback and in audio. So, be wise with your decisions, make wise decisions and do the work. That's what I recommend and hustle,hustle,hustle. Thank you for being with me, even in this ACX course, and wish you the best.