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Alun Richards



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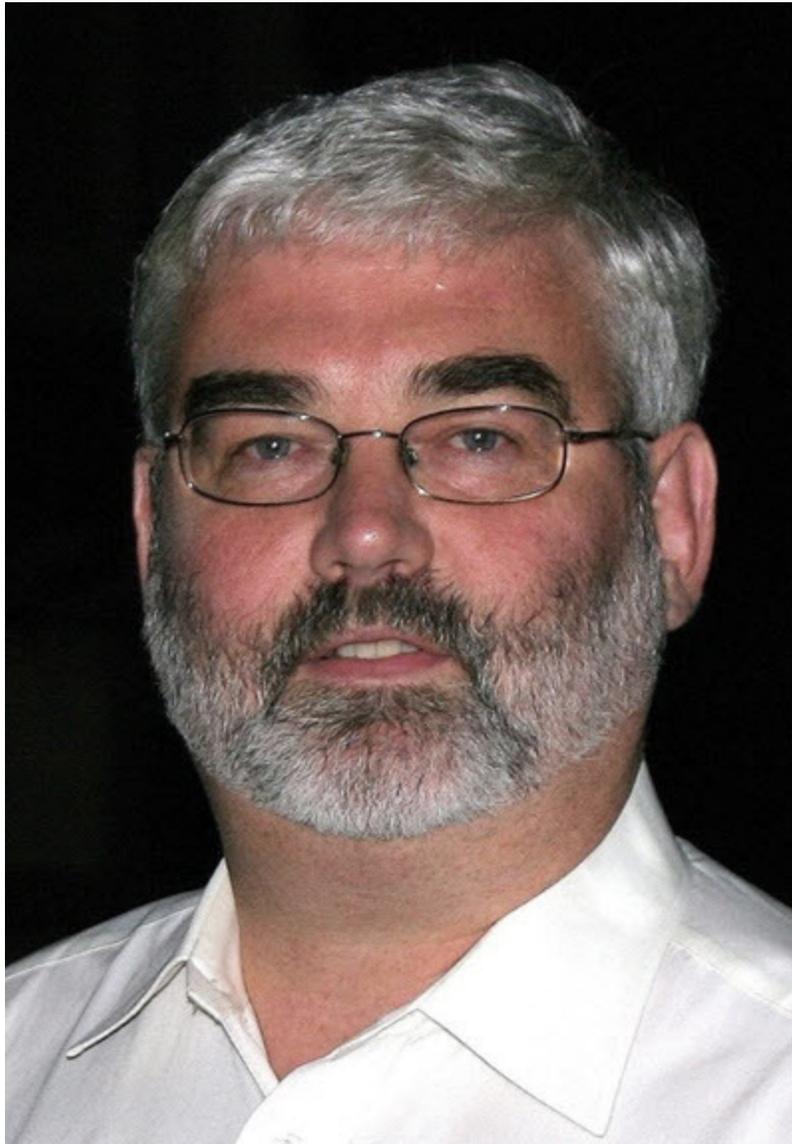
*Beacon*

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# About The Author

Who am I, and why, perhaps, should you listen to me?



Hi, I'm Alun Richards. I provide products and services to small businesses who want to improve their profile and get more orders.

I'm also an author, and have created and published four books myself, and have helped countless clients to get their ebooks on Kindle and even publish physical books.

# My experience

I've been helping people to publish their ebooks on Amazon's Kindle for more than a decade. In doing that, I've come across the many pitfalls that people who want to publish on Kindle come across.

And I've attempted to list these pitfalls - and how to overcome them - in this ebook. So as you read through it, see if any of the problems I mention are ones that you face.

## A little more about me

I've had a career as a management consultant and IT specialist, I live in London and a passion for travel, good food & wine, and roasting my own coffee.

# Introduction

Congratulations on downloading this eBook! If you're reading this, I'm guessing you're an aspiring non-fiction author who is looking to get their first book published. So if that's you, read on to get the insights I've included here!

I've created this ebook specifically to help non-fiction authors publish their first book.

In it I've assembled the best advice that I can share with prospective authors like you. It's the result of seeing many authors successes and failures over the years.

With this ebook you benefit from that experience. So read on - and you may want to take notes as you go.

## Key Subjects

Here's what you'll get out of this ebook:

- The Three Kindle Book Publishing Fears That Stop Aspiring Non-fiction Authors Dead In Their Tracks
- Research - The Secret That Separates Successful Authors From The Also-Rans
- Final Thoughts Before You Create Your Kindle Book
- Your Next Steps

So dig in, and I do hope you benefit from the insights I share. If you have any questions, do email at [alun@brandingyou.org](mailto:alun@brandingyou.org)

**Alun Richards**

# Chapter One

The Three Kindle Book Publishing Fears That Stop  
Aspiring Non-fiction Authors Dead In Their Tracks

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# Three Kindle Book Publishing Fears That Stop Aspiring Non-fiction Authors Dead In Their Tracks



Are you an aspiring non-fiction author who wants to get published? Perhaps via Kindle Book Publishing?

Are you aware of the three biggest fears that hold so many aspiring non-fiction authors back with their Kindle book publishing? If so, you'll want read this article

immediately! That's because what these fears are and how to overcome them are inside this article.

## Fear No.1: A Book Won't Work For Me In My Field

Does this sound familiar? This fear means you are afraid that a book will not be relevant to your market. That all your writing efforts will be in vain. That possibly people in your target market just don't seek out books to help them.

## How Does This Stop You From Having The Book Writing Success You Want?

It's pretty obvious. If you don't believe that a book won't work for you, you'll either tackle your book writing half-heartedly, or perhaps not even start. Your book will either not be the book it should be, or will not get published.

## How Do You Get Past This?

This fear may of course be true, but really, it's very unlikely. And the first thing to realise is that it's just a fear - it isn't real. Whatever field you're in, there are people who can benefit from your experience. So don't let that stop you from writing your book.

[To get past this, you need to find the truth about your area of expertise. And to do this you need information about books published in your field.

Research the Amazon Kindle site for books in your specialist field. If there are many books in your subject area, that's great, and it means there is demand out there. If there aren't, then tread cautiously, and perhaps pick a different - perhaps related topic.

You want there to be a healthy demand for your book when it's released. Trying to generate interest for your book when there isn't any is like pushing water uphill with a rake.

## Fear No.2: I Don't Have Enough Unique Material

### What Exactly Is This Fear?

The fear of not having enough content or unique material is common. So is the related fear that the material you were going to cover is so obvious it has already been published, or is not worthy of publication.

### What's The Problem With This Fear?

The trouble with this fear is that it totally blocks people from proceeding. They have no confidence in their content. People then just give up on creating a worthwhile book that others will benefit from.

### How Do You Overcome This Fear?

You overcome the fear of not having enough unique material by realising that probably no-one has your unique take on your material. It may be the approach you take to existing material, or the way you prioritise the same information you get.

Either way, know that the combination of what you do and how you do it is probably unique. And therefore people will want access to your content.

Jeff Herring says that there are more people who can only hear your message from you in the world than you can get to in a whole lifetime!

So don't let that fear stop you!

## Fear No.3: What if I Start Writing and Never Finish It?

Many aspiring authors fear that they'll start writing their book and never finish. And, I'm sorry to say, this particular fear is well-founded! Less than 5% of people who start writing their book complete it.

There are many reasons for not completing your book, but one is that the process just takes too long. It can take months if not years to write a traditional book.

## How Do You Get Past This Fear?

The answer to this is not to give up. Plan how long it's going to take, what you need to do, and stick to that plan.

Alternatively, you can re-engineer the book creation process.

## What On Earth Does That Mean?

Re-engineering, or redesigning the process means you are either altering the outcome - our book, in this case - or the steps to create it, or both.

I believe that the book creation process needs to be **shorter** and **easier to follow**. It needs to have a substantially reduced timescale so that most people can succeed in creating a book.

## That's Very Well For You To Say ...

Well, Alun, that's all well and good for you - you've spent a career as a process engineer! What about me?

With book writing and publishing, it's quite simple. One way is to **publish on Kindle**. This is because Kindle book publishing will accept dramatically shorter books than traditional publishers.

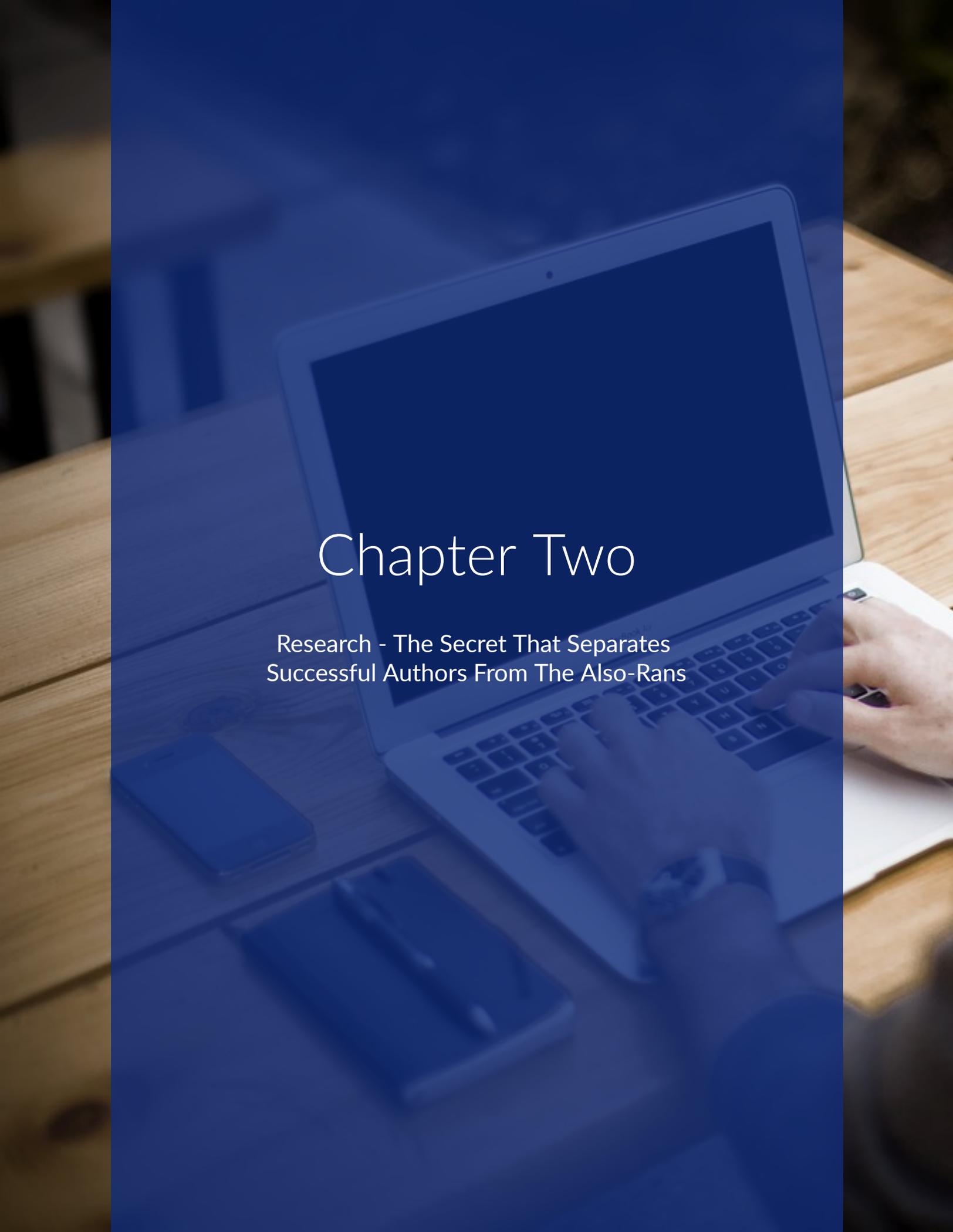
Where a typical book is 50,000 words, a Kindle book can be 10,000 words, 8,000 or even shorter. There is no lower limit for a book on Kindle!

Thus the writing process can be dramatically shorter, and the Kindle publishing process is also mercifully quick.

That's the big secret to publishing on Kindle.

## What's Up Next?

In the next chapter I'm talking about writing your first book and the one thing that separates highly successful authors from also-rans. Check it out now!

A photograph of a person's hands typing on a silver laptop keyboard, which is placed on a light-colored wooden desk. The scene is partially obscured by a semi-transparent blue overlay that covers the entire image. The laptop screen is dark and blank. To the left of the laptop, a smartphone is visible on the desk. The background is slightly blurred, showing what appears to be a chair or another desk.

# Chapter Two

Research - The Secret That Separates  
Successful Authors From The Also-Rans

# Research - The Secret That Separates Successful Authors From The Also-Rans



## The Biggest Success Secret - Research & Planning

Over the years I've helped countless people to get their ebook on Kindle. And I've seen the common mistakes that most people make.

So what is the number one mistake that aspiring authors make when writing their

book? If I had to pick the most-made mistake by aspiring authors, that would be **research**, or lack of it.

Let me be clear – if you're a specialist in a particular area, you already know enough about your subject to write your book straight away. You don't need to research your **content** – in fact, I'd actively discourage it, as it leads to 'paralysis by analysis' and procrastination.

No, you can and should get down to writing immediately without doing any **content** research.

So why do I say that research, or lack of it, is a major mistake that aspiring authors make?

The types of research that most aspiring authors omit are the most critical. They fall roughly into four categories. Let's look at each of them now.

## Research Mistake No. 1: No Market Research

What do I mean by this? Well, you need to establish that there is actually a market for your book. If no-one wants to read it, then why are you planning on spending a great deal of time and effort in creating it?

### What Can You DO Instead?

Go to [Amazon.com](https://www.amazon.com) and look at the Categories that your book is likely to be associated with. Say you're planning a diet book to be released on Kindle. Search the Amazon Kindle Store and you'll find the Diet and Weight Loss section.

Once you've found the section, see how many books are in it – the more the better. If there are too many, see if there is a sub-category of books that more closely matches your planned book.

What you want is a large number of books, preferably not all free, in your category. If you've found that there are loads – this is a good thing – it means there is a strong demand out there.

And if there are books that consistently sell well in that category, so much the

better.

## Research Mistake No.2: No Book Cover Research

Now move on to book cover research. This is vital. Your book cover is one of the few things people will look at initially. Get it wrong and your audience will ignore your book.

### What Can You DO Instead?

Still looking at books in the Category that most reflects your book's content, browse the books available.

For those Kindle books that closely match your topic, open each listing in a fresh window. Pick ten at least. Now look at the similarities between them. Is the cover a simple graphic, or is it an image? What is the predominant colour? What is the font used and its colour?

You will usually see a broad consistency of style, with some books not conforming to the style. You want to aim at the overall look that is accepted by the market. Make notes on these, as you'll need to brief your cover designer.

## Research Mistake No.3: No Book Title Research

The biggest mistake here is not doing any title and subtitle research, and just sticking with your gut feel.

### What Can You DO Instead?

Now look at the titles and subtitles. See what keywords come up again and again. Then craft a title and subtitle that would not look out of place in this category.

Don't try to be clever with the title – some people may not get the joke. Craft your subtitle so that it describes what your book does. Again look at similar books' subtitles on Amazon for help.

## Research Mistake No.4: No Category Research

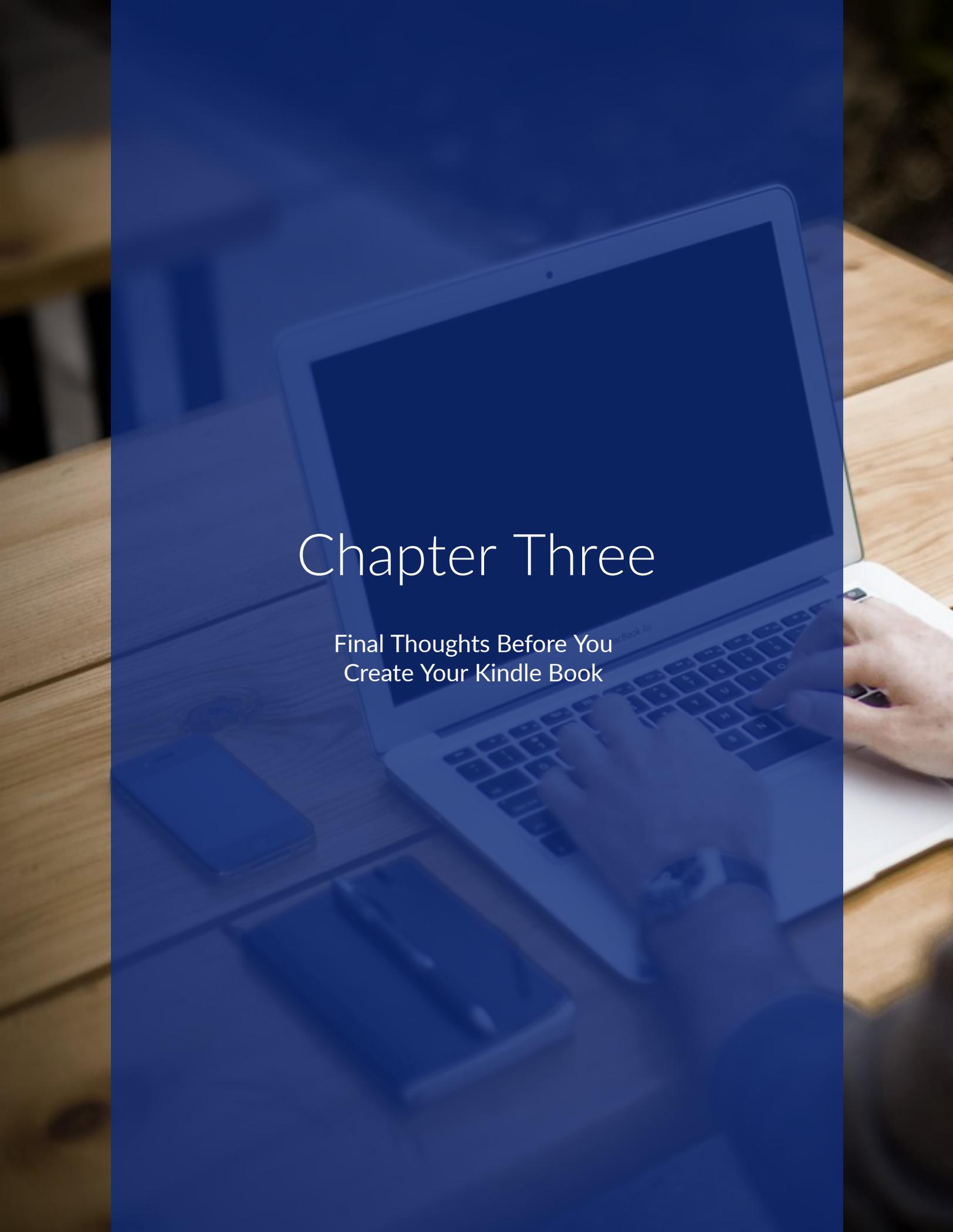
If you just put your book in any old category, it is less likely to be found by your target market. And not only will it not be found, but you could be missing out on getting a best-seller in your Category!

### What Can You DO Instead?

Are you certain you have the right Categories? You need to be sure. So finally, recheck what Categories the books most like yours are in, on Amazon. You can select two Categories. These can determine whether you become a best-seller within your Category – so choose wisely.

### What's Next?

Now you've done your research - or at least are clear what needs to be done - let's move on to some final thoughts before we get down to book creation.



# Chapter Three

Final Thoughts Before You  
Create Your Kindle Book

# Final Thoughts Before You Create Your Kindle Book



If you've read this far, you'll know I recommend writing a short Kindle book. And I also recommend researching your target market, your book title, your book's cover and the Category where your book will be published.

Before we move on, here are a few more thoughts on your book title, market and book cover that you may find useful.

## Final Thoughts About Your Book Title

Market segments are different, and do have preferences for both titles and covers. Have a look at Amazon in the Category you plan on using. Look at the titles that sell the best, and note these down.

Alex Mandossian once told me that your book title is what your book **is**, whereas your subtitle is what your book **does**. So ensure both are clear and meaningful to your target audience.

In titling your book, resist the temptation to try to be clever - it should be obvious from your title and subtitle what your audience will get out of your book. Consider the classics 'Think and Grow Rich' or 'How To Make Friends And Influence People' - isn't it obvious what you will get from these books?

## Test Out Your Titles!

Try your titles out on friends and see what reaction you get. You can use social media - but just be sure that the people responding are from your target market.

Your book title must be relevant to your target market. So, in order to get this right, who is your book for, precisely?

## Recap: Who Is Your Book Actually For?

It pays to get really specific here. 'Women' is not specific, neither is 'women who want to lose weight'. Post-pregnancy women who want to shift those stubborn last pounds is getting there.

Your book must be relevant - it must appeal to your chosen audience. And the way to do that is to address the biggest problems they face.

So you must know your chosen audience intimately - you must know their fears and phobias - that is, what keeps them awake at night? Outline and solve their biggest problems and they will demand your book.

And it really doesn't have to attempt to solve ALL their problems. Just

solve one big one with your book and that's enough.

## Reminder Of The Power Of A Cover

It's vital that aspiring authors know that your cover is one of the *only* things your audience has to go on when they go to the Kindle store. They will see your name, book title and subtitle, the price and your cover.

They may read your description of your book. But they will see your cover first. So it has to be good and has to be appropriate for your audience and topic area.

## Extra Tip: Order Your Cover First!

The most important thing about this tip is that it will make your book feel real and give you a great motivational boost. You can look at your new book cover every day and realise just how close you are to publishing.

You know, years ago, cover graphics used to cost a fortune. Now it's just so easy. So just go onto Fiverr, pick a supplier and order your cover! While most covers are more than \$5 these days, you will probably get a professional cover for \$30 or less.

Incidentally, don't ever try to create a cover yourself. Nothing screams 'amateur' more than a scrappy cover. Leave it to the professionals.

## Summary - Final Thoughts

If you've followed me so far, you'll have:

1. Clarified **exactly** who your audience are.
2. Established, through research what their one biggest problem is, and how you can solve it.
3. Got a clear idea for your book's **title** and **subtitle**. Make sure this is appropriate for your market.
4. Have a design in mind for your Kindle book cover.

This will put you head and shoulders above your competitors in your field. Now it's time to create your ebook!

# Your Next Steps



## Your Next Steps To Success On Kindle

If you've followed by suggestions so far, you'll now have an audience for your book, your topic, your title and subtitle.

Once you have all of that, what's next?

You can now absolutely write your book and then, once it's completed, edited,

formatted and proof-read, you can submit it to Amazon's Kindle Direct Publishing.

But how would it be if you were to create a book just by talking to me for an hour?

I'll ask you agreed questions, and you'll answer them. I record it, and get it transcribed and formatted. Then I'll submit it to Amazon's Kindle for you.

Yes, it can really be that simple. Just an hour of your time, and in a few days, you'll be a published author on Kindle.

## Writing Your First Book With Me - What Do You Get?

Give me just an hour of your time, and I'll interview you, with questions that we'll agree. I'll record our interview. This interview will then form the content for your book. It will be your content, in your words.

Once we have the audio interview, I'll get it transcribed, formatted and lightly edited. This will be the internal contents for your Kindle Book.

If you supply a cover (you can get a great one at Fiverr), I'll then submit your ebook to Kindle.

Just click here: <http://alunloves.it/5days>

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