

Niche-10x

"Case Study" Video Training Summary:
Kindle Publishing

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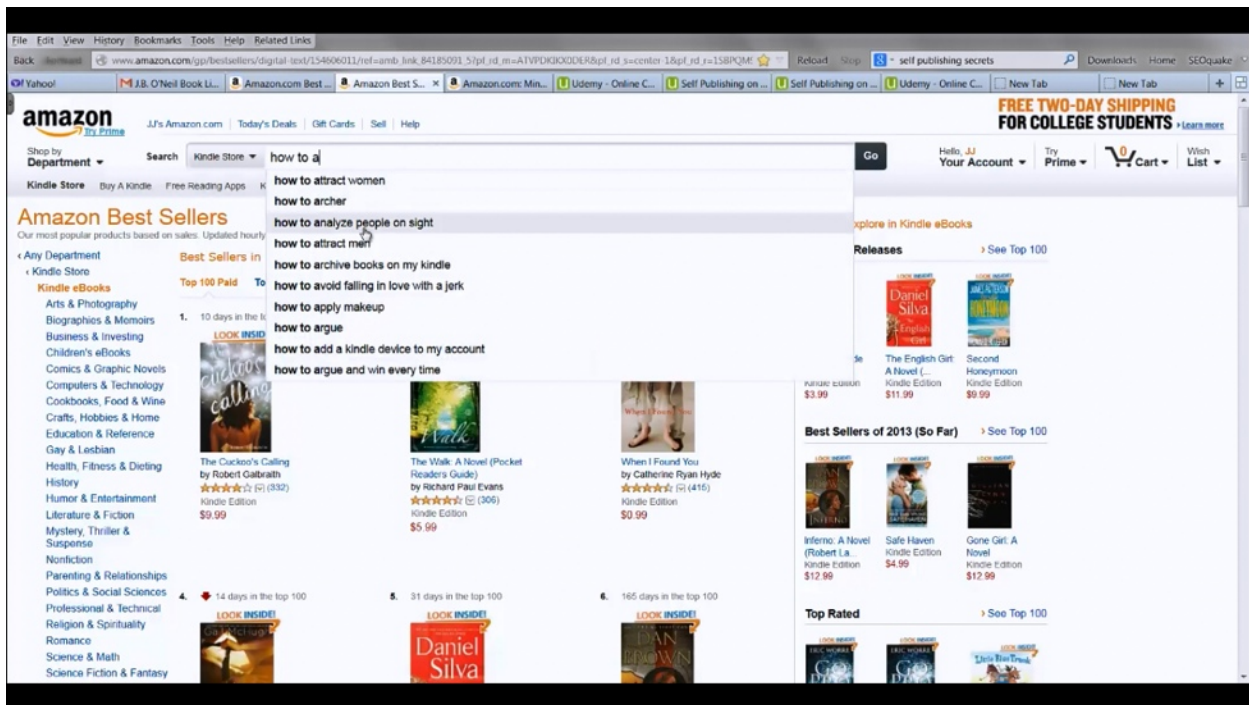
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Niche-10 "Case Study" – Kindle Publishing



Amazon brings forth a fantastic opportunity to cash in on some of these underground niches as an affiliate. You can do so via the Amazon Associate's program by promoting physical products. Many people do not realize that they can earn commissions by promoting physical products like cameras and DVDs. In fact, if you were to visit Amazon.com you would find that there are all sorts of categories of products that you can promote such as personal health products, kitchen products, computers and accessories, etc.

The list goes on and on, but it is also one of the largest information product marketplaces in the world. A lot of people go through ClickBank to promote information products, but Amazon is thousands of times larger in terms of the scale of its marketplace for digital information products. One of the reasons for this is because Amazon markets Kindle eBooks.

Now, you may be scratching your head and thinking 'Are you sure Kindle eBooks constitute as information products?' They absolutely do. People come to Amazon searching for 'how-to' products. In fact, if you go to Amazon and you

type in 'how-to' followed by any letter in the alphabet, you can see that people are searching for how-to information about nearly anything that you can think of.

By using this auto-complete function inside of Amazon, you can find out exactly what people are searching for. For example, if you typed in 'how-to' followed by the letter 'a', the following keyword suggestions appear:

- How to archer
- How to analyze people on sight
- How to attract men
- How to archive books on my kindle
- How to avoid falling in love with a jerk
- How to apply makeup
- How to argue
- How to add a kindle device to my account
- How to argue and win every time

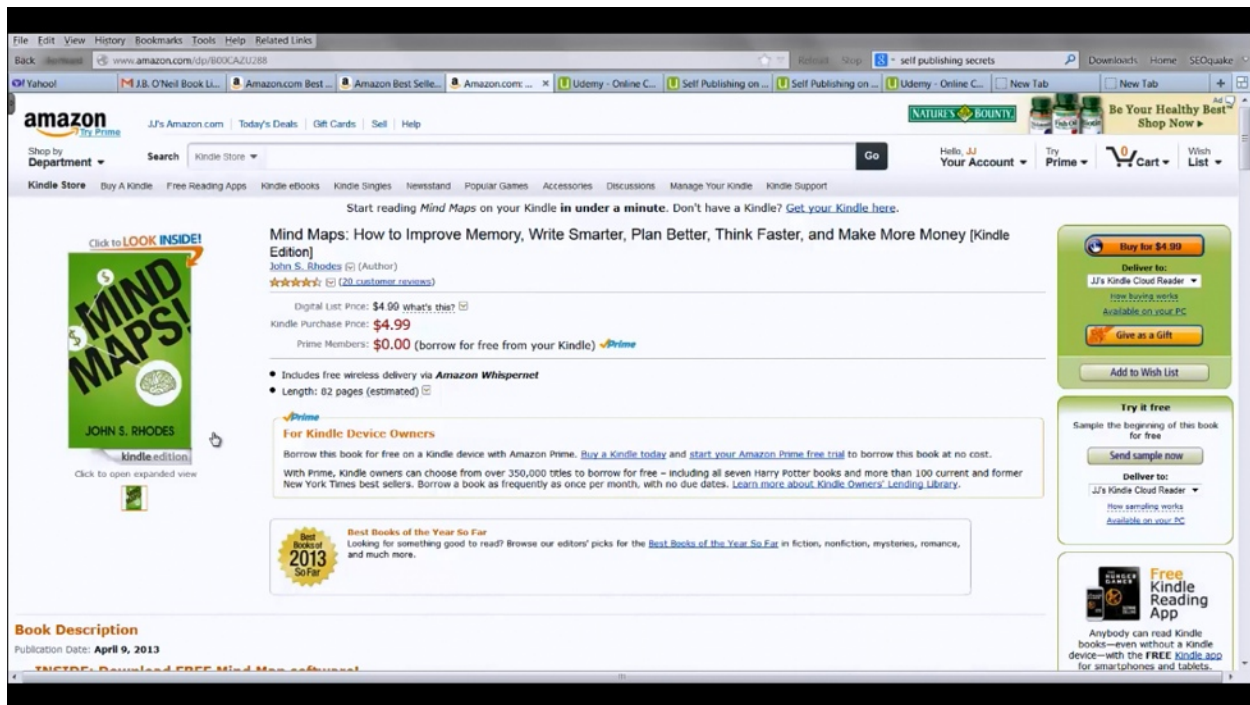
Now, just for fun, try 'b'. Some of the keywords that come up for 'how to b' are:

- How to be happy
- How to be a Hepburn in a Hilton world
- How to books
- How to be popular
- How to be a good wife
- How to be interesting
- How to brew

These keyword suggestions show you exactly what people are looking for, and this is where people come to find it. This is the marketplace of choice for many, many people, and one of the reasons for that is because of the tremendous popularity of not just Kindle devices, but other devices as well. You can download a Kindle app to basically any sort of tablet or phone now. So, in terms of delivery, there are hundreds of millions of devices out there that you can use to download a Kindle book.

That is why people come to Amazon when they want to read a book. Many people don't collect physical books anymore, and if they do, they do so in far less quantities than they used to. People don't want to haul boxes and boxes of books around from house to house anymore. People don't even really want to carry around a physical book with them anymore. Most people prefer the electronic version that you can neatly store away inside your iPhone, iPad, or Kindle reader.

The point is that as an underground niche marketer, you can make thousands and maybe even tens of thousands of dollars every month by publishing these eBooks. This, by the way, is very easy to do. You don't have to think of yourself as an author. You don't have to be an English major to do this. In fact, English doesn't even have to be your first language because you can outsource the writing of these books for pennies on the dollar.



In the picture above, you can see an example of a niche you can go into. This is a book about mind maps which teaches you how to use mind mapping. This book was written by John Rhodes of JJ Fast Publishing. The term 'written' should be used loosely, however, because he actually outsourced a lot of the writing in this book. This book is currently selling for \$4.99, which means that he is earning a 70% commission on this product.

He doesn't even have to stock this product, he doesn't have to process the payments, and he doesn't have to take care of the returns or the customer service issues. Amazon takes care of all of that for him. So, he gets paid 70% of every sale and this book, along with other books that he has created, are selling like hot cakes.

Month-to-date unit sales covering period 06/01/2013 to 07/01/2013

Book sales to customers in India that take place before June 2013 will be included in the Amazon.com report. After J

#	Title	ASIN	Units Sold	Units Refunded	Net Units Sold	Units Borrowed*
1	[blotted out]	[blotted out]	24	0	24	0
2	[blotted out]	[blotted out]	99	7	92	51
3	[blotted out]	[blotted out]	57	2	55	14
4	[blotted out]	[blotted out]	7	0	7	0
5	[blotted out]	[blotted out]	162	14	148	57
6	[blotted out]	[blotted out]	103	2	101	31
7	Mind Mapping: How to Create Mind Maps Step-By-Ste...	B00DIAPRV6	84	2	82	1
8	Mind Maps: How to improve Memory, Write Smarter, ...	B00CAZU288	119	1	118	11

What many people would consider a really obscure niche is in high demand. This is the long-tail effect that makes Kindle publishing so profitable. Exactly how profitable are these? You can look at the picture above to get an idea. This is a screenshot of John's Kindle Direct Publishing (KDP) account. As you can see, he has not just one, but two Mind Map titles. (The rest of the report is blotted out in order to protect the identity of his other titles.)

The first one, *Mind Mapping: How to Create Mind Maps Step-By-Step*, has sold 82 copies. The second one, *Mind Maps: How to Improve Memory, Write Smarter, Plan Better, Think Faster and Make More Money*, has sold 118 times. So, in combination these books sold 200 copies in just one month.

As previously mentioned, these books sold for \$4.99 apiece. John earned a 70% commission on each sale, which comes to about \$3.50 each time a copy was sold. Now, if you multiply that by 200 total sales, that comes out to be \$700 in net profits. That's not bad for one month's passive income, especially when you consider that John outsourced most of the work. This is just a small portion of the passive income streams that flow into the JJ Fast Publishing account every month.

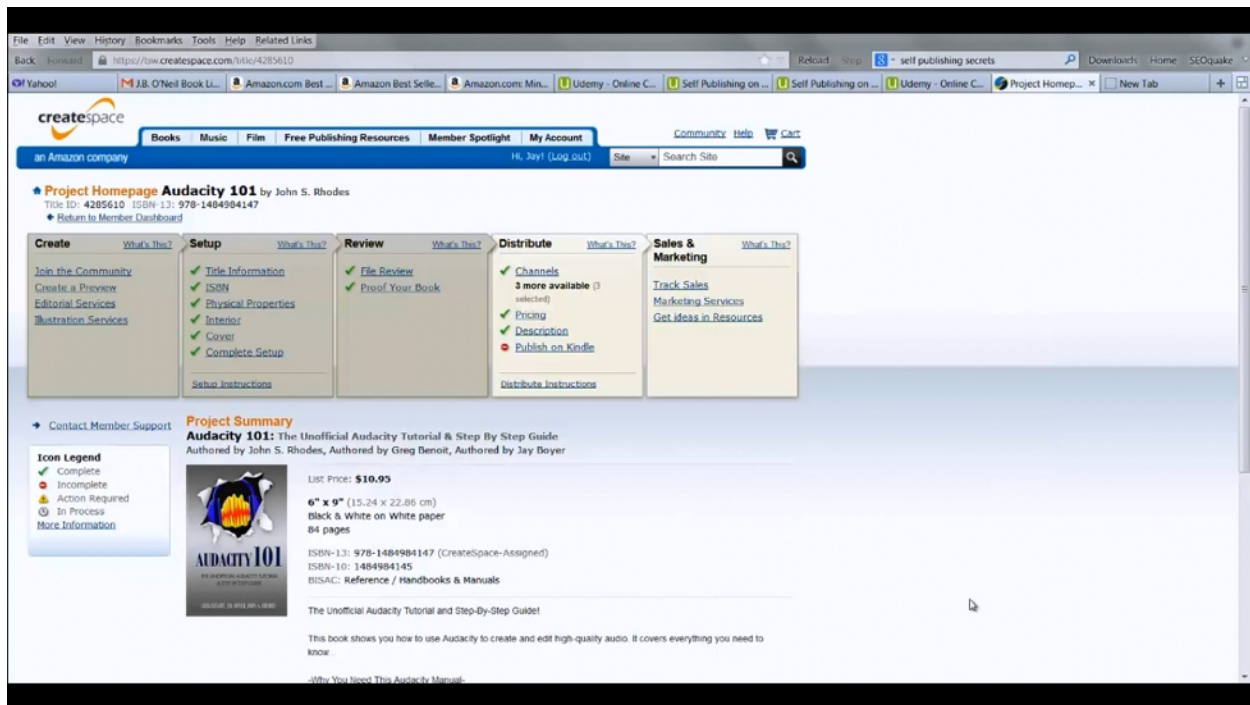
John and his business partner Jay Boyer run JJ Fast Publishing. They have literally published hundreds of books in many, many micro niches just like this one. Just think, these two little books from one niche have brought in \$700 of passive income in just one month. Now, multiply that by several hundred titles, and you have to admit, that is a nice passive stream of income.

Who knew that there would be such a demand for information on how to use mind maps? Although the guys at JJ Fast made an educated guess, there was no

way of knowing that these books would be so popular. However, they publish books all the time, and they know what to write about because they pay attention to what people are searching for. As you can tell from the screenshot above, it works. That is the power of combining a little information with an amazing marketplace such as Amazon. You can create these very same results yourself by taking advantage of some of these popular underground niches.

By the way, the information show above doesn't even include the sales amounts for the paperback versions of these very same books. With just a little extra effort, you can publish these very same books that you have written over and over again in different forms, making that passive income grow exponentially. For example, you can change a Kindle eBook that you have written into a paperback book for free using a self-publishing service, which is also run by Amazon, called CreateSpace.

Most of the books that JJ Fast Publishing comes out with are available for purchase in both an electronic and physical form. What they have found is that if you do not publish the contents of your book in both formats, you are leaving money on the table, plain and simple. In fact, they have found that very often these paperback versions of these Kindle eBooks sell even better than the digital versions.



If you look in the picture above, you can see a screenshot of one of the JJ Fast CreateSpace accounts (they have a handful of them). Depicted in this picture is another 'how-to' niche title that is very similar to the mind mapping books. This book is in a totally different niche, however. The book is titled *Audacity 101: The Unofficial Audacity Tutorial & Step by Step Guide*. It explains how to use Audacity, which is free audio editing software.

Most people don't really want to learn how to use this software through and through. They just want to know how to use the software well enough to get certain tasks accomplished and have a book to refer to when they have a problem. That is why the people of JJ Fast wrote this book, to cater to that need. Below you can see the sales totals for this book for the current month. When this screenshot was taken, the month was only halfway over and this book had already made 12 sales.

Member Dashboard
Jay Boyer, Member ID 746830

[Message Center](#) 🚨 26 alerts 📧 2 messages

Royalty Balance [Details](#) Show: Total **July**

\$313.20 USD	£30.04 GBP	€0.00 EUR
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My Projects [Add New Title](#) Sort By **Recently Updated** Show subtitles and volume numbers

Title Name	Status	Jul Units		ID
Audacity 101	Available	12	July Royalties Order Copies	4285610
[blotted]	Available	1	July Royalties Order Copies	4285596
[blotted]	Available	4	July Royalties Order Copies	4276931
[blotted]	Available	13	July Royalties Order Copies	4285566
[blotted]	Available	19	July Royalties Order Copies	4285544
[blotted]	Available	3	July Royalties Order Copies	4285581
[blotted]	Available	42	July Royalties Order Copies	4273748
[blotted]	Available	8	July Royalties Order Copies	4285527
[blotted]	Available	37	July Royalties Order Copies	4276976
[blotted]	Available		July Royalties Order Copies	4285621

Although the rest of the titles are blotted out, you can see that many of the other books listed are selling fairly well too. This particular book is selling for \$10.95, and JJ Fast Publishing keeps about half of the profits for this book. So, this is just one more powerful passive income stream that keeps chugging along month to month. Again, you can do the same by finding niches that people want to read about and publishing under them.

You can see in the picture above that just these books have brought in over \$313, and this report only shows half a month's sales. You can also see in the picture above that these books also bring in profits in Euros and Pounds. That's right. Through Amazon you can market your books in other countries as well. Amazon actually makes the currency conversion for you too.

One thing that the members of JJ Fast love about publishing in general is that all they have to do is come up with the content once and they can continue to publish it over and over again in these various forms. They can publish it in an electronic version, in Kindle, in different languages, and so on and so forth. This creates multiple streams of passive income for each and every book.

None of the books that have been shown are even some of JJ Fast Publishing's most popular titles. Still, sales are continuously rolling in from them all of the time. These are all books that they did the work, or outsourced the work, for months or even years ago. So, this is all basically free money because these books paid for themselves long ago. This has been yet another example of how you can and should be monetizing some of these underground niche topics.

Hopefully you are getting excited. This is very doable, even if you are working on your own. Please refer to the monetization guide if you need to. It will walk you through the step-by-step process of how to publish your information products and turn them into a Kindle eBook and/or a paperback book. This way you can begin creating additional revenue streams for yourself and your business.