PASSIVE INCOME MULTIPLIER

CREATE ONCE, PROFIT TWICE. FOREVER

How to easily create 2 passive income streams from one product

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Contents

© Copyright 2026 by Brian Graves - All rights reserved. 2

Introduction 3

Creating your eBook 5

What to do first: 6

>>>>Extremely Important<<<< 8

Rewriting Your Content 10

Moving On 11

Creating Your Book Cover 12

Formatting Your Book for KDP (Kindle Direct Publishing) 12

Putting Your Book on KDP 14

Creating an Audio Version of Your Book 21

How to Create a Paperback Version of Your eBook 23

Promoting Your Books 26

Finally 28

How to create your app from your eBook. 29

Creating an Admob account 38

Getting 20 Testers for Your First App 40

Add your app to the Play store. 41

Conclusion 50

Introduction

Hi, let me quickly introduce myself. My name is Brian Graves and I have been marketing online from about 2019 and what follows is a step-by-step blueprint of 2 methods I have been using for years to make some real money online. I am going to go through all the steps to get you set up with both methods.

Method 1 - Creating an EBook lightning fast and putting it up on Amazon KDP.
Method 2 - Creating an android app from the book and monetizing with ads for more income.

This may sound like it's a long and complicated process, but after years of doing it, I

have got it down to a fine art and you will as well. What you are going to discover is one of the quickest way to earn online.
Also, both are truly passive income streams. Once set up they just keep bringing in revenue month after month.

Let's Get Started

The best way to tackle this guide is to read it all the way through and then implement the steps as you go through it a second time. This will give you a better overall picture of what you need to do.

Below is a screenshot of my KDP account, this is not to brag, but to show you that this method works.

If you would like to go and check my books out, just go to Amazon, Kindle store and type in Brian Graves and you will see my books.

I also only create books in the make money online space; this course covers creating books in the nonfiction category but not necessarily in the mmo niche as you will find out.

So here are my stats:

This for the last 2 months Nov – Dec. It is approximately $1350 for the period, so $675 per month. And this is passive income, once I put the book up on KDP I spend very little time promoting it. The sales just happen day after day, month after month.

Look at it this way, if you devote just 2 to 3 hours per day for the next 3 months, this could be your income. Of course, I am continuously adding books so this income will also grow.

And this is only the income from Amazon; we will get into my income from the apps a little later.

Royalties Earned (What's this?)

Currency	eBook Royalty	Paperback Royalty	KENP Royalty	Total Royalty
USD	641.36	138.24	138.57	918.17
GBP	88.75	39.98	14.38	143.11
EUR	41.96	5.23	11.46	58.65
JPY	0.00	320.00	180.78	500.78
INR	761.03	0.00	314.75	1,075.78
CAD	69.58	34.71	5.55	109.84
BRL	10.55	0.00	3.69	14.24
MXN	82.49	0.00	21.22	103.71
AUD	9.61	0.00	2.13	11.74

Generate Report (What's this?)

Anyway, enough of that. Let's get into the course.

Creating your eBook

First off, don't think you need to create a massive Ebook, people are looking for info and they want it to be too the point and no fluff. I have books that are only 10 pages long that sell really well.

Before you start creating your eBook you need a subject to create it on, duh.

So, you have 2 choices here. You can write about a subject you know a lot about, your hobby, passion etc. This is how I started. But you may have 2 or 3 books in you and then you'll be stuck.

So rather pick an evergreen niche to write on, for example pets, gardening, woodwork, sport etc.

When searching for a niche to write on, pick evergreen niches. Don't create books on trends or trending topics, they pass and your book will be dead in the water when they do.

What to do first:

1. Let's go and do some homework. We need to find a subject where there isn't a lot of competition on Amazon KDP. (not too many books) but the books that are in the niche are selling.

2. Head over to Amazon, in the categories go to "kindle store" now you have to think of a subject to type into the search bar. Books that do well are about solving/fixing a problem.

3. For this example, I am going to use "golf swing" as my search term. I am a golfer and believe me sorting out your swing is a very pressing issue to fix.

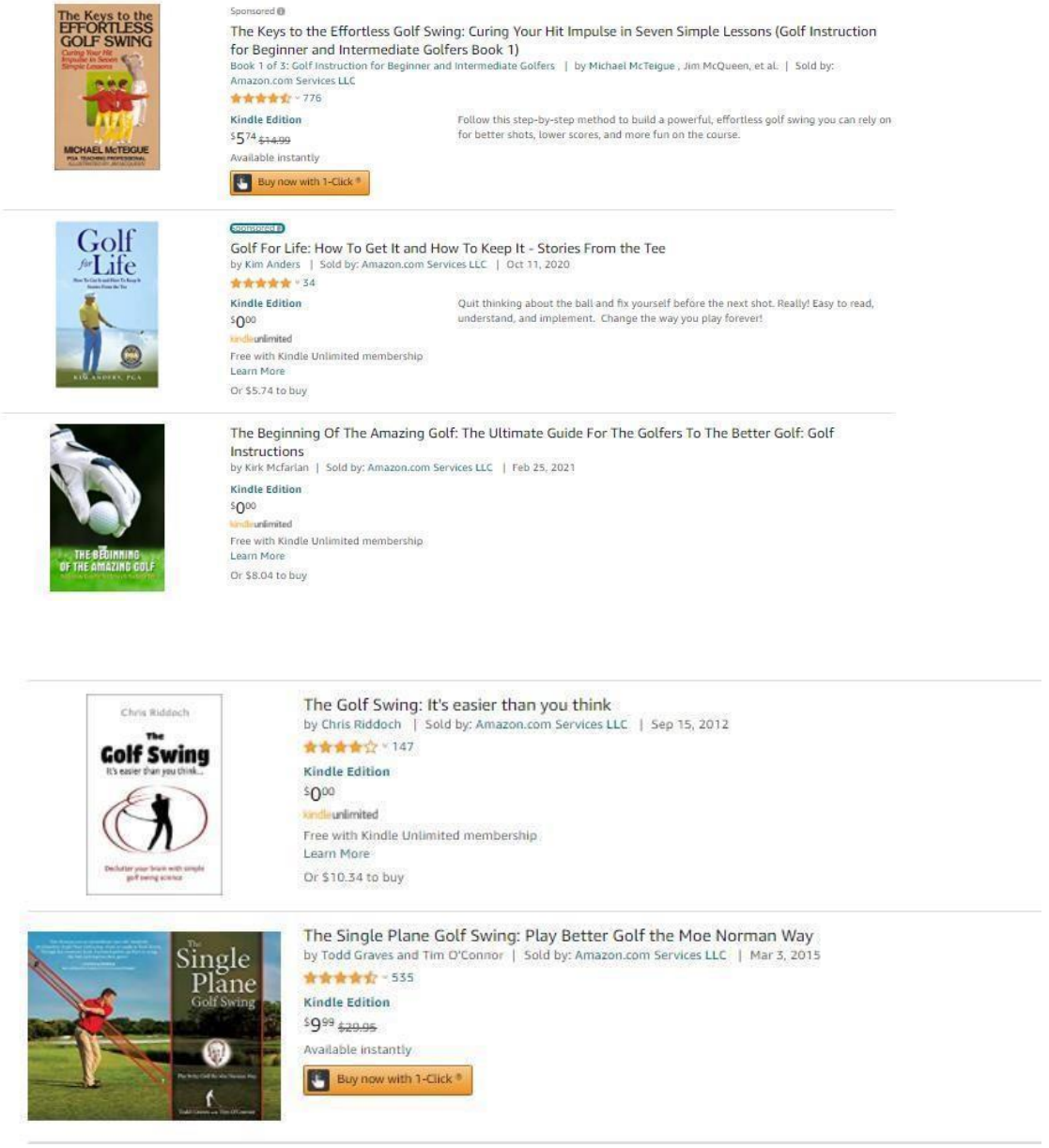
4. We are looking for less than approximately 1000 books in the niche, and the books on the first page must be selling well. How do we know they are selling? Look at how many reviews those have.

Books that generally have a lot of reviews, good or bad are selling well. So, as we can see in the snapshot below, there are 809 books, so good to go there.

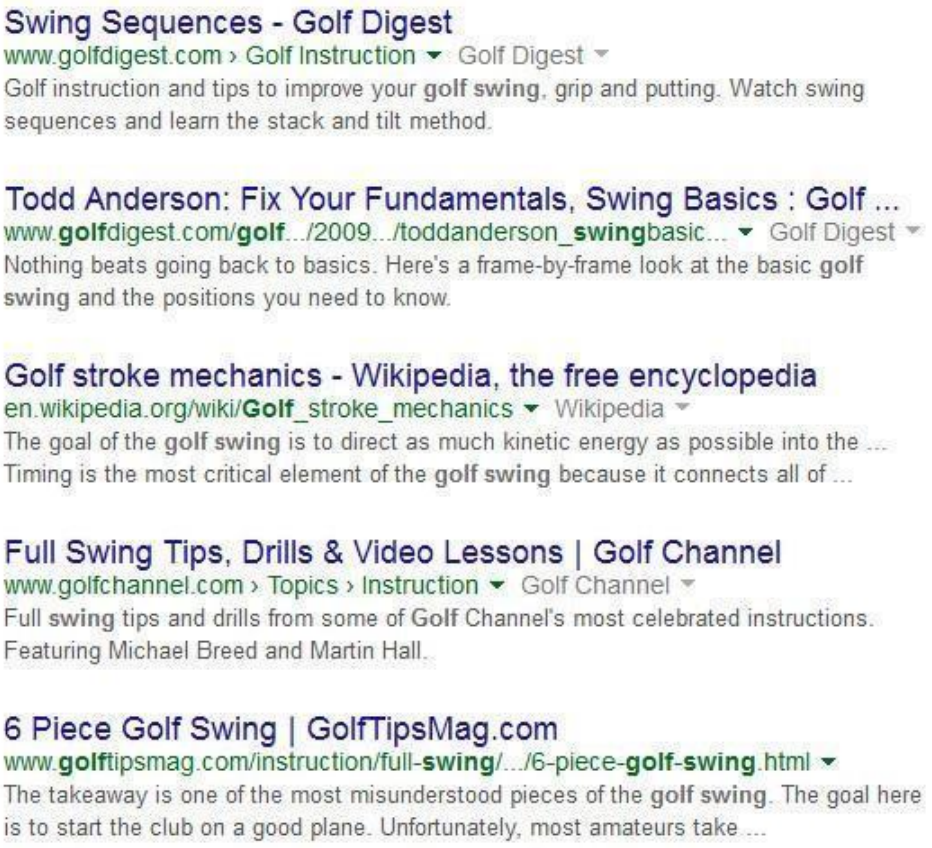
5.

Then let's look at the reviews on the first page, as you can see, the first book has 776 reviews, then 54 then 0, (but it's a brand-new book) then 147 then 555 and so on.

If there are 3 or 4 books on the first page with more than 2 to 3 hundred reviews then I will probably create a book around that search term. As long as the competition isn't that heavy. From the reviews we can see books for this search term sell well.



Now we need to find content for our eBook, this is how we do it. There are a few ways to go about this. Go to good ole Google and type in “golf swing”**.** Check what comes up, more info than you could use in years.



Look at the very first site; here you get info on improving your golf swing. Go through all the sites and copy and paste all the info you can on improving your golf swing into a word document

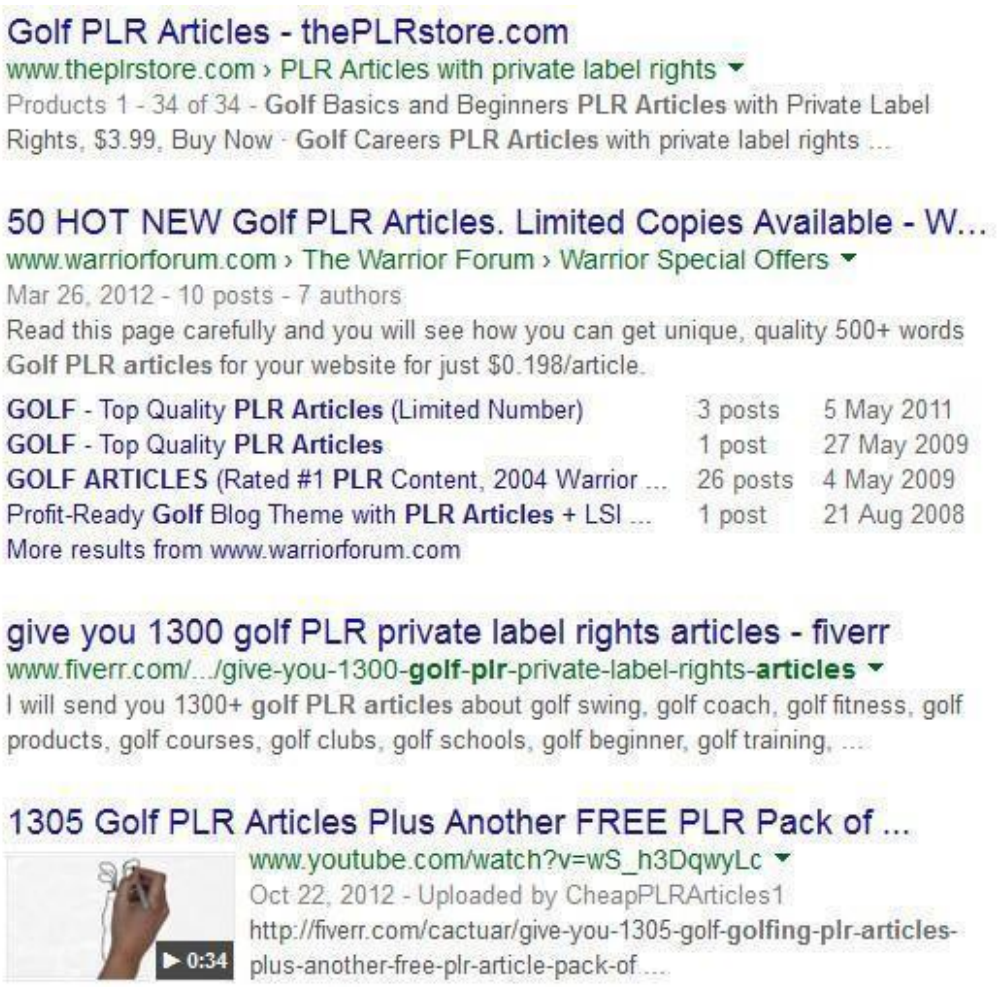
>>>>Extremely Important<<<<

Do not use this info as is, you need to rewrite in your own words. You will get yourself into massive trouble just blatantly copying someone else's work.

Later in the course I will show you a really quick way to rewrite your content so that it is original.

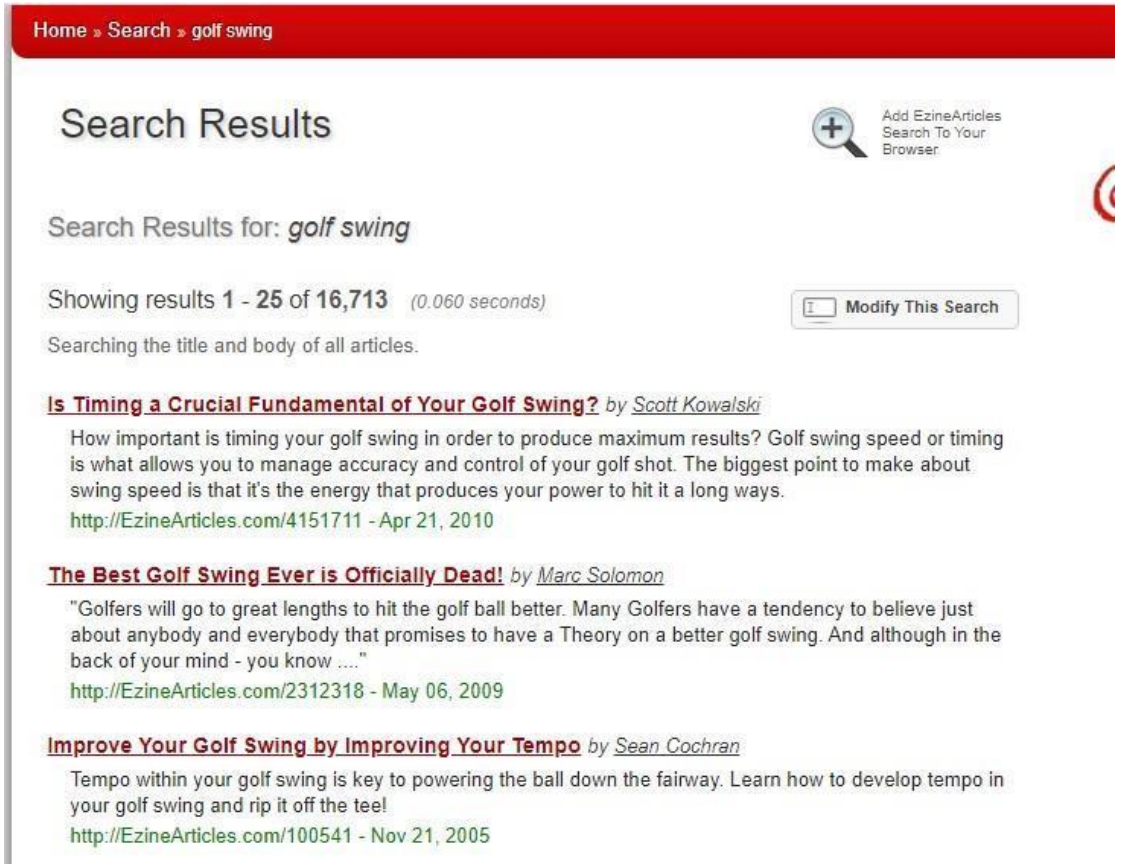
Your second choice to find PLR. (Private label rights) content to use. There are many PLR sites out there. **Do not try and use PLR products as they are, you need to rewrite them.**

Go to google type in “golf PLR articles”



Check out all the options you have: You could buy a few articles and away you go.

Your third option is to use Ezine Articles. I typed in “golf swing” in the search bar and look at all the articles available below.



Again, do not just use these articles as they are, rewrite them, or get someone to do it for you.

AI Book Creation. The short answer is, don't do it.

You can use AI. Just a word of warning though, Amazon will ask you when you submit your book if you used AI to create it. For me this is a red flag. Sure, use it to get ideas, or even to generate content but please don't just use it as it is, rewrite it.

To get the best results, mix up the content from all your sources.

Rewriting Your Content

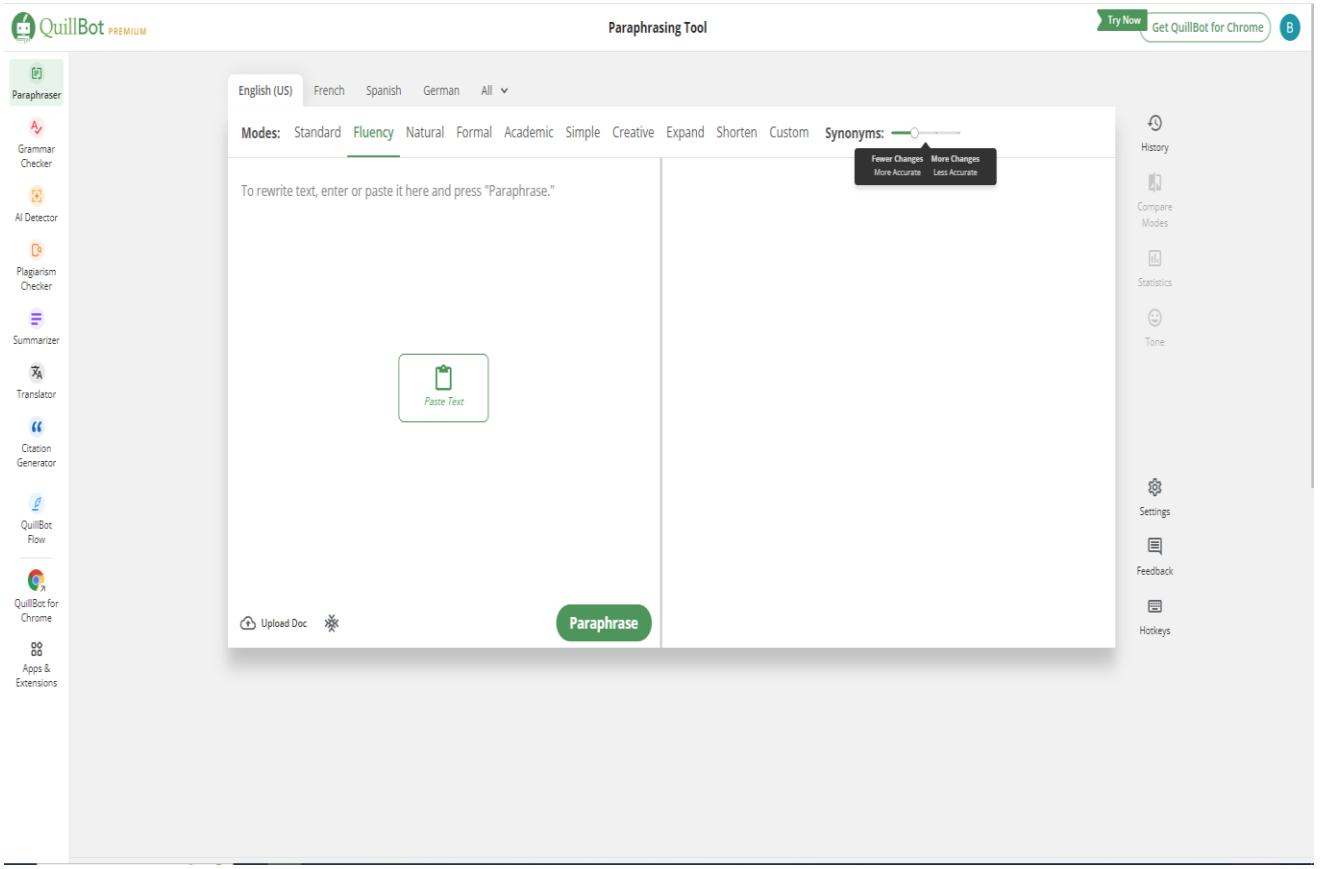
I use Quillbot to rewrite my content, fantastic tool, go and check it out here: Quillbot

They have a free version but you can only paste a small amount of text at a time to rewrite. I suggest getting the premium version where you have no limits.

Below is a snapshot of the dashboard, basically paste your text and hit paraphrase. You can play around with the modes to see what works best for you.

Read through the paraphrased text as sometimes there are spelling mistakes and the grammar may not be 100%. However I have tested many tools and this is by far the best one out there.

Also play with the settings in Quillbot until you find an output you like.



Moving On

Next you will need some pics for your eBook. Use this site below to excellent free pics

http://all-free-download.com/free-photos/

A quick word on images in your book. I use a lot of images in my books and screenshots when I am trying to explain a method that works better using screenshots.

Use as many images/screenshots in your book as you can without it becoming a picture book. This will make your book longer and increase the perceived value.

To get screenshots and/or edit images I use PhotoScape, it's free and works well.

Ok now put your book/report together in word or any text editor you want to use. It really doesn't have to be a work of art.Around 5 – 20 pages should do it, or more. It really depends on how much info you want to supply.

You are going to see that your income split will be about 70% from your apps and 30% from the books. So don't get too hung up on the book, get it done and get it up on KDP

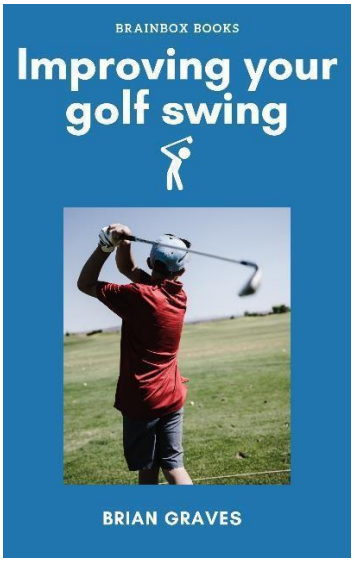
Important – If your title is "how to improve your golf swing" then make sure your article has excellent info in it to improve your golf swing.

Creating Your Book Cover

I use Canva to create all our book covers; it's free and flipping brilliant. There are many tutorials on how to use Canva, very easy.

So, I am not going to go into detail here. Actually, my wife makes some of my book covers for me and below is a cover I asked her to knock up for me while I was writing this, took her about 10 minutes.

You don't need to produce a work of art; in fact a clean and simple cover works the best.



Formatting Your Book for KDP (Kindle Direct Publishing)

We are going to create our eBook in word. You can upload your word doc to KDP as is.

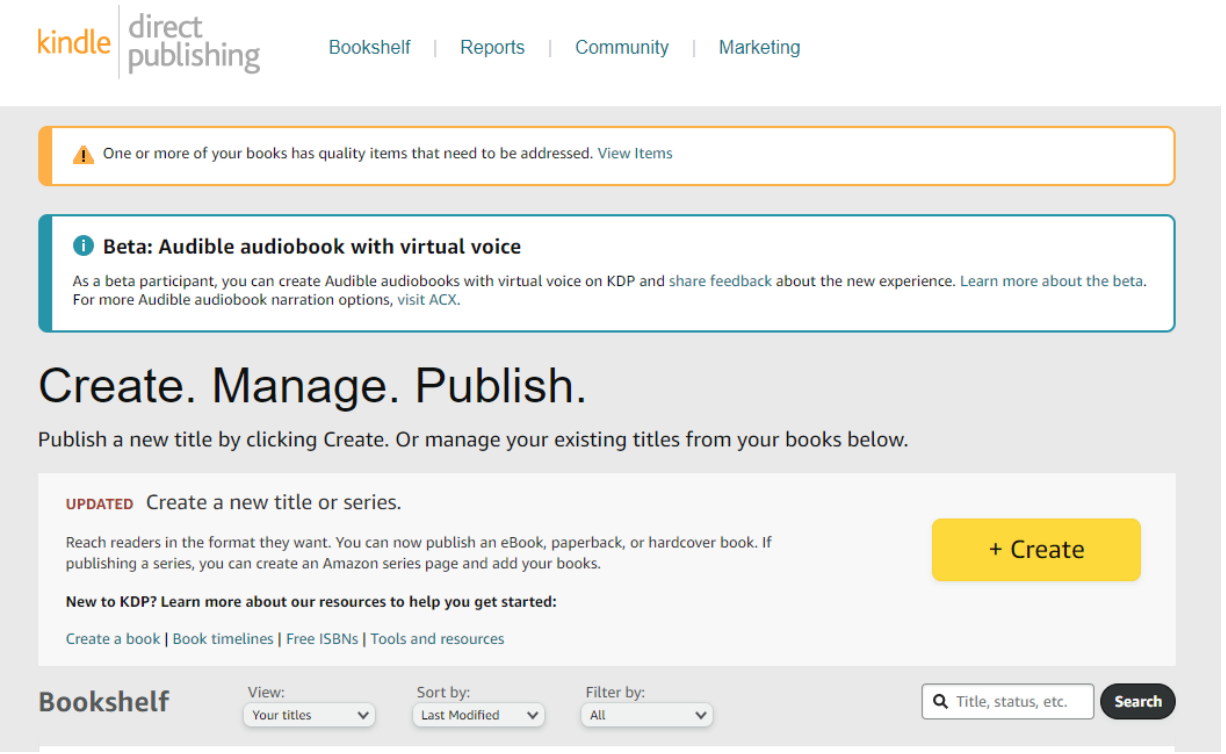
Putting Your Book on KDP

Here I am going to take you through the process step by step. There are a few important things to consider here.

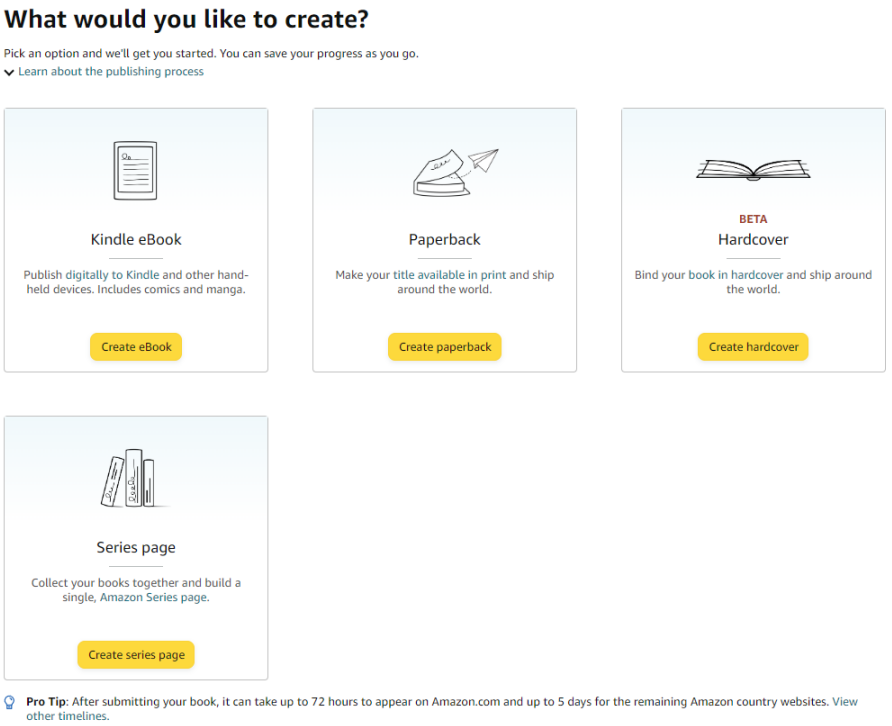
First off all you need to create a KDP account go here: Its free
https://kdp.amazon.com/en_US/

You will need to complete your tax info, bank account details etc. All very self-explanatory.

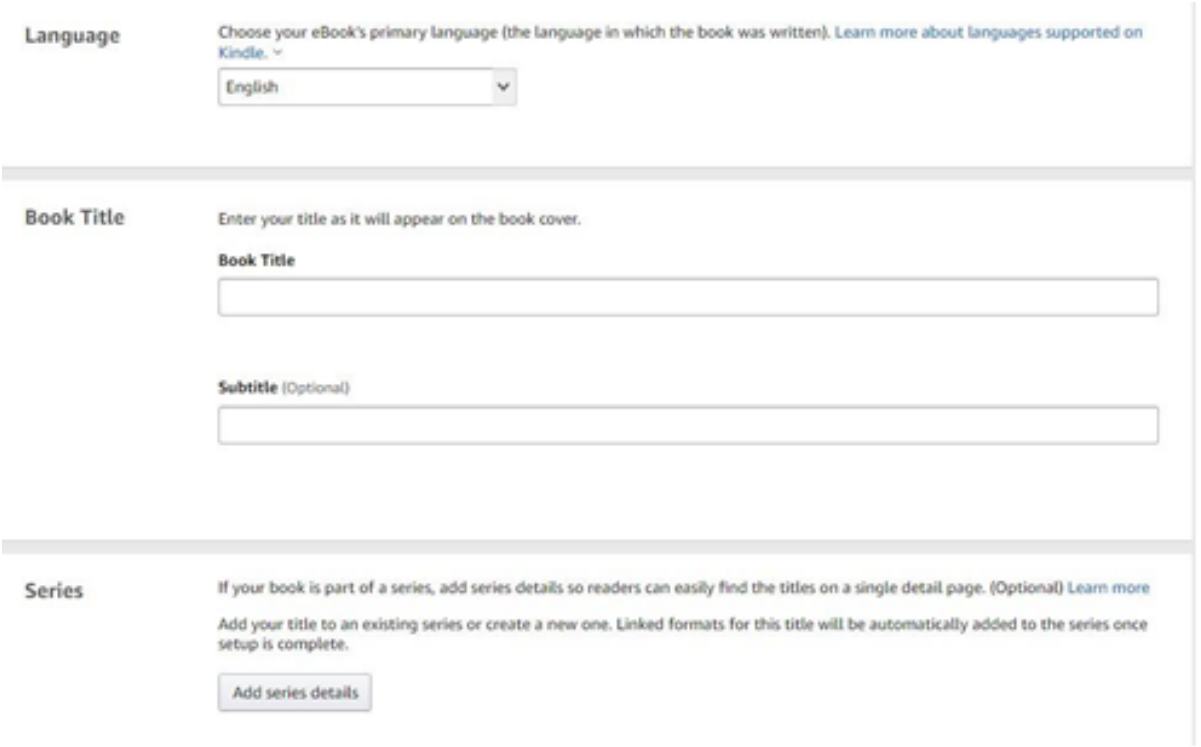
When you are done, go to the page below and click Create



Then click Kindle eBook

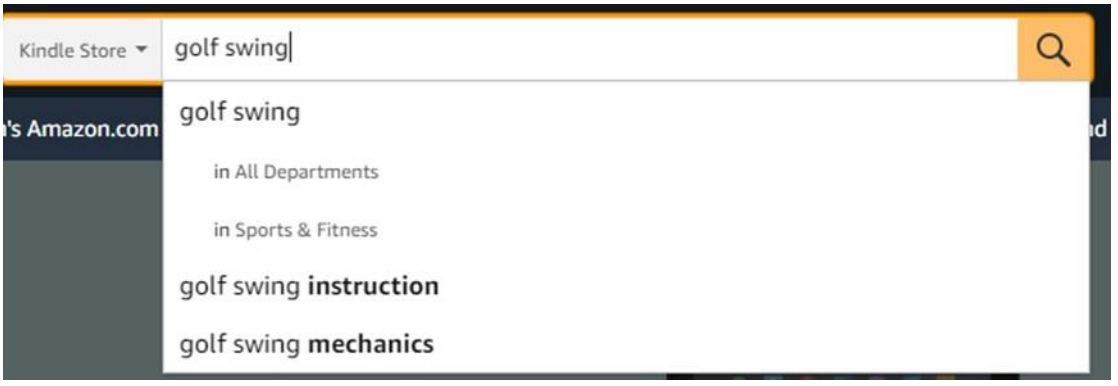


You will then be on the screen below. Leave the language as English, and then put your book title in.



It's important to have a good title and here you need to incorporate a search term into your title.

To do this, go back to Amazon, kindle store and using our "golf swing" example type this in. This is what pops up

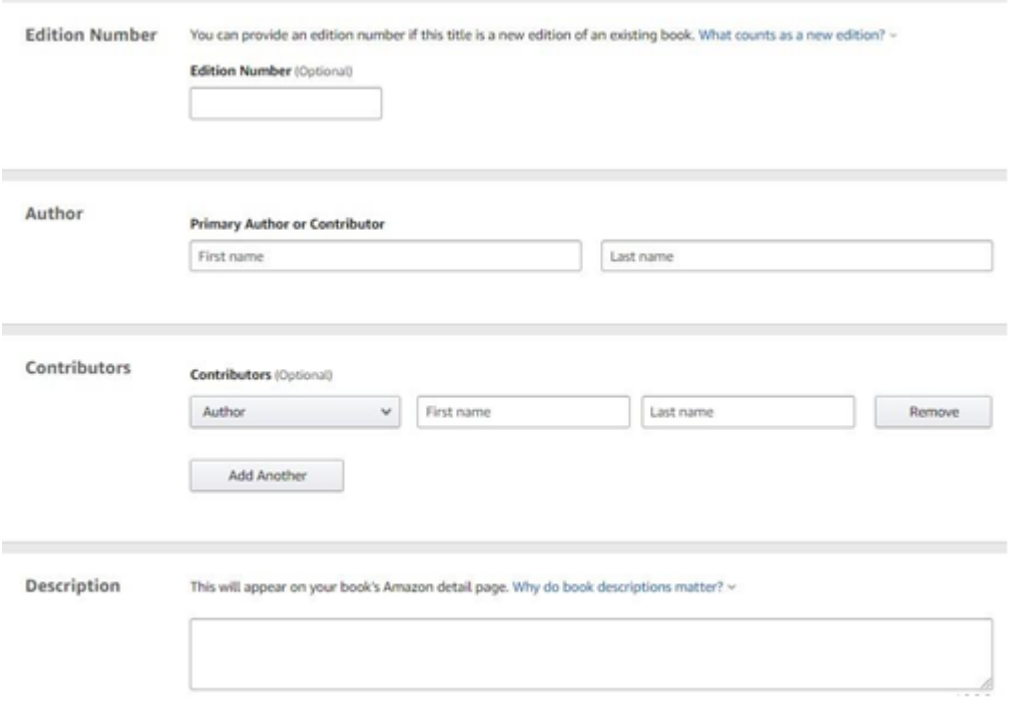


You want to use a search term that people are typing in, so you could use something like "Pro Golf Swing Instruction to Knock 8 Strokes off Your Game" or "Understanding Golf Swing Mechanics to Drive like a Pro". You get the idea.

Be creative and try to make it "catchy"

For your subtitle just incorporate another search term.

For series, just leave as is.



Edition number, leave blank

Author, that's you. Here you can use your real name or a pen name, up to

you. Contributors, leave as is.

Description, very important. You want to tell people why they should buy your book, so features and benefits of the book. This needs to be written like a sales pitch.

Below is a description for one of my books to give you an

idea:

Title

MERCH BY AMAZON BOOK

Description

All the tips and tricks to finding a T-shirt that sells, finding the proper keywords to get your t-shirt sold without any marketing or advertising (pure organic sales) is covered in this book

Are you thinking of starting your own online business but not sure where to begin? How about an opportunity to make a good income without inventory or very little cost (low capital?)

My Merch by Amazon course will guide you step-by-step to getting your account ready, give you research ideas as well as inspiration to getting your first shirt done. We go through the entire process right to uploading your T-shirts.

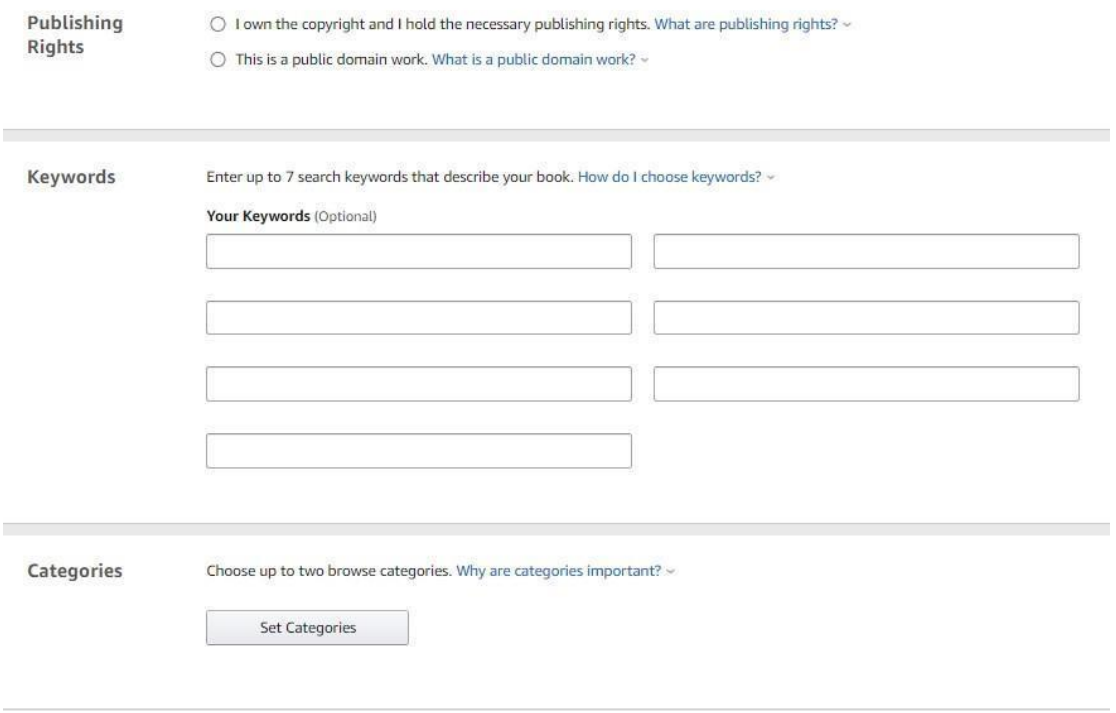
This guide will help you establish a real and viable business selling t shirts on Amazon

The guide is aimed at people wanting to break into the merch by Amazon business, After reading this you will be able to successfully set up your business and start making money.

There really are very few online marketing avenues these days that are not saturated, and this is one of them. This is still a relatively new and untapped market so now is the time to get in and get going.

Don't miss out. Hit the buy button and get going today.

I'm basically telling people why they should buy this book. And make sure you put long tail keywords in your description and a call to action at the end of your description.



Publishing rights, click “I own the copyright”

Keywords, also very important. We want to put search terms in here that people are typing in. Back to Amazon, “Kindle Store” and then type in “golf swing” in the search bar. After you have typed in “golf swing” hit space and then a.

This is what pops up.

Now go through the alphabet and choose 7 keywords that fit your book the best. Do not use your title or subtitle keyword here; you will just be duplicating them.

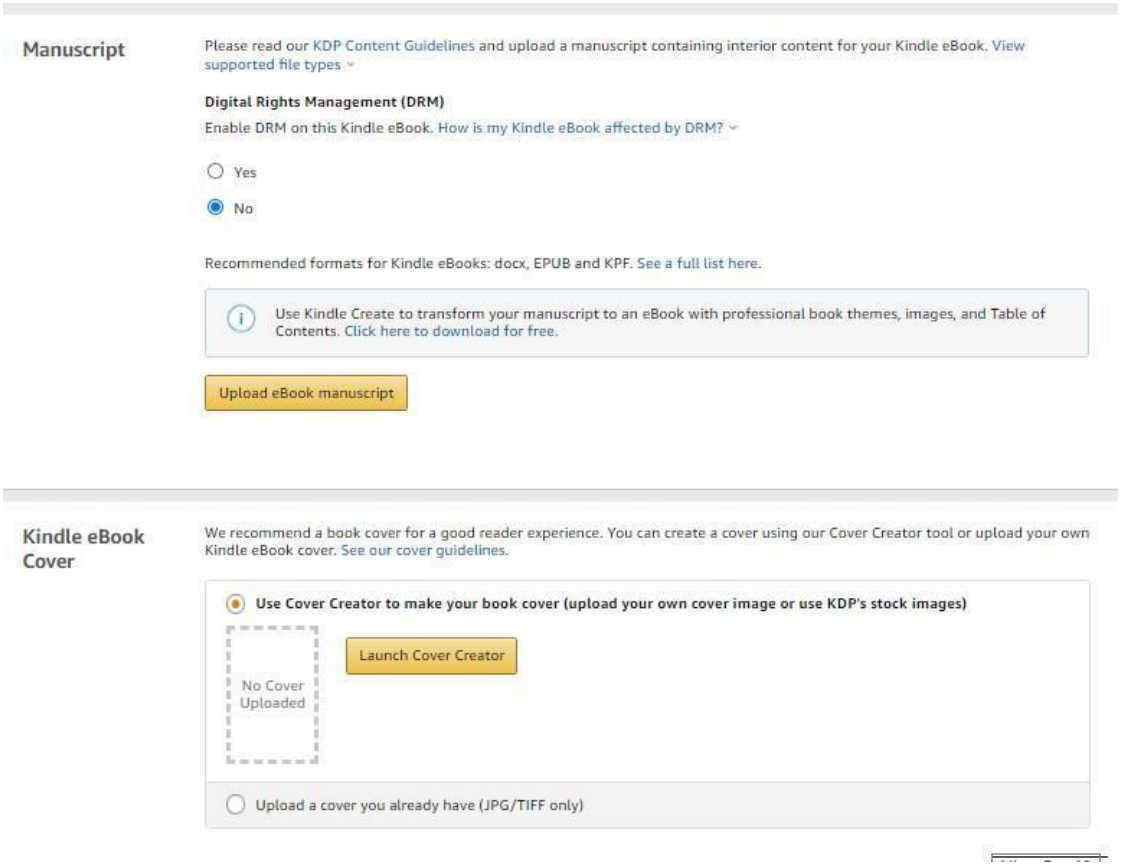
I now use software to find my keywords and niches to write in, it's called [Publisher Rocket.](#) Go and check it out, it will definitely increase your book sales. It's not cheap at $97 but well worth it. If you do buy from this link, I will earn a commission as I am an affiliate but at no extra cost to you.

My advice would be to get some sales coming in and then look at investing in [Publisher Rocket.](#)

Categories, hit nonfiction and then choose 3 categories that suit your book the

best. The rest of the page leave as is and hit "save and continue"

On to the next page



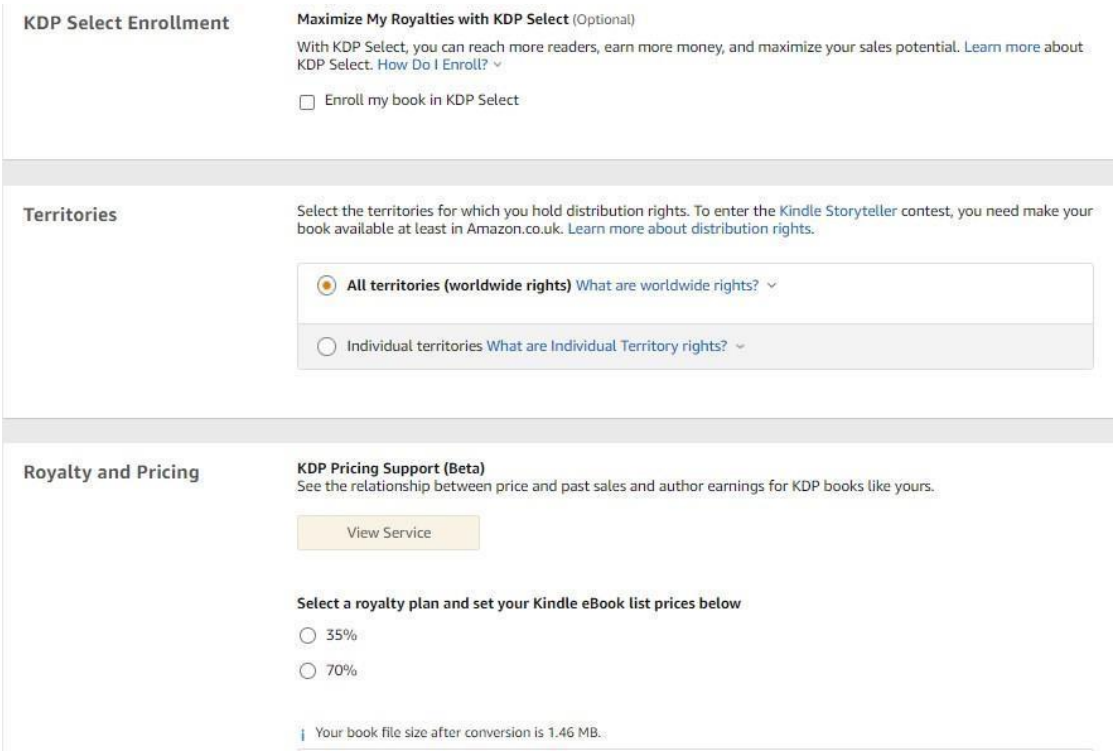
Digital rights management, leave as no

Then you need to upload your book, you will have saved your book as a DOC file, just upload this file.

For your cover, click “upload a cover you already have” Don’t use their cover creator.

Do not worry about the Kindle book preview section or the Kindle book ISBN.
Click save and continue.

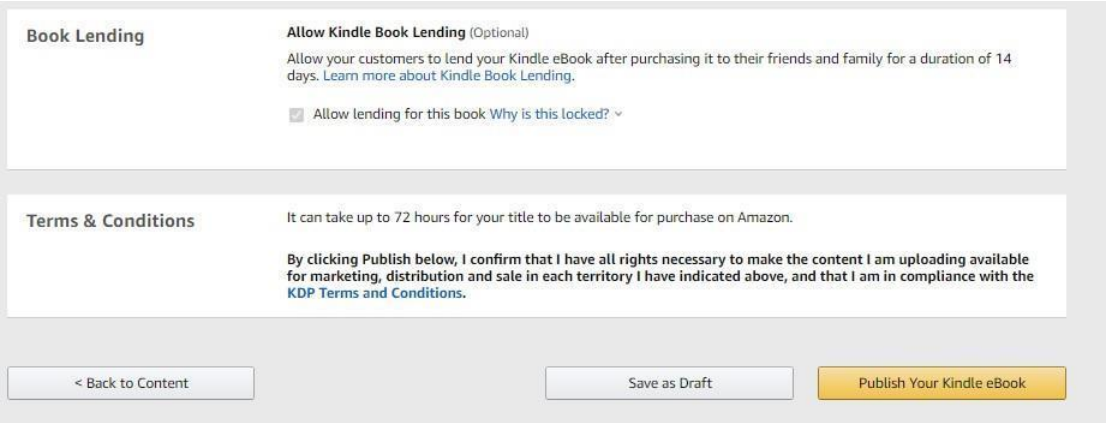
Onto the last page



KDP Select Enrolment, click “enroll my book in KDP select” the reason you want to do this is because you will get paid if people lend your book and read a certain number of pages. Its small compared to book sales but it all adds up.

Territories leave as worldwide

Royalty and Pricing select 70% and price your book at around $3.99. This means that you will get around $2.60 for each book you sell. You can of course sell your book for whatever price you want, but I have found this to be the price point that gives me the best return.



Book Lending, this should already be ticked.

Terms and Conditions, go and read the terms and conditions if you want to and click "publish your kindle eBook"

That's it, well done. Amazon will review your book and send you a mail confirming your book is now available on Kindle.

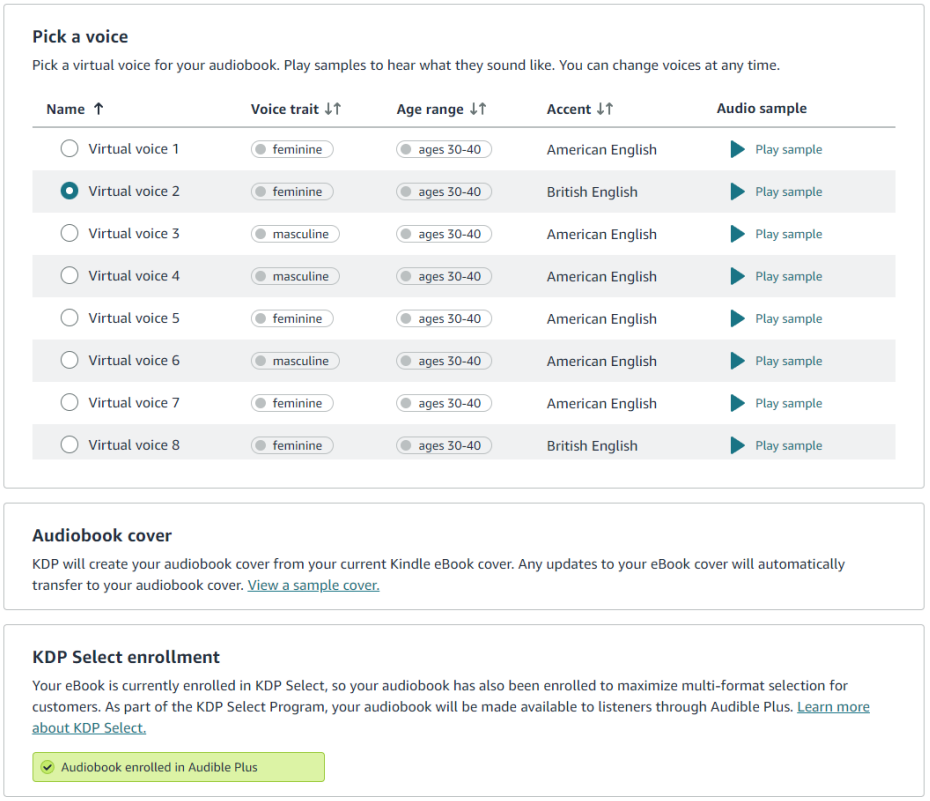
You should also look at turning your eBook into a paperback and audio if possible. Not all books will be able to be made into paperback (book must be a minimum of 24 pages)

You will see if your book can be made into an audio on your dashboard, if you can do it.

KDP also now allows you to create an audio version of your book, very simple to do

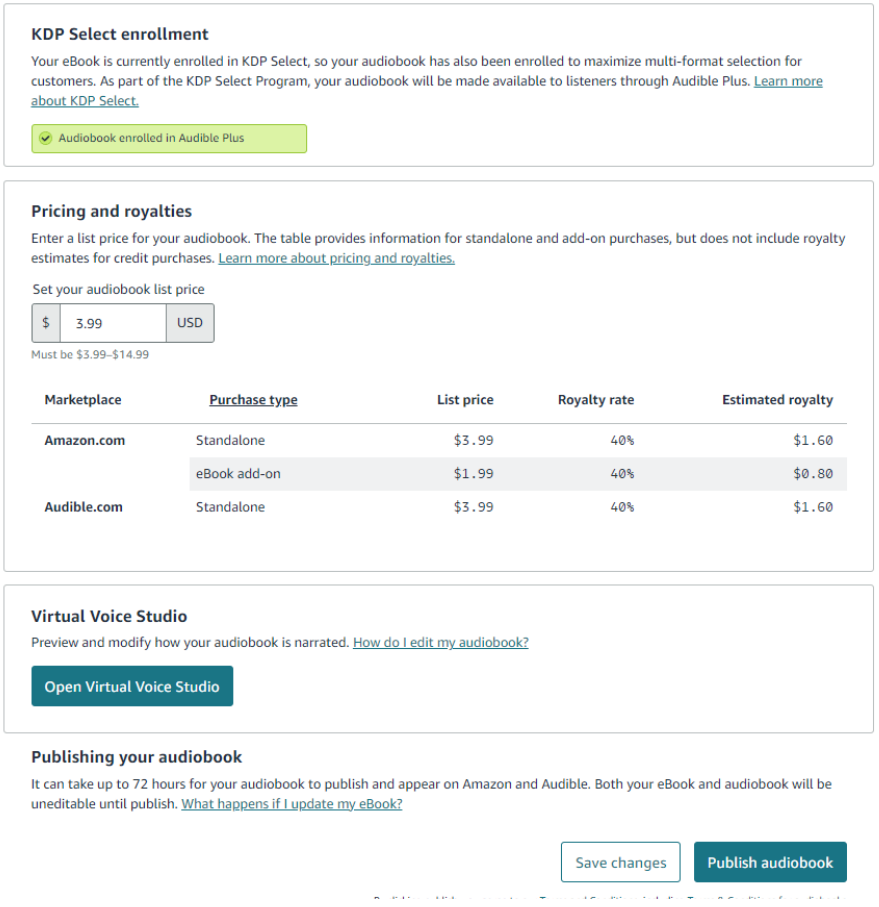
Creating an Audio Version of Your Book

Step 1. Pick a voice you want to use, go through the voices and use one that you think will work for your book.



Your cover will be automatically created, audiobook enrolled should be ticked. If not tick it.

Set your price and click publish. It's as easy as that.



How to Create a Paperback Version of Your eBook

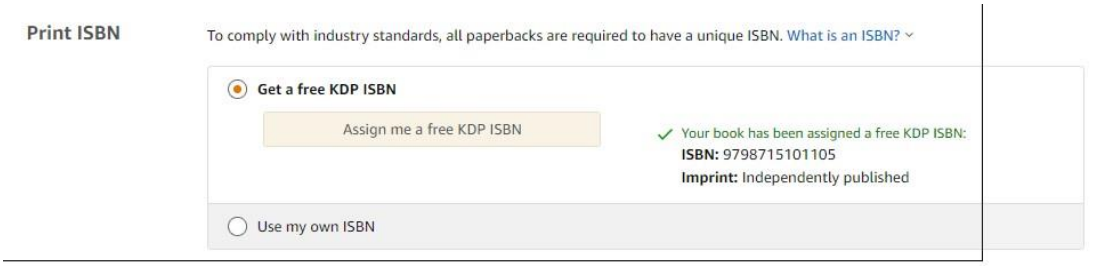
Here are the steps:

On your Bookshelf page hit the link “create paperback” on your EBook. You will now be on the paperback details page.

You can leave everything as is but just check that you are in 3 categories, sometimes there is only one category showing, if so, just select more categories. Then click “save and continue”.

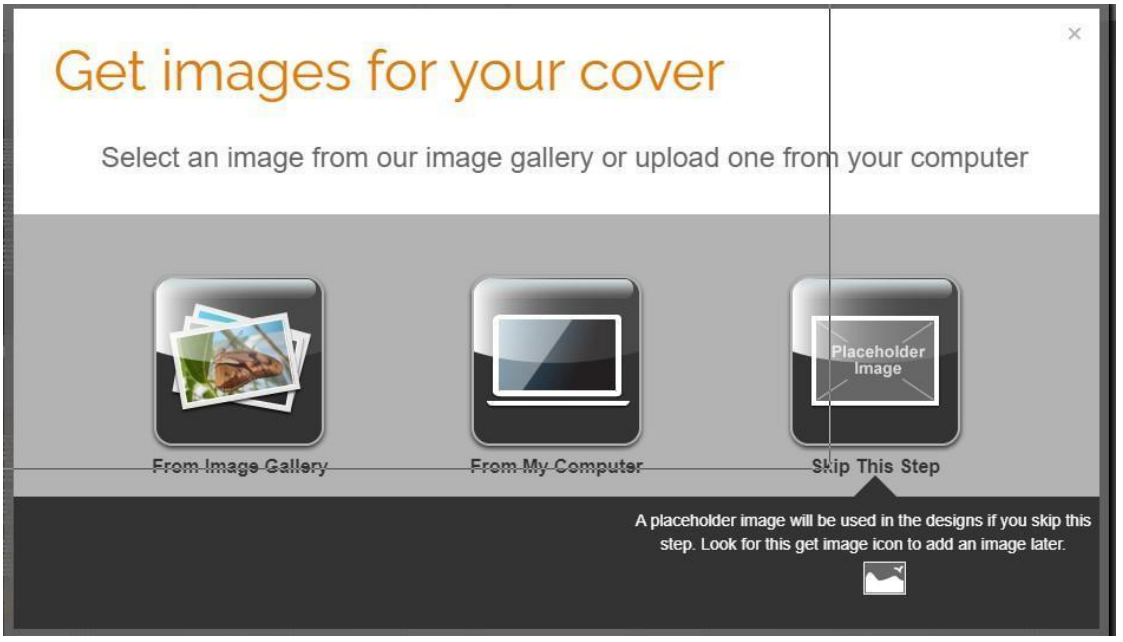
At the top of the next page, you will see a button “assign me a free KDP ISBN, click this.

Then click “Assign ISBN” and the screen below will pop up, you’re done.

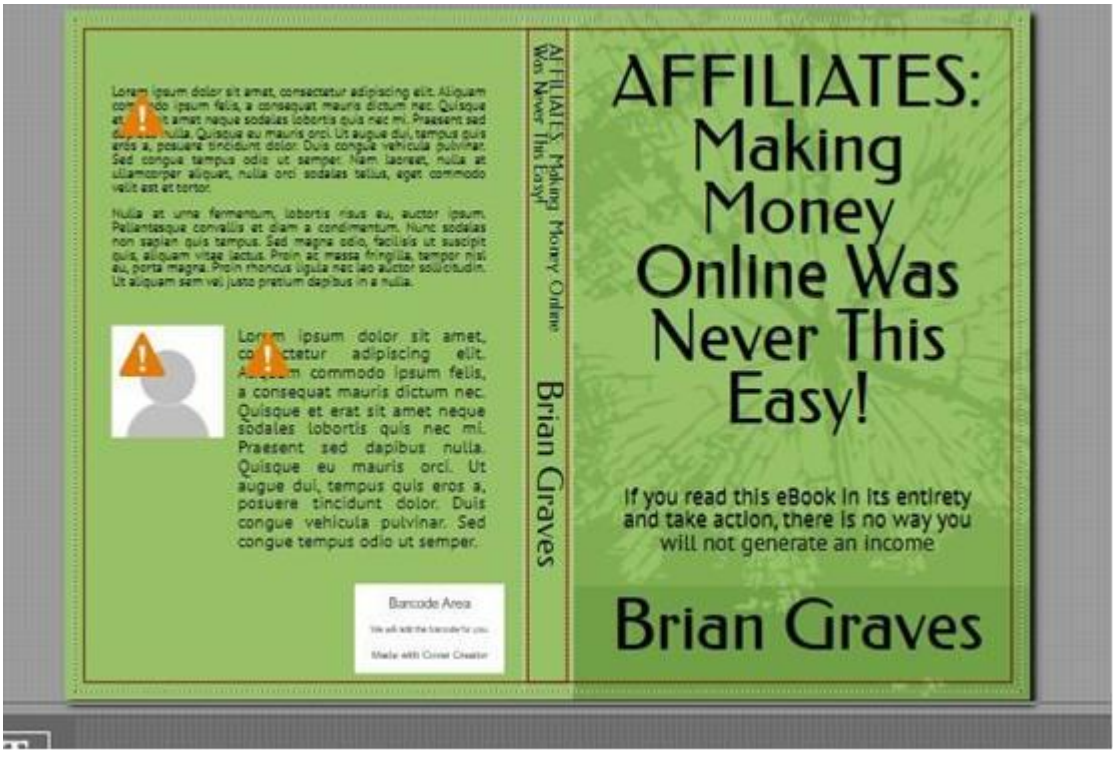


Now scroll down to manuscript, hit “upload paperback manuscript” the same file you used to create your eBook.

For the cover I use KDP’s cover creator, so click “launch cover creator” You will be on the screen below.

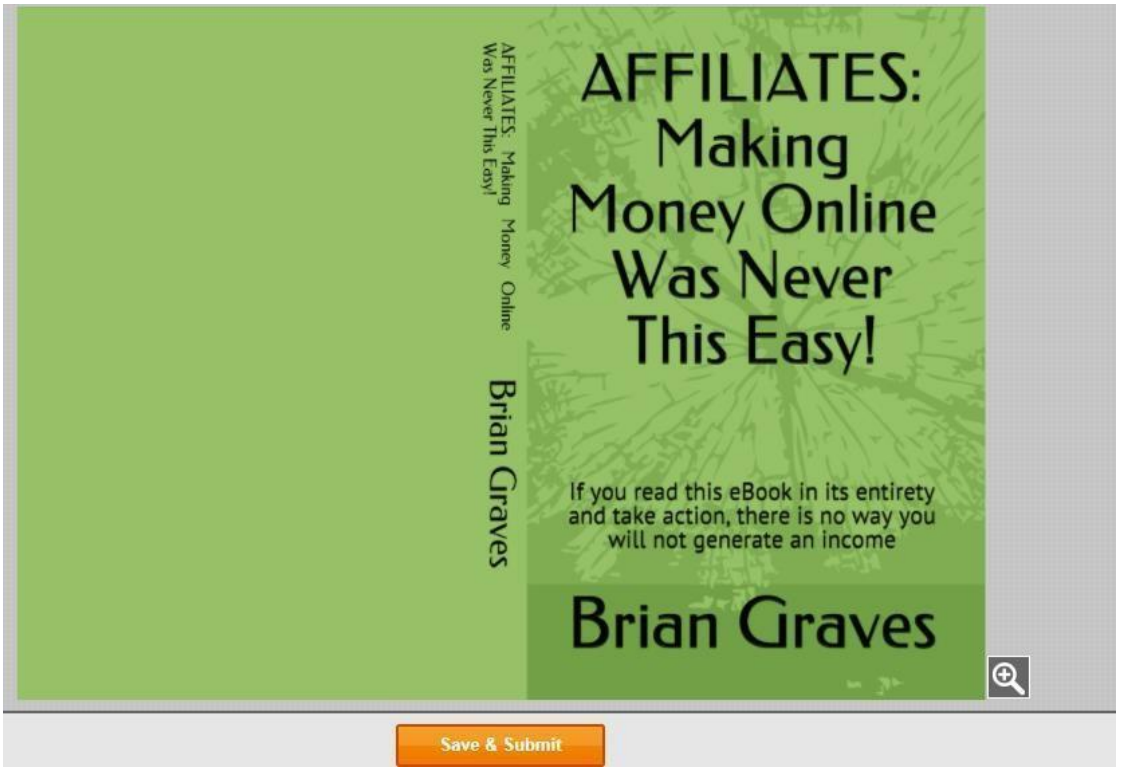


Here click “skip this step” and choose a cover you like. I chose the one below For this example.



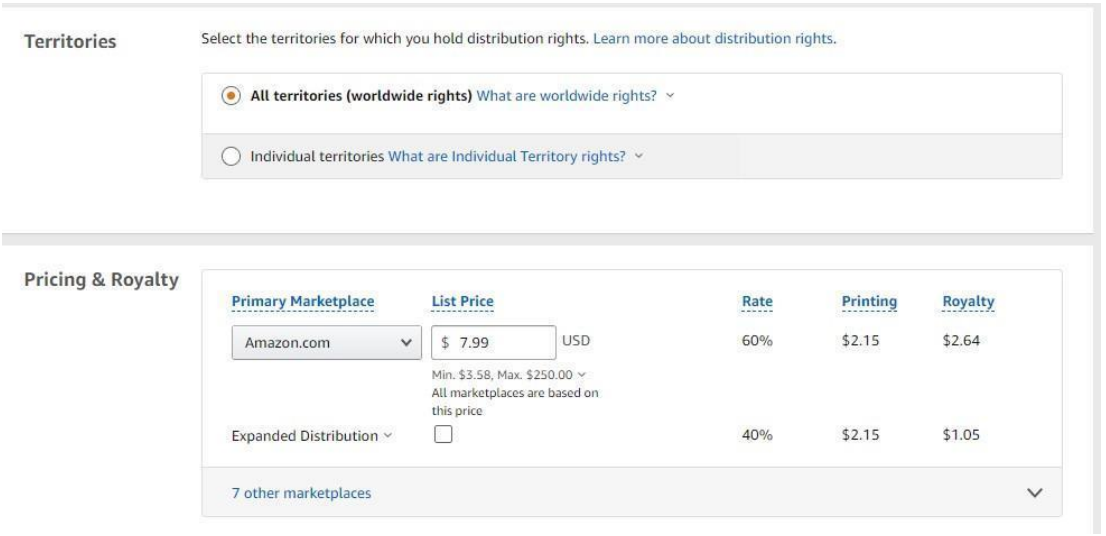
Now I remove all the text on the back cover, but you can edit it if you like. To remove the text just click on it and it will disappear. Don't worry about the placeholder for your image, it can't be removed but will not show on your cover.

Then click "preview" It takes a few minutes to build your cover and it should look something like this below.



You then hit save & submit. Then click launch previewer, it takes a while for KDP to process everything. Check that you are happy with the result and then click save and continue

Now we are on the pricing page,



Leave Territories as “all territories”
I price all my paperbacks at $7.99. This is the price point that gives me the best results.

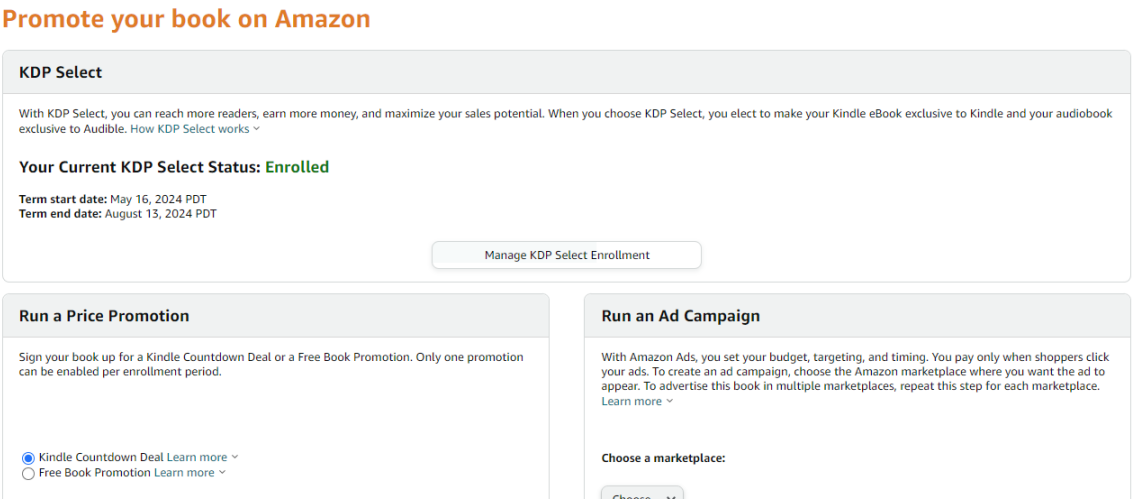
Also click “expanded distribution”

Lastly, click “publish your paperback book” That’s it you’re done.

Promoting Your Books

Once your book is up you can promote it. Click the “promote and advertise” link on your book. Here you have a choice of “free book promotion” or “kindle countdown deal”. I use both promotions.

For a free book promotion, just click the button as below and fill out how many days you want your book to be free for.



To run a countdown deal, follow the steps below:

You have 2 choices of marketplace, amazon.com or.co.uk. I always use both. Much more traffic.

Then you need to select the duration you want your promo to run, I usually make it for 4 days.

Number of increments, make it the most you can.

Then hit continue, add promotion and your good to go.

As I have around 80 books on KDP, I pretty much always have a book on promotion. All I do is schedule my books for promotion at the beginning of each month, making them go on promo one after another.

You can look at other channels to promote your book but they can be quite expensive and I never do, I only use the countdown or free book deals.

Finally

Now that you have been through the first part of the course you may be thinking, that seems like a lot of work. And yes, it is in the beginning, but once you have created a book or two it starts going quickly.

I am now at a point where I can churn a book out, with a cover in about 2 to 4 hours, depending on the length. Put aside an hour or two each day to work on your books and soon you will start seeing the sales coming in.

Don't be put off if you put your first book up and it doesn't sell, it happened to me. But I just kept going and eventually sales started coming.

As with almost all products you will find that 20% of your books constitute 80% of your sales.

Also don't be too hung up on creating a perfect piece of art. Get the book done, create a cover and get it on KDP. You can always come back to it later and change things.

There really is no need to overthink this, just do this exactly as I have set out. Just don't put it off, forget about it or file it away for later. Start now, today.

This is the first passive income stream set up. Now we are going to create an EBook app from your book. This will be your second passive income stream.

How to create your app from your eBook.

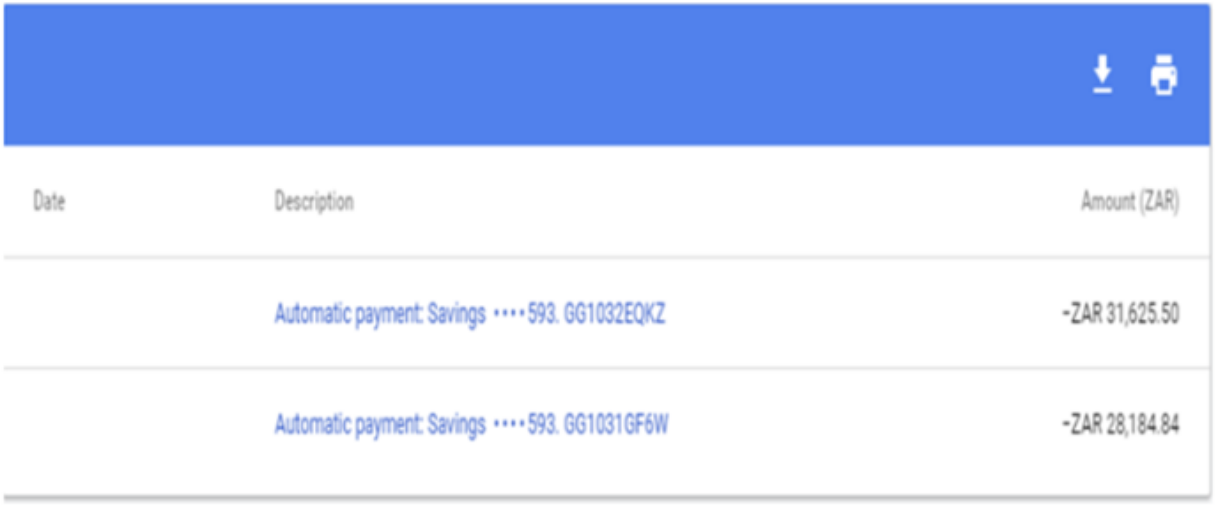
First off let's have a look at some income stats again, not to be a show-off but to show you that these methods are not only viable but very profitable.

You will also notice the income is in ZAR, this is South African Rands. This is because I am South African and live in Johannesburg, South Africa.

If you take an average of the 2 months, (although my average now is higher) then this is about R30 000 per month which equates to approximately $2000 per month at the current exchange rate.

Add this together with your eBook income of around $675 per month and you have a nice passive income of around $2675 per month. Not too bad!!

And of course, this grows over time.



Date	Description	Amount (ZAR)
	Automatic payment: Savings ••••593. GG1032EQKZ	-ZAR 31,625.50
	Automatic payment: Savings ••••593. GG1031GF6W	-ZAR 28,184.84

Ok, so let's get started

You now have your eBook written and it's on KDP for sale. You have also generated a paperback and audio version of your eBook for more sales.

We are now going to go through creating an android app from your eBook which will be free to download but you will be monetizing your app with Google Admob ads.

This may sound complicated, but I can assure you it's not. Just follow along and you'll have your app up in no time.

The platform we are going to use to create our apps is called **Andromo.** I have tried many app creation platforms and this has to be by far the best for 2 reasons. EBook apps are really easy to create and they are the leaders in the industry when it comes to monetizing apps.

Unfortunately, it's not free but you will soon make back your investment. I suggest you go through the how-to videos; this will help you to become familiar with this software.

I'm sure there are cheaper or maybe even free options out there to build android apps. If you do go with a different platform, just make sure that you can show the following ads. This is very important as these ads are where your income will come from

Banner ads

Interstitial ads

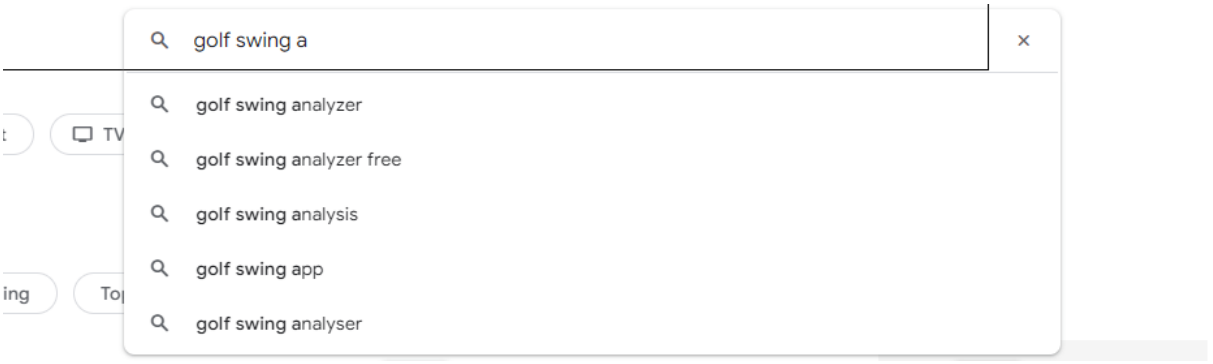
Native ads

Right let's jump in:

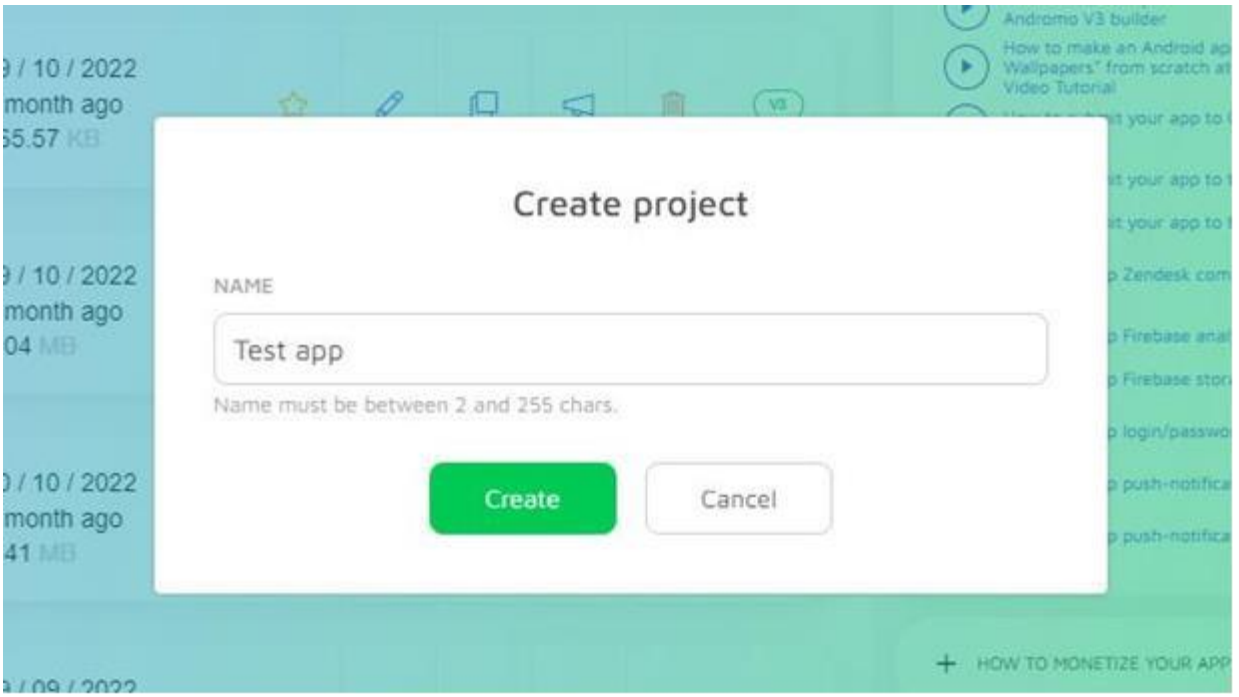
Once you have signed up to Andromo, go to your dashboard.
On your dashboard click projects, new project.

You will then name your app. You want your apps name to be a search term people are using On the Play store. So, to find out what search terms people are using, I do the following. I'm going to use golf swing again as an example.

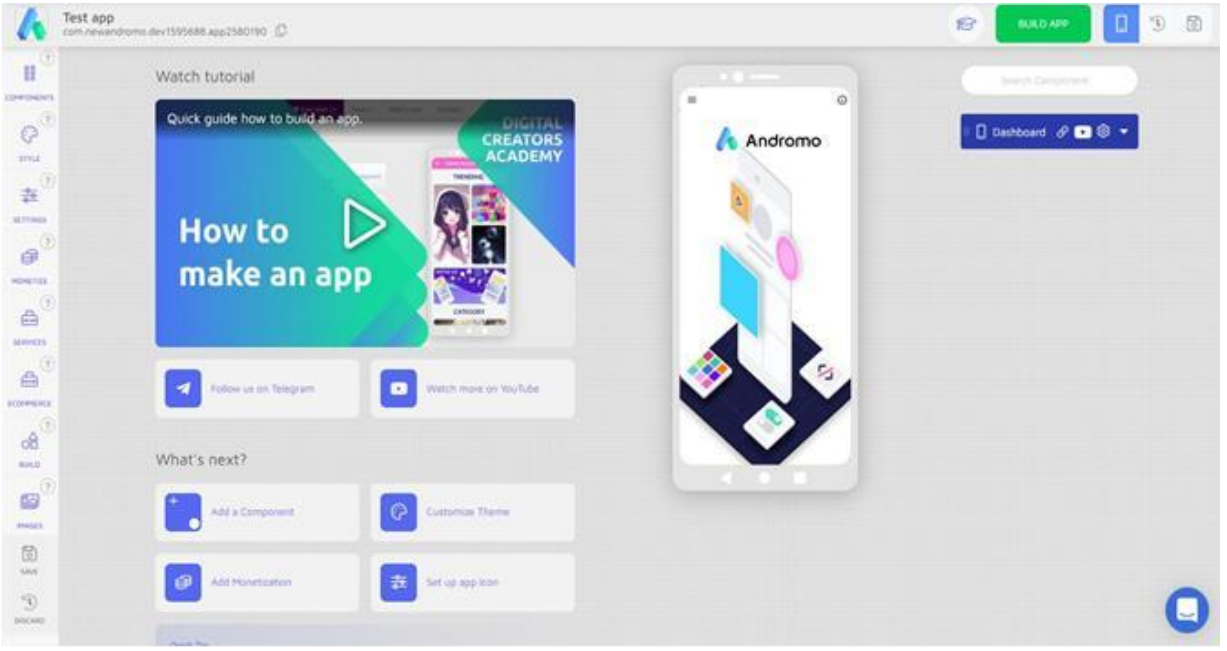
Go to the Play store and in the search bar type in "golf swing" then a space and the letter a. go through the alphabet until you find a name for your app that works for you. Tip: longer keywords are easier to rank for.



Ok, so now you have a name for your app. As you can see below I have just named mine test app for this tutorial.


Create project
NAME
Test app
Name must be between 2 and 255 chars.
Create
Cancel

Hit create, you will be on the screen below.

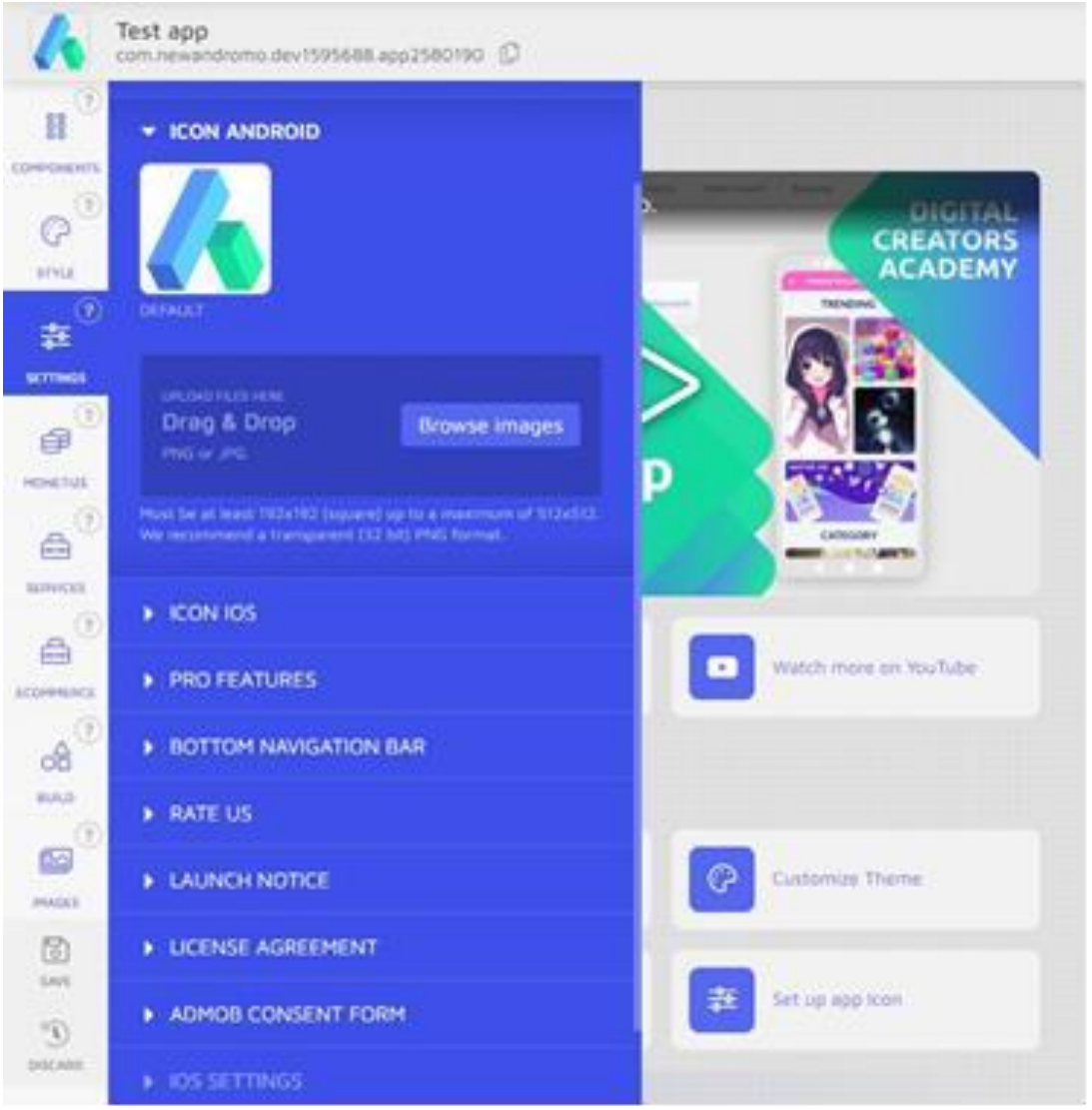


First thing is to make an app icon, this is not absolutely necessary. You can just use the one Already there, but I don't recommend this as you want your app to stand out.

App Icon: Here you will need to create an app icon, 192 x 192. I use the same icon for all my apps so you will only need to create this once.

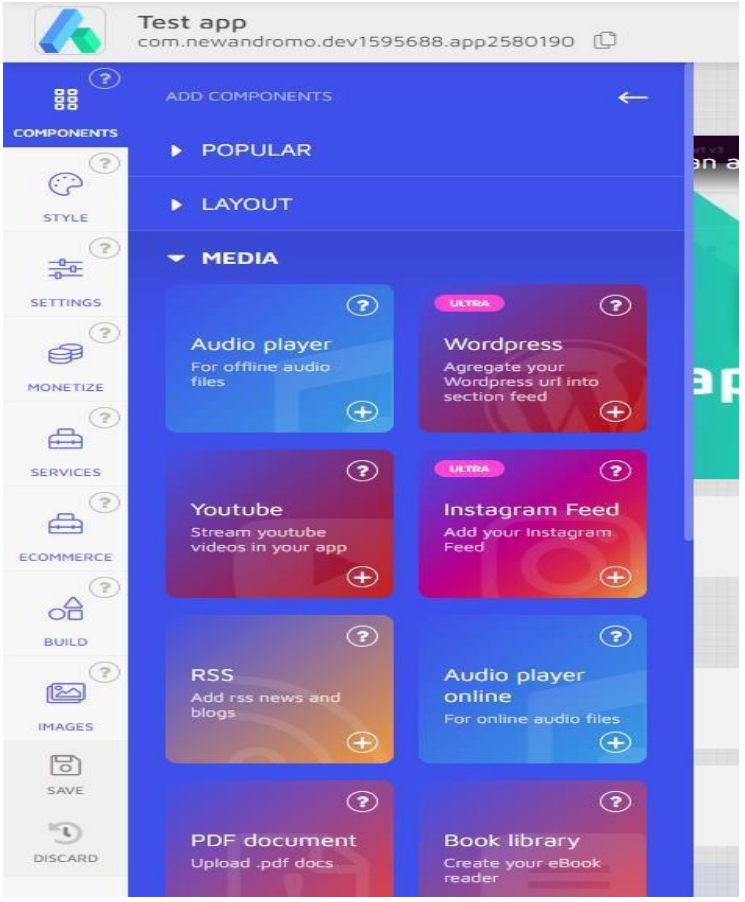
Here you can use Canva again, It's free and works well. Very easy to use so I am not going to go into the process here.

Once your icon is made, click the settings button on the left-hand side, scroll down to "icon Android" click and then simply browse for your image and upload it.

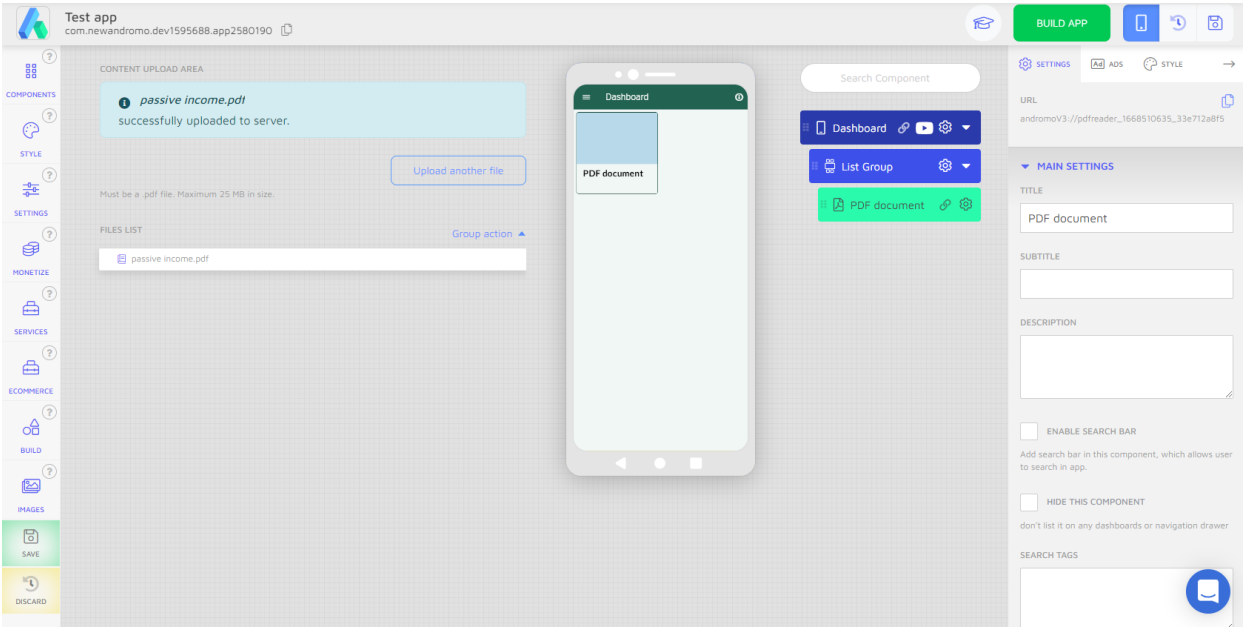

Test app
com.newandromo.dev1595688.app2580190
ICON ANDROID
DEFAULT
Drag & Drop
Browse images
ICON IOS
PRO FEATURES
BOTTOM NAVIGATION BAR
RATE US
LAUNCH NOTICE
LICENSE AGREEMENT
ADMOB CONSENT FORM
IOS SETTINGS
DIGITAL
CREATORS
ACADEMY
Watch more on YouTube
Customize Theme
Set up app icon

Moving on.

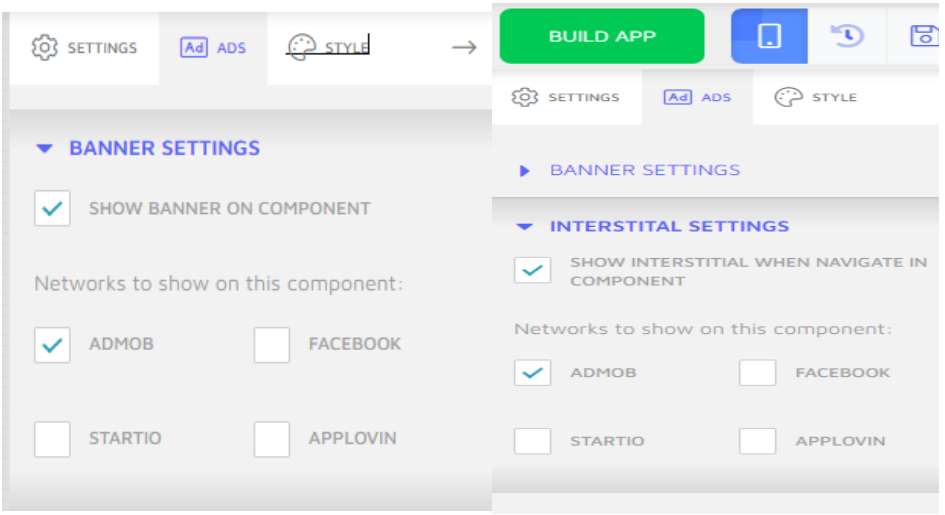
Click components, then media. This where you are going to upload your pdf. EBook to create the app. Click “Pdf document” and then upload your pdf.



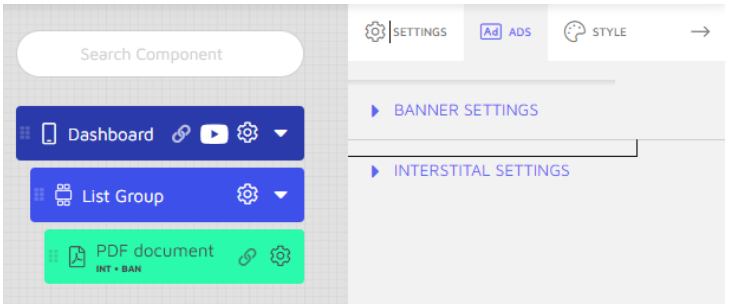
After uploading your pdf, your screen should look like below. Hit save (bottom left) and then click ads (top right).



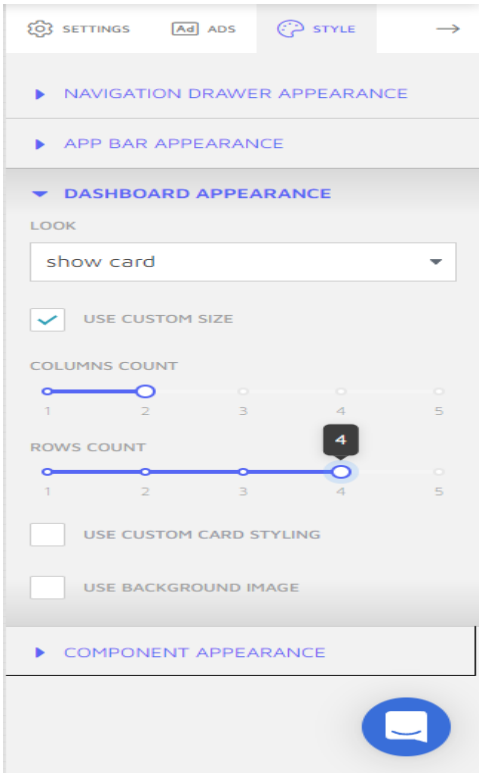
Click “banner settings”, then tick “show banner ad on component” and tick “Admob”
Do the same for interstitial settings as below.



To check that your apps will be showing ads look at the green box as below and make sure they have “int” and “ban” written in.



Now click style and then “dashboard appearance” below that. Then click “custom size” and set the column and row count as in the pic below.



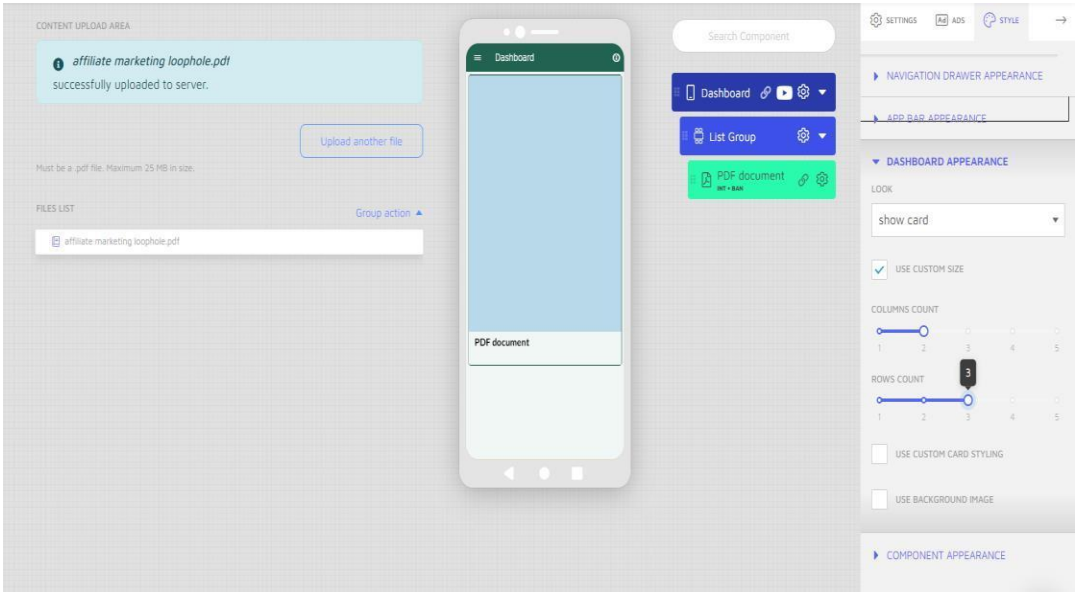
Your screen will look like the pic below. So now you want to have a call to action below your pic and you can type it in where it says PDF document on your app.

The blue space is where a picture is going to be and underneath you can use any text you want. To change the text:

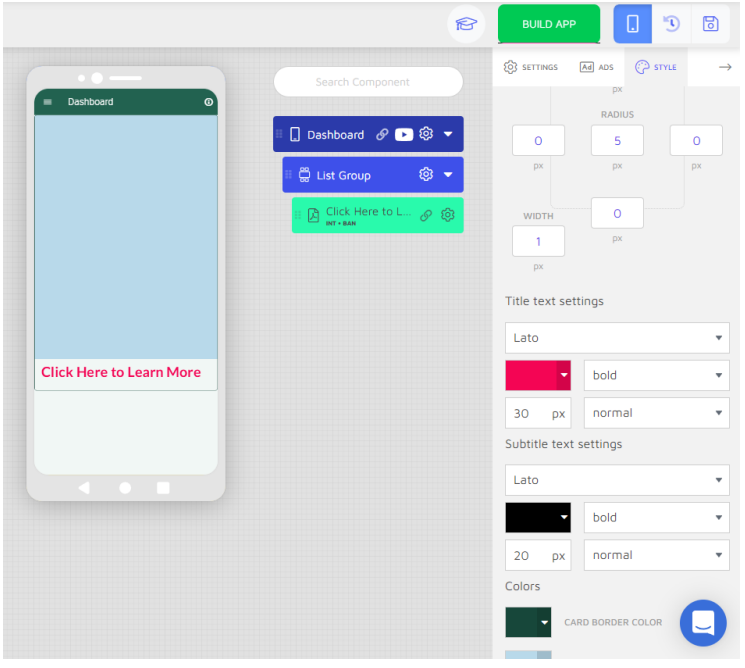
Go to settings again and under main settings you will see a block with text in “PDF document” You can change this text, colour and size.

Simply type the text you want in the box.

To change colour or size, go to style, tick box “use custom card styling”. Scroll down and under “title text settings” you can change font, colour and size.



I changed the text, made it red and changed the px to 30. See pic below.



Last step is to add an image to your app. Scroll down in style and click on “use background image”

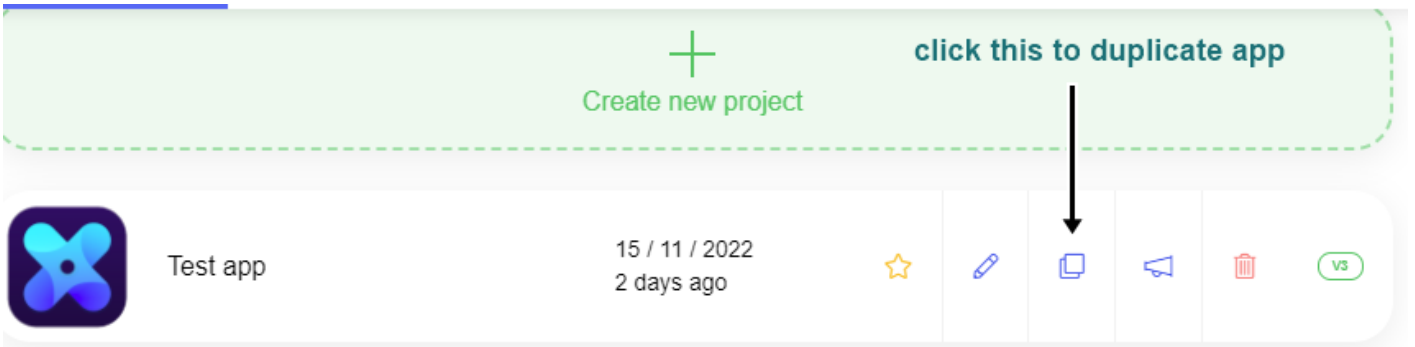
You then need to upload an image; I have found 220 x 400 to work the best. I can’t tell you what images to create, but below are a few of my best performing apps to give you an idea.

All of the images below were created with Canva

DROPSHIPPING
ON
AUTOPILOT
100% Automated
Do the work once
Send Traffic
Autopilot Dropshipping.
Just Send Traffic. Click Here
to Get Started
Website Traffic
Booster
Yahoo Answers
For
Massive Traffic
Boost Your traffic Now.
Click Here

Ok, **CLICK SAVE**. Or you will lose all your work.

The great part is that once you have created your first app you then just click the duplicate button to create a new app and all you have to do is then change the name of your app, the image, ebook and call to action (if you want to) See below.



Now that your app is created, we have to insert our Admob ad codes so that our apps can show ads and earn us a nice passive income.

Below I am going to go through creating your Admob account and how to get the banner and Interstitial ad codes.

Creating an Admob account

Go to: https://admob.google.com/home/

Once your account has been created you will be on your home screen. Click Apps on the left-hand side and then click add app.

On platform: click Android

Is the app listed on a supported app store: click no. Then click continue.

App name: fill in the name of your app. Then click add app.

We are going to create 2 add units for your app. On the next page click create ad unit.

Under banner, click select.

Ad unit name: fill in the name of your app and then click create ad unit.

Now copy the second set of code and paste it into a text document. – should look something like this:

ca-app-pub-4900827394419571/3268985304

(Do not use this specific piece of code or you will be paying me) Then click create another ad unit.

Under Interstitial click select and do the same as you did for the banner ad.

So, you should now have two sets of code similar to the one above. You can now go out of Admob as we are finished here for now.

Now go back to your app on Andromo and click “monetize” on the left-hand side. Click “Admob Android” Click Admob banner ads as well as Admob Interstitial ads

Input the codes you saved.

You will see that you also need to input your Admob app ID. To do this:

Go to your Admob account. Click apps, select your app and click on it. Click app settings, copy your app id and paste it in the app id box

HIT SAVE

Now you need to build your app. Click build on the left-hand side. Under “general android.apk “click “build an app”

It takes a few minutes, and once the app is built you will see a link to download the apk file. This is not necessary; Andromo will email a link to you once your app is built. Make sure you can receive mails on your mobile (android) for the email address you used to sign up.

The reason they do this is so that you can check what your app looks like on a phone and make any changes if you need to.

Open the mail, download the apk file and install the app on your phone. Open the app and make sure it looks good and works like it’s supposed to. **You may also see ads showing up, DO NOT CLICK THEM.**

Once you are happy with your app get it up on the play store ASAP so that you can start making some cash. It doesn’t have to be perfect, you can always come back to it later

Now we need to build the google bundle that you will be uploading to the Play store.
Scroll further down, click “Google bundle” and build the app. Once you get the download link, download the bundle and save it on your system.

YOU ARE DONE, well done. I can assure you that once you have done this a few times it goes like clockwork and takes an hour at most.

We now need to get your app up onto the Play store where people can download it, click on your ads and you can start earning.

Getting 20 Testers for Your First App

If you open a personal account you will need to follow the procedure below. If you open a business account then you will not.

Google has recently introduced a new system where you have to have your first app tested by 20 people for 2 weeks. Relax, I’ve got you covered!!

Go the group below on Reddit, here you can ask for people to review your app in exchange for you reviewing theirs.

Create a closed testing group on your dashboard and invite testers.

https://www.reddit.com/r/AndroidClosedTesting/

To find out more go to this link, it’s explained really well in this post.

https://www.reddit.com/r/AndroidClosedTesting/comments/186o19d/app_testing_requirements_for_new_personal/

Add your app to the Play store.

To create an account, go here: https://developer.android.com/distribute/console

Create your account and there is a onetime fee of $25 to join. You will only have to pay this once and you can create an unlimited number of apps.

Once inside your account you will be on Your Play dashboard, click All Apps on the top left-hand side. Now click create app on the top right-hand side.

App name: Use the name of your app

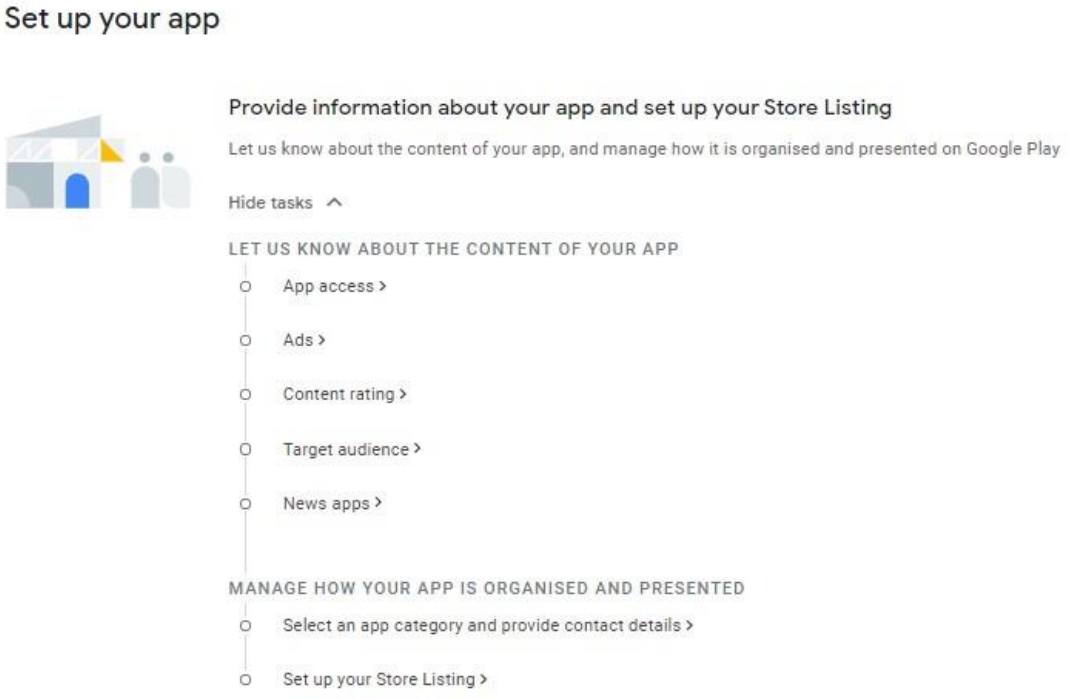
Default language: Leave as is.

App or game: App

Free or paid: Free

Declarations: Click the boxes and click create app.

You will now be back on your dashboard, scroll down to Set up your app and click the dropdown view tasks.



We are going to go through each task and complete them.

App access: Click All functionality is available without special access and hit save.

Each time you complete a task, go back to your dashboard and scroll down slightly. You will see the tasks you have completed and still to do.

Ads: Click Yes, my app contains ads

Content Rating: Click start questionnaire.

Email address: fill in your email address.

Category: Click Reference, News or Educational

Violence: no

Sexuality: no

Language: no

Controlled Substance: no

Miscellaneous: click all 3 buttons, no

Then click save, click next and then click submit.

Go back to your dashboard, scroll down and click target audience.

Target age: 18 and over, click next.

Appeal to children: no. Unless your app does appeal to children. However, this is a very tricky area and I would not create an app that has anything to do with children.

Click next, click save.

Back to dashboard, click news apps.

News apps: no

MANAGE HOW YOUR APP IS ORGANISED AND PRESENTED

Category: just select the category that is closest to your app. So, for golf I would select sports.

Store Listing contact details

Email address: fill in your email address.

Phone number: leave blank

Website – this is where you are going to put the URL of your ads txt file. You need to do this or it will affect your income negatively. Watch the video below to get the URL first, then paste it in. You will use the same URL for all your apps so you only need to do this once.

Here is a video on how to do this: https://www.andromo.com/academy/app-monetization/how-to-quickly-and-easily-set-up-app-ads-txt-file-at-your-apps-with-andromo/

Go back to your dashboard.

Creating Your Privacy Policy

To create your privacy policy, use the template below. Copy the text to a word doc and just change the XXX to your app name and where I have highlighted yellow change the date, your country and email address.

Create a pdf from the word doc and upload to Dropbox and get the URL for the policy. If you are unsure on how to upload to dropbox, just google it. There are many tutorials to show you how.

Use the template below:

Privacy Policy
Last updated: January 01, 2024
This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.
We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy. This Privacy Policy has been created with the help of the Privacy Policy Template.
Interpretation and Definitions
Interpretation
The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.
Definitions
For the purposes of this Privacy Policy:
Account means a unique account created for You to access our Service or parts of our Service.
Affiliate means an entity that controls, is controlled by or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.
Application means the software program provided by the Company downloaded by You on any electronic device, named XXXX
Company (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to XXXX.
Country refers to: Your Country
Device means any device that can access the Service such as a computer, a cellphone or a digital tablet.
Personal Data is any information that relates to an identified or identifiable individual.
Service refers to the Application.
Service Provider means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
Usage Data refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
You means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.
Collecting and Using Your Personal Data
Types of Data Collected
Personal Data

While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- Usage Data

Usage Data

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your Device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

Use of Your Personal Data

The Company may use Personal Data for the following purposes:

To provide and maintain our Service, including to monitor the usage of our Service.

To manage Your Account: to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.

For the performance of a contract: the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.

To contact You: To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.

To provide You with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.

To manage Your requests: To attend and manage Your requests to Us.

For business transfers: We may use Your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about our Service users is among the assets transferred.

For other purposes: We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.

We may share Your personal information in the following situations:

- With Service Providers: We may share Your personal information with Service Providers to monitor and analyze the use of our Service, to contact You.
- For business transfers: We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.
- With Affiliates: We may share Your information with Our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include Our parent company and any other subsidiaries, joint venture partners or other companies that We control or that are under common control with Us.
- With business partners: We may share Your information with Our business partners to offer You certain products, services or promotions.
- With other users: when You share personal information or otherwise interact in the public

areas with other users, such information may be viewed by all users and may be publicly distributed outside.

- With Your consent: We may disclose Your personal information for any other purpose with Your consent.

Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

Transfer of Your Personal Data

Your information, including Personal Data, is processed at the Company's operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of Your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from Your jurisdiction.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

Disclosure of Your Personal Data

Business Transactions

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public
- Protect against legal liability

Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

Children's Privacy

Our Service does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without verification of parental consent, We take steps to remove that information from Our servers.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, We may require Your parent's consent before We collect and use that information.

Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. If You click on a third party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, You can contact us:

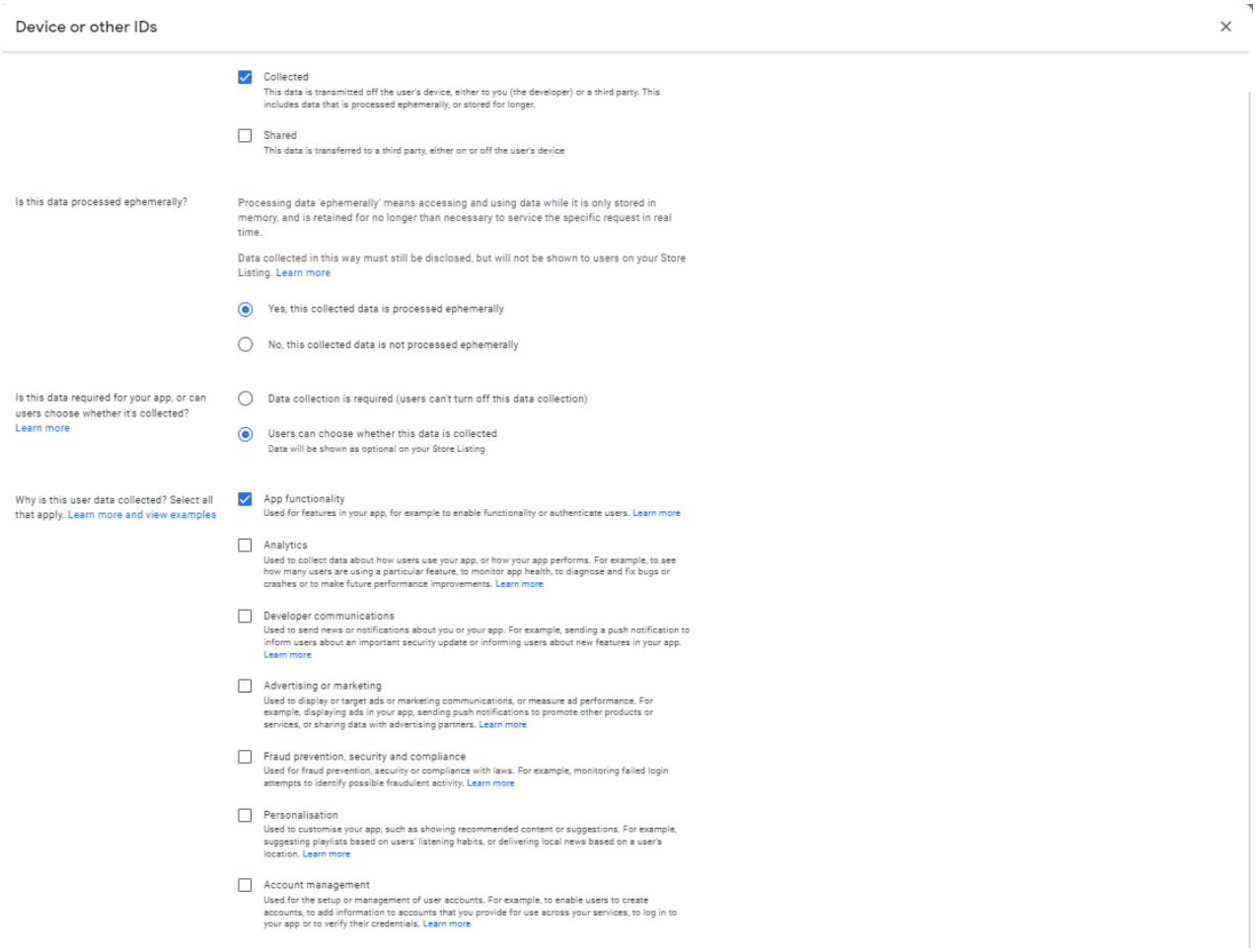
- By email: Your email address

End

Data Safety

After you have clicked data safety, click next.
Under data collection and safety, click yes to all 3 questions
Click next
Then scroll all the way down to device or other ID’s
Click show and then tick device or other id’s
Click next

Tick or select the options exactly as in the pic below and then click save and next.



Click set up your store listing. **This is probably the most important part of the whole process.**

App name: you have 50 characters, make them count. Use the name of your app and then try and use another search term as well but make sure it reads properly.

Short description: Here you have 80 characters to use. Describe what your app does with a search term if possible, but a different from the app name.

Full description: here you have 4000 characters. Treat this like a sales pitch. Tell users what they will learn and how they can benefit from your app. Don't go past more than about 2000 characters if you can.

Graphics

To do all my graphics I use Canva, It's free and is absolutely amazing.

Next to each graphic you will see the size it has to be and the format. I usually create 2 graphics and just resize them in Canva for all the requirements.

I have never uploaded a video, but feel free to do so.

Below is an example of an image for one of my apps, made this in Canva. Simpler is better and I like to explain what my app is about in the pic, this way you get your message across immediately.

Once you have created all your images and hit save, go back to your dashboard and scroll down to Publish your app on Google Play

Select Countries and Regions: Click add countries/regions. Click at the top country/region and select them all. Then click add countries/regions at the bottom right, click add again.

Back to dashboard.

Create a new release: Click create new release. Let Google sign your app.

App bundles: upload the Google bundle you downloaded from Andromo when you created the app.

In release name: This should be populated already, I use version 1.0 to start and If I update the app, I then just change the version number.

Release notes: You can put any info in here, I just put the version in. Make sure you put the notes in
where the xxx"s are and do not delete the other text or code.

<en-
GB>XXXXX</en-
GB>

Click save. Click review release. Then click start roll-out to production.

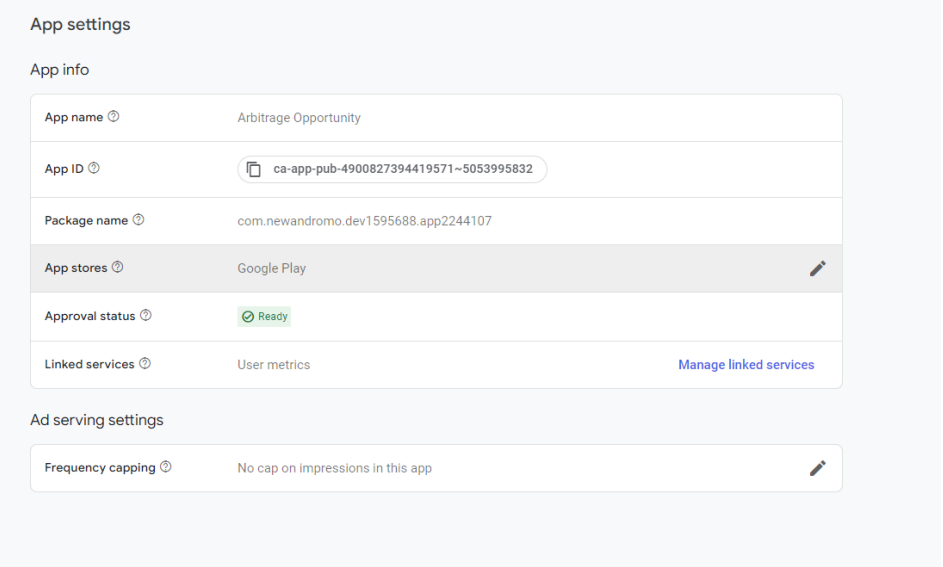
You're Done!!

When reviewing your roll-out you may see some errors, unless they are critical and you need to go back and correct something you can ignore them.

Your app will now be in review, it takes a few days to get reviewed and approved. Once you get an email from Google with your content rating then you know your app is live.

You can track your earnings on the Admob site, it usually takes a week or two for the apps to get traction but then it builds from there.

Once your app is live on the Play store you need to go and connect your app to your Admob account, this is the final step.



Go to Admob, click apps and then click on your app you want to connect. Click app settings and then app stores. Follow the instructions and link your app.

Once your app has been reviewed by Admob you will get an email stating you are good to go.

Conclusion

Ok, so there you have it. Now that you have been through the course, you are probably thinking Man that's a lot of work. But really it isn't.

Just set aside some time every day, even if it's just I hour and get going. Soon you are going to see income coming in.

You will come across obstacles, it's impossible for me to explain every detail in this course. Everything I have gone through you can find help for. Weather it's YouTube or google there are many tutorials around.

Also, Google changes the process to adding apps to the store on a regular basis, if you come across an issue not covered in this tutorial as the process may have changed since writing this, just shoot me a mail and I will do my best to help you.

Just don't give up, soldier through.

Go through the tutorials on Andromo, this is going to help you a lot. Also play around with creating your app, you may come up with a better way of creating your apps.

DO THIS. It works its evergreen and best of all its passive income. I don't promote my apps at all, they take a bit of time to gain traction but then they snowball.

Finally – if you get stuck, or need help along the way feel free to contact me at brian@fastdigital.pro. Even if you just want to tell me how you're doing.

Good luck
Brian