

# Passive Income Multiplier 2.0 – List Builder Edition

## © Copyright 2025 - All rights reserved.

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher is not engaged in rendering legal, accounting or other professional services. If legal advice or other professional assistance is required, the services of a competent professional person should be sought.

- From a *Declaration of Principles* jointly adopted by a Committee of the American Bar Association and a Committee of Publishers and Associations.

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage or retrieval system, without permission in writing from the publisher.

No responsibility or liability is assumed by the Publisher for any injury, damage or financial loss sustained to persons or property from the use of this information, personal or otherwise, either directly or indirectly. While every effort has been made to ensure reliability and accuracy of the information within, all liability, negligence or otherwise, from any use, misuse or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein, is the sole responsibility of the reader.

Any copyrights not held by publisher are owned by their respective authors

All information is generalized, presented for informational purposes only and presented "as is" without warranty or guarantee of any kind.

All trademarks and brands referred to in this book are for illustrative purposes only, are the property of their respective owners and not affiliated with this publication in any way. Any trademarks are being used without permission, and the publication of the trademark is not authorized by, associated with or sponsored by the trademark owner.

# Introduction

Hi, let me quickly introduce myself. My name is Brian 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** – Building an email list with your book that you can market too forever

After years of doing this, 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 ways 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, and this is income without my commissions from products I promote to my list. More on that later.

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 Jan – Feb. 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.

## 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

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.**

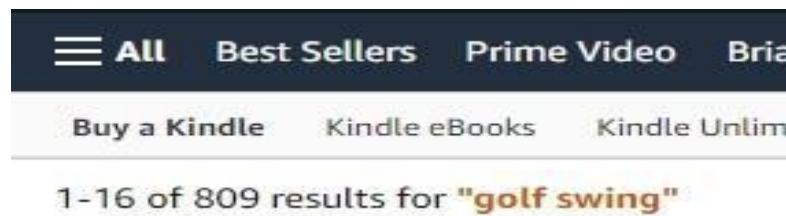
**When searching for a niche to write on, pick evergreen niches.** Don't create books on trends or trending topics, they pass and your book will be dead in the water when they do.

## 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.

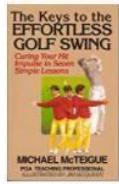
Books that generally have a lot of reviews, good or bad are selling well. So, as we can see in the snapshot below, there are 809 books, so good to go there.

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 sells well.



Sponsored

**The Keys to the Effortless Golf Swing: Curing Your Hit Impulse in Seven Simple Lessons (Golf Instruction for Beginner and Intermediate Golfers Book 1)**

Book 1 of 3: Golf Instruction for Beginner and Intermediate Golfers | by Michael McTeigue, Jim McQueen, et al. | Sold by: Amazon.com Services LLC

★★★★★ - 776

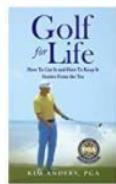
Kindle Edition

\$5.74 ~~\$14.99~~

Available instantly

Buy now with 1-Click

Follow this step-by-step method to build a powerful, effortless golf swing you can rely on for better shots, lower scores, and more fun on the course.



Download

**Golf For Life: How To Get It and How To Keep It - Stories From the Tee**

by Kim Anders | Sold by: Amazon.com Services LLC | Oct 11, 2020

★★★★★ - 34

Kindle Edition

\$0.00

KindleUnlimited

Free with Kindle Unlimited membership

Learn More

Or \$5.74 to buy

Quit thinking about the ball and fix yourself before the next shot. Really! Easy to read, understand, and implement. Change the way you play forever!



**The Beginning Of The Amazing Golf: The Ultimate Guide For The Golfers To The Better Golf: Golf Instructions**

by Kirk McFarlan | Sold by: Amazon.com Services LLC | Feb 25, 2021

Kindle Edition

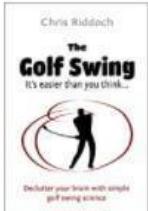
\$0.00

KindleUnlimited

Free with Kindle Unlimited membership

Learn More

Or \$8.04 to buy



**The Golf Swing: It's easier than you think**

by Chris Riddoch | Sold by: Amazon.com Services LLC | Sep 15, 2012

★★★★★ - 147

Kindle Edition

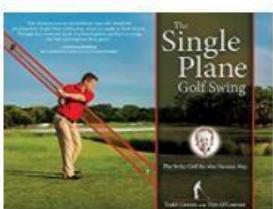
\$0.00

KindleUnlimited

Free with Kindle Unlimited membership

Learn More

Or \$10.34 to buy



**The Single Plane Golf Swing: Play Better Golf the Moe Norman Way**

by Todd Graves and Tim O'Connor | Sold by: Amazon.com Services LLC | Mar 3, 2015

★★★★★ - 555

Kindle Edition

\$9.99 ~~\$20.95~~

Available instantly

Buy now with 1-Click

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.

## Swing Sequences - Golf Digest

[www.golfdigest.com](http://www.golfdigest.com) > [Golf Instruction](#) ▾ [Golf Digest](#) ▾

Golf instruction and tips to improve your golf swing, grip and putting. Watch swing sequences and learn the stack and tilt method.

## Todd Anderson: Fix Your Fundamentals, Swing Basics : Golf ...

[www.golfdigest.com/golf.../2009.../toddanderson\\_swingbasic...](http://www.golfdigest.com/golf.../2009.../toddanderson_swingbasic...) ▾ [Golf Digest](#) ▾

Nothing beats going back to basics. Here's a frame-by-frame look at the basic golf swing and the positions you need to know.

## Golf stroke mechanics - Wikipedia, the free encyclopedia

[en.wikipedia.org/wiki/Golf\\_stroke\\_mechanics](http://en.wikipedia.org/wiki/Golf_stroke_mechanics) ▾ [Wikipedia](#) ▾

The goal of the golf swing is to direct as much kinetic energy as possible into the ...  
Timing is the most critical element of the golf swing because it connects all of ...

## Full Swing Tips, Drills & Video Lessons | Golf Channel

[www.golfchannel.com](http://www.golfchannel.com) > [Topics](#) > [Instruction](#) ▾ [Golf Channel](#) ▾

Full swing tips and drills from some of Golf Channel's most celebrated instructors.  
Featuring Michael Breed and Martin Hall.

## 6 Piece Golf Swing | GolfTipsMag.com

[www.golftipsmag.com/instruction/full-swing/.../6-piece-golf-swing.html](http://www.golftipsmag.com/instruction/full-swing/.../6-piece-golf-swing.html) ▾

The takeaway is one of the most misunderstood pieces of the golf swing. The goal here is to start the club on a good plane. Unfortunately, most amateurs take ...

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 is 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”

### [Golf PLR Articles - thePLRstore.com](#)

[www.theplrstore.com](#) > PLR Articles with private label rights ▾

Products 1 - 34 of 34 - Golf Basics and Beginners PLR Articles with Private Label Rights, \$3.99, Buy Now - Golf Careers PLR Articles with private label rights ...

### [50 HOT NEW Golf PLR Articles. Limited Copies Available - W...](#)

[www.warriorforum.com](#) > The Warrior Forum > Warrior Special Offers ▾

Mar 26, 2012 - 10 posts - 7 authors

Read this page carefully and you will see how you can get unique, quality 500+ words Golf PLR articles for your website for just \$0.198/article.

**GOLF - Top Quality PLR Articles (Limited Number)** 3 posts 5 May 2011

**GOLF - Top Quality PLR Articles** 1 post 27 May 2009

**GOLF ARTICLES** (Rated #1 PLR Content, 2004 Warrior ... 26 posts 4 May 2009

Profit-Ready Golf Blog Theme with **PLR Articles** + LSI ... 1 post 21 Aug 2008

More results from [www.warriorforum.com](#)

### [give you 1300 golf PLR private label rights articles - fiverr](#)

[www.fiverr.com/...](#) /give-you-1300-golf-plr-private-label-rights-articles ▾

I will send you 1300+ golf PLR articles about golf swing, golf coach, golf fitness, golf products, golf courses, golf clubs, golf schools, golf beginner, golf training, ...

### [1305 Golf PLR Articles Plus Another FREE PLR Pack of ...](#)



[www.youtube.com/watch?v=wS\\_h3DqwyLc](#) ▾

Oct 22, 2012 - Uploaded by CheapPLRArticles1

<http://fiverr.com/cactuar/give-you-1305-golf-golfing-plr-articles-plus-another-free-plr-article-pack-of...>

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.

## Search Results



Add EzineArticles  
Search To Your  
Browser



Search Results for: *golf swing*

Showing results 1 - 25 of 16,713 (0.060 seconds)

[Modify This Search](#)

Searching the title and body of all articles.

### [Is Timing a Crucial Fundamental of Your Golf Swing?](#) by Scott Kowalski

How important is timing your golf swing in order to produce maximum results? Golf swing speed or timing is what allows you to manage accuracy and control of your golf shot. The biggest point to make about swing speed is that it's the energy that produces your power to hit it a long ways.

<http://EzineArticles.com/4151711> - Apr 21, 2010

### [The Best Golf Swing Ever is Officially Dead!](#) by Marc Solomon

"Golfers will go to great lengths to hit the golf ball better. Many Golfers have a tendency to believe just about anybody and everybody that promises to have a Theory on a better golf swing. And although in the back of your mind - you know ...."

<http://EzineArticles.com/2312318> - May 06, 2009

### [Improve Your Golf Swing by Improving Your Tempo](#) by Sean Cochran

Tempo within your golf swing is key to powering the ball down the fairway. Learn how to develop tempo in your golf swing and rip it off the tee!

<http://EzineArticles.com/100541> - Nov 21, 2005

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

And of course, 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

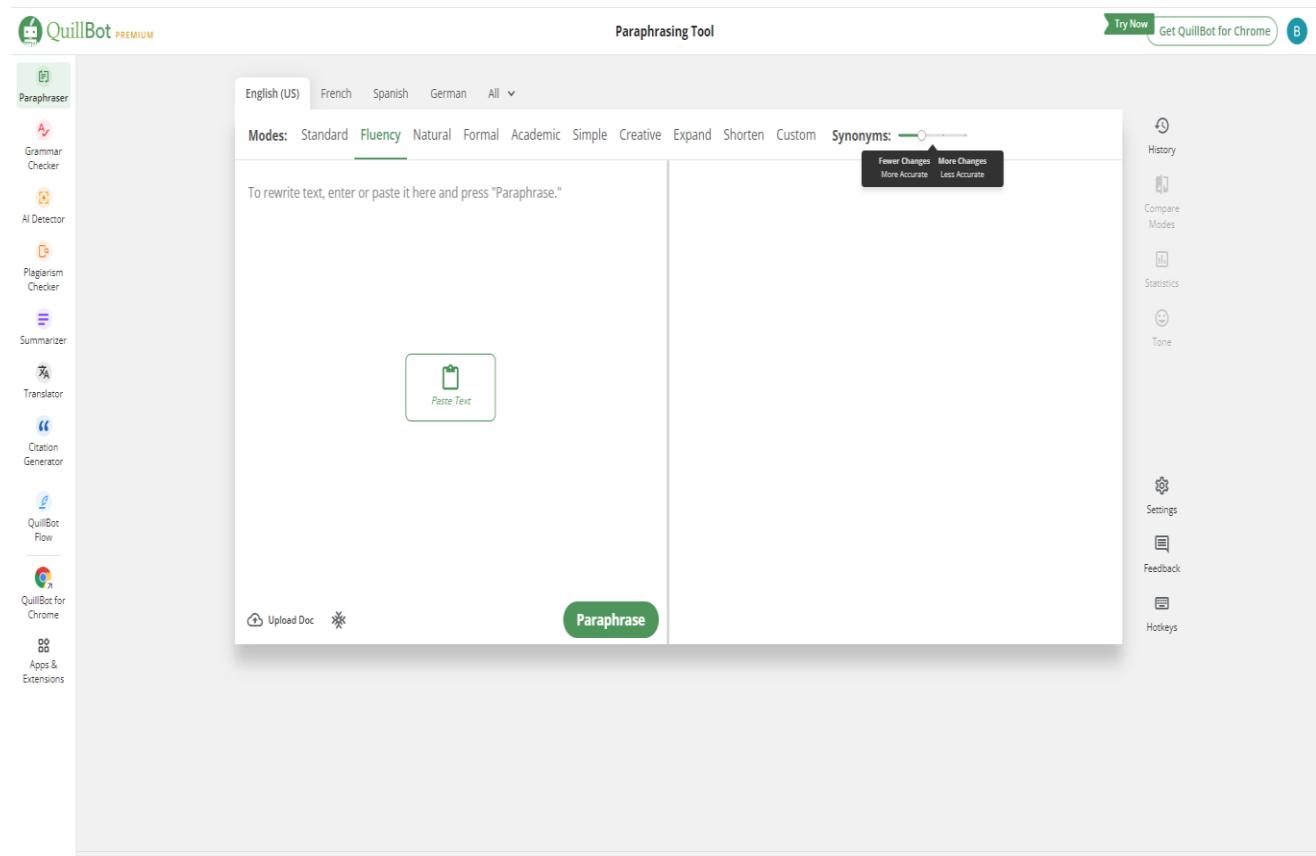
I use Quillbot to rewrite my content, fantastic tool, go and check it out here: [Quillbot](#)

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 or humanise. You can play around with the modes to see what works best for you.

Once your content has been paraphrased you can then use it for your book.

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.



## 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 10 – 20 pages should do it, or more. It really depends on how much info you want to supply.

**Note: We are selling the book on Amazon KDP and this is our first source of income. But we are also building a list and promoting products to them, this is the second source of passive income.**

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.

I have found that people who are looking for a solution to their problem don’t want to wade through pages of useless info. They want short, sharp and to the point info.

So don’t get hung up on the length of your book, I have books just pages in length doing very well for me.

## 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 use any text editor you want; they all work pretty much the same.



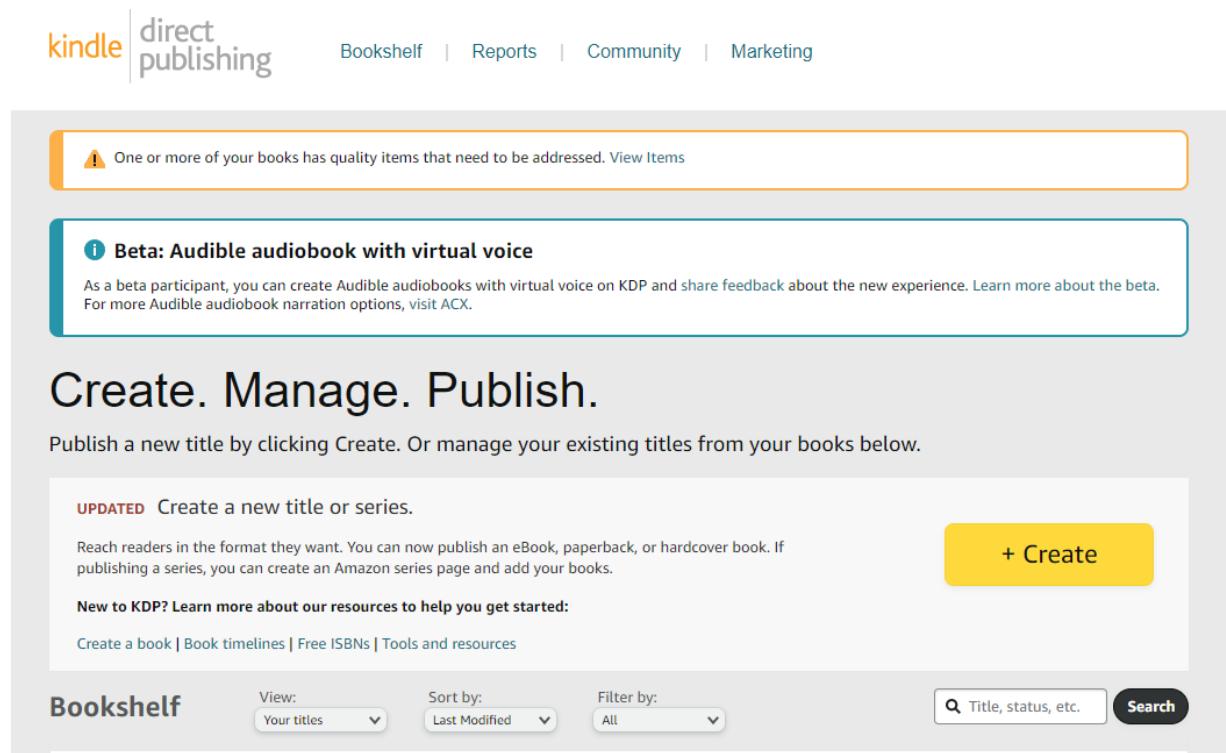
# Putting Your Book on KDP

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: It's free  
[https://kdp.amazon.com/en\\_US/](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



The screenshot shows the Kindle Direct Publishing interface. At the top, there is a navigation bar with the 'kindle direct publishing' logo and links for 'Bookshelf', 'Reports', 'Community', and 'Marketing'. A yellow banner at the top indicates that one or more books have quality items that need to be addressed, with a 'View Items' link. Below this, a blue box contains a message about the 'Beta: Audible audiobook with virtual voice' feature, stating that as a beta participant, users can create Audible audiobooks with virtual voice on KDP and share feedback about the new experience. It also links to more information about the beta and ACX. The main section is titled 'Create. Manage. Publish.' and encourages users to publish a new title or manage existing ones. It features a large yellow 'Create' button. Below this, there is a 'Create a new title or series.' section with a sub-section for 'Reach readers in the format they want.' It also includes a 'New to KDP?' link and a 'Create a book' link. At the bottom, there is a 'Bookshelf' section with dropdown menus for 'View: Your titles', 'Sort by: Last Modified', 'Filter by: All', and a search bar with a 'Search' button.

Then click Kindle eBook

## What would you like to create?

Pick an option and we'll get you started. You can save your progress as you go.  
▼ Learn about the publishing process



**Kindle eBook**

Publish digitally to Kindle and other handheld devices. Includes comics and manga.

[Create eBook](#)



**Paperback**

Make your title available in print and ship around the world.

[Create paperback](#)



**BETA Hardcover**

Bind your book in hardcover and ship around the world.

[Create hardcover](#)



**Series page**

Collect your books together and build a single, Amazon Series page.

[Create series page](#)

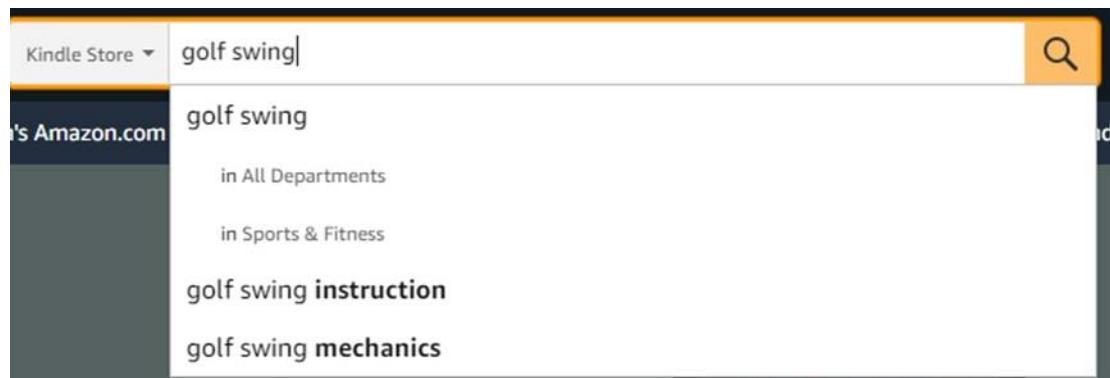
💡 **Pro Tip:** After submitting your book, it can take up to 72 hours to appear on Amazon.com and up to 5 days for the remaining Amazon country websites. [View other timelines.](#)

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

<b>Language</b>	Choose your eBook's primary language (the language in which the book was written). Learn more about languages supported on Kindle. ▾
	<input type="button" value="English"/>
<hr/>	
<b>Book Title</b>	Enter your title as it will appear on the book cover.
	<b>Book Title</b> <input type="text"/>
<hr/>	
<b>Subtitle (Optional)</b>	<input type="text"/>
<hr/>	
<b>Series</b>	If your book is part of a series, add series details so readers can easily find the titles on a single detail page. (Optional) <a href="#">Learn more</a>
	Add your title to an existing series or create a new one. Linked formats for this title will be automatically added to the series once setup is complete.
	<input type="button" value="Add series details"/>

**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** You can provide an edition number if this title is a new edition of an existing book. What counts as a new edition? [▼](#)

**Edition Number** (Optional)

---

**Author** Primary Author or Contributor

First name  Last name

---

**Contributors** Contributors (Optional)

Author  First name  Last name  Remove

Add Another

---

**Description** This will appear on your book's Amazon detail page. Why do book descriptions matter? [▼](#)

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.

Here you can use AI, and I often use chatGpt to create a description for me.

Below is an example of a prompt I would use

“Write a catchy book description on the title (Your book title) incorporating the following keywords (list your keywords) Have a strong call to action at the end”

**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**

- I own the copyright and I hold the necessary publishing rights. [What are publishing rights?](#) 
- This is a public domain work. [What is a public domain work?](#) 

---

**Keywords**

Enter up to 7 search keywords that describe your book. [How do I choose keywords?](#) 

**Your Keywords (Optional)**

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	

**Categories**

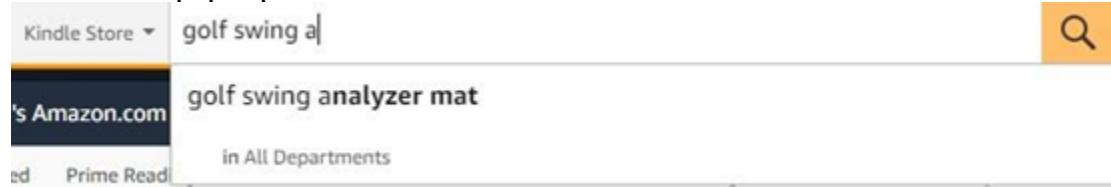
Choose up to two browse categories. [Why are categories important?](#) 

---

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**, 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

### Manuscript

Please read our KDP Content Guidelines and upload a manuscript containing interior content for your Kindle eBook. View supported file types 

#### Digital Rights Management (DRM)

Enable DRM on this Kindle eBook. How is my Kindle eBook affected by DRM? 

Yes

No

Recommended formats for Kindle eBooks: docx, EPUB and KPF. See a full list here.



Use Kindle Create to transform your manuscript to an eBook with professional book themes, images, and Table of Contents. Click here to download for free.

[Upload eBook manuscript](#)

### Kindle eBook Cover

We recommend a book cover for a good reader experience. You can create a cover using our Cover Creator tool or upload your own Kindle eBook cover. See our cover guidelines.



Use Cover Creator to make your book cover (upload your own cover image or use KDP's stock images)



[Launch Cover Creator](#)



Upload a cover you already have (JPG/TIFF only)

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

The screenshot shows the final steps of a KDP book upload. It includes:

- KDP Select Enrollment:** A section with a checkbox to "Enroll my book in KDP Select".
- Territories:** A section where the user can choose territories. It shows "All territories (worldwide rights)" selected. Other options include "Individual territories".
- Royalty and Pricing:** A section with "KDP Pricing Support (Beta)" and a "View Service" button. It shows "Select a royalty plan and set your Kindle eBook list prices below". Options are "35%" and "70%". A note says "Your book file size after conversion is 1.46 MB."

KDP Select Enrollment, 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.

The screenshot shows the 'Publish Your Kindle eBook' page. In the 'Book Lending' section, there is an optional checkbox for 'Allow Kindle Book Lending' with the note: 'Allow your customers to lend your Kindle eBook after purchasing it to their friends and family for a duration of 14 days. Learn more about Kindle Book Lending.' Below this is a link to 'Why is this locked?'. In the 'Terms & Conditions' section, there is a note: 'It can take up to 72 hours for your title to be available for purchase on Amazon.' and a confirmation message: 'By clicking Publish below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the KDP Terms and Conditions.' At the bottom are three buttons: '< Back to Content', 'Save as Draft', and a yellow 'Publish Your Kindle eBook' button.

**Book Lending**

**Allow Kindle Book Lending (Optional)**

Allow your customers to lend your Kindle eBook after purchasing it to their friends and family for a duration of 14 days. [Learn more about Kindle Book Lending.](#)

Allow lending for this book [Why is this locked?](#) ▾

**Terms & Conditions**

It can take up to 72 hours for your title to be available for purchase on Amazon.

By clicking Publish below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the [KDP Terms and Conditions](#).

< Back to Content

Save as Draft

Publish Your Kindle eBook

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)

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.

### Pick a voice

Pick a virtual voice for your audiobook. Play samples to hear what they sound like. You can change voices at any time.

Name ↑	Voice trait ↓↑	Age range ↓↑	Accent ↓↑	Audio sample
<input type="radio"/> Virtual voice 1	<input type="radio"/> feminine	<input type="radio"/> ages 30-40	American English	Play sample
<input checked="" type="radio"/> Virtual voice 2	<input type="radio"/> feminine	<input type="radio"/> ages 30-40	British English	Play sample
<input type="radio"/> Virtual voice 3	<input type="radio"/> masculine	<input type="radio"/> ages 30-40	American English	Play sample
<input type="radio"/> Virtual voice 4	<input type="radio"/> masculine	<input type="radio"/> ages 30-40	American English	Play sample
<input type="radio"/> Virtual voice 5	<input type="radio"/> feminine	<input type="radio"/> ages 30-40	American English	Play sample
<input type="radio"/> Virtual voice 6	<input type="radio"/> masculine	<input type="radio"/> ages 30-40	American English	Play sample
<input type="radio"/> Virtual voice 7	<input type="radio"/> feminine	<input type="radio"/> ages 30-40	American English	Play sample
<input type="radio"/> Virtual voice 8	<input type="radio"/> feminine	<input type="radio"/> ages 30-40	British English	Play sample

### Audiobook cover

KDP will create your audiobook cover from your current Kindle eBook cover. Any updates to your eBook cover will automatically transfer to your audiobook cover. [View a sample cover.](#)

### KDP Select enrollment

Your eBook is currently enrolled in KDP Select, so your audiobook has also been enrolled to maximize multi-format selection for customers. As part of the KDP Select Program, your audiobook will be made available to listeners through Audible Plus. [Learn more about KDP Select.](#)

Audiobook enrolled in Audible Plus

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.

### KDP Select enrollment

Your eBook is currently enrolled in KDP Select, so your audiobook has also been enrolled to maximize multi-format selection for customers. As part of the KDP Select Program, your audiobook will be made available to listeners through Audible Plus. [Learn more about KDP Select.](#)

Audiobook enrolled in Audible Plus

### Pricing and royalties

Enter a list price for your audiobook. The table provides information for standalone and add-on purchases, but does not include royalty estimates for credit purchases. [Learn more about pricing and royalties.](#)

Set your audiobook list price

\$ 3.99  USD

Must be \$3.99–\$14.99

Marketplace	Purchase type	List price	Royalty rate	Estimated royalty
Amazon.com	Standalone	\$3.99	40%	\$1.60
	eBook add-on	\$1.99	40%	\$0.80
Audible.com	Standalone	\$3.99	40%	\$1.60

### Virtual Voice Studio

Preview and modify how your audiobook is narrated. [How do I edit my audiobook?](#)

[Open Virtual Voice Studio](#)

### Publishing your audiobook

It can take up to 72 hours for your audiobook to publish and appear on Amazon and Audible. Both your eBook and audiobook will be uneditable until publish. [What happens if I update my eBook?](#)

[Save changes](#)

[Publish audiobook](#)

## How to Create a Paperback Version of Your eBook

### Here are the steps:

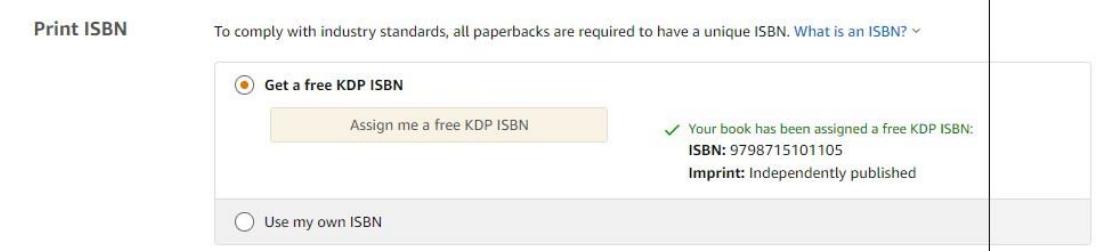
On your Bookshelf page hit the link “create paperback” on your EBook. You will now be on the paperback details page.

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.

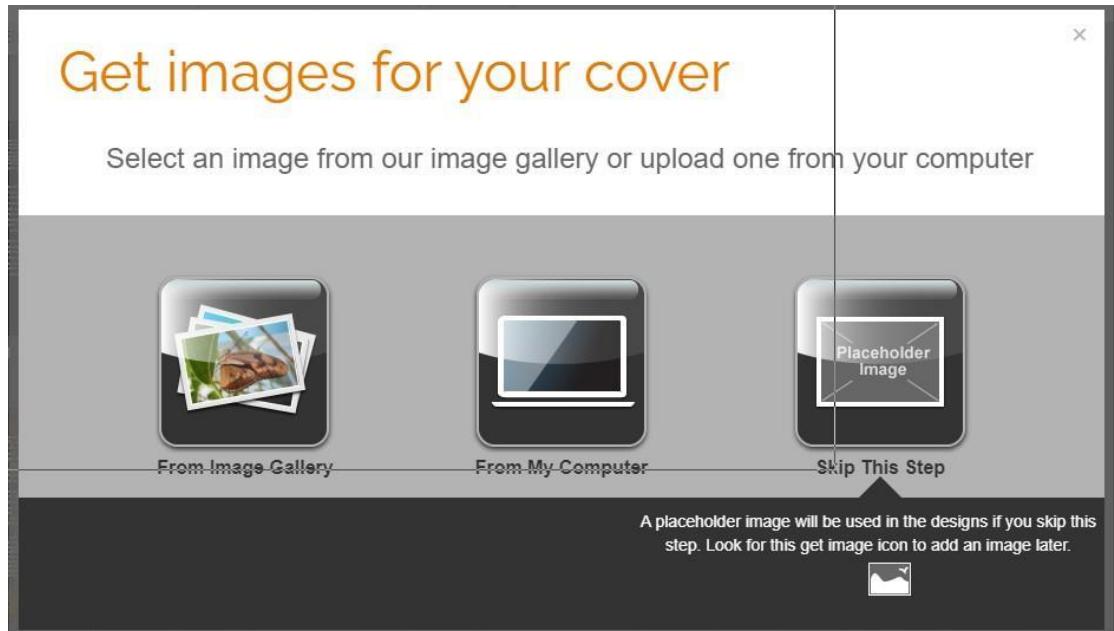


Then click “Assign ISBN” and the screen below will pop up, you’re done.



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.



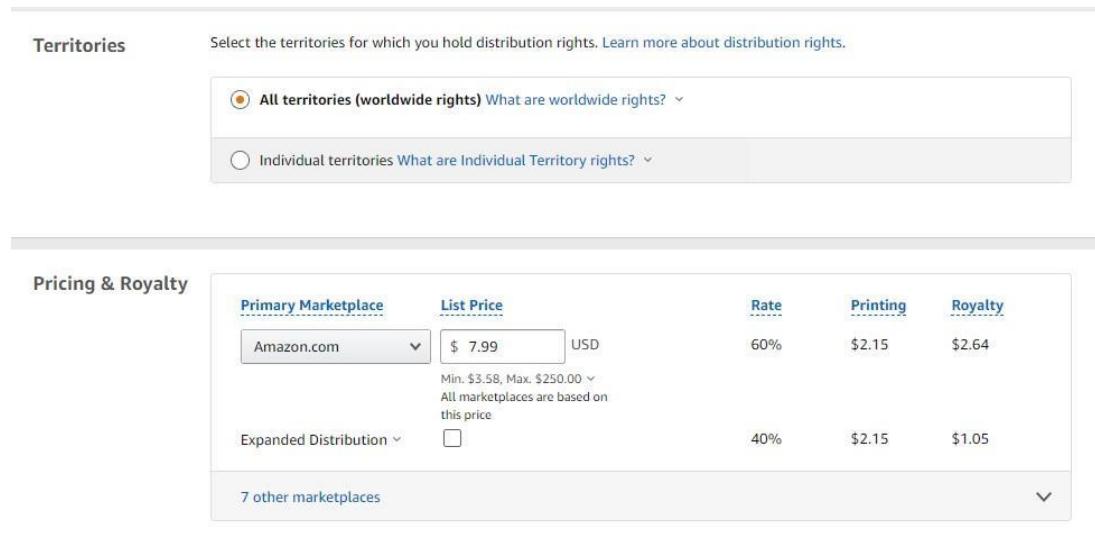
Here click “skip this step” and choose a cover you like.

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.

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,



**Territories** Select the territories for which you hold distribution rights. Learn more about distribution rights.

All territories (worldwide rights) [What are worldwide rights?](#)  Individual territories [What are Individual Territory rights?](#)

**Pricing & Royalty**

Primary Marketplace	List Price	Rate	Printing	Royalty
Amazon.com	\$ 7.99 USD	60%	\$2.15	\$2.64
Expanded Distribution	<input type="checkbox"/>	40%	\$2.15	\$1.05

7 other marketplaces

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.

## Building a List from Your Book

When I first started with Amazon KDP I would write book, put it onto KDP and then watch the sales happen.

After a while I thought how I can increase my revenue from my books. I looked at many different ways, but building a list from the traffic to my books has been by far the most profitable.

**Here's how you do this:**

Firstly you are going to need an autoresponder, if you're not sure what an autoresponder is check out the definition below:

*An autoresponder is an automated email system that sends pre-written responses or follow-up messages to people who subscribe, sign up, or take some action on a website.*

*Often used in marketing, autoresponders are set up to nurture leads, provide information, confirm actions, and keep potential customers engaged over time.*

*For example, a business might set up an autoresponder sequence to:*

*Welcome new subscribers to their mailing list.*

*Send a series of helpful emails that build trust and familiarity.*

**Promote products, share exclusive offers, or provide educational content.**

*Autoresponders save time by automating communication and can be set up to send emails at specific intervals or trigger based on a user's actions (like clicking a link or completing a form).*

Ok that may seem confusing but basically you are going to put links/images in your book which will send your reader to an opt in page. This is where they will give you their email address in exchange for something of value, usually a pdf (like the one you are reading)

Once the email address has been added to your list (a list of all your email contacts)

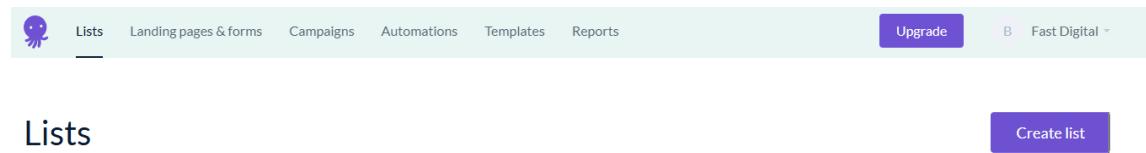
The system will start sending out emails promoting your product or affiliate offer. That is the system in a nutshell.

Lets' go through an example so you can see how this all fits together.

For my example I'm going to stay in the golf niche.

**Step 1.** Sign up to [Emailoctopus](#). Click the “start for free today” button. They have a free plan, 2,500 subscribers, 10,000 emails per month which is more than enough to get started.

Step 2. Once signed in to your [Emailoctopus](#) dashboard, click “lists” top left, then click “create List”, right hand side



Name your list, you may create more than 1 list so name it something related to the niche you're promoting. For my example I'm going to call it golf niche. Then click “create”

## Create list

### Name

This will help you identify your list later

Golf Niche

### Add contacts

- Import contacts from a file
- Add a single contact
- I'll do this later

Create

Right, so now you have a place where all the emails you get are going to be stored.

Now we need to create a page where you can offer something valuable in return for  
The persons email address.

To do this click “landing pages & forms” and click “create”



Landing pages & forms

Create

Click “create” under landing page.



## Create a landing page or form

### Landing page

A standalone webpage  
hosted by EmailOctopus

Create

### Form

A form which you can add to  
your current website

Create

You will land on the page below; your list you created should already be there. Click “save & next”

## Select a list



### List

This is where your contacts will be added

Golf Niche

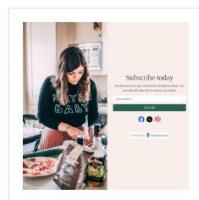


Ok now you need to select a template, choose any one. For this example I am going to use the tribe template

## Select a template



Cover



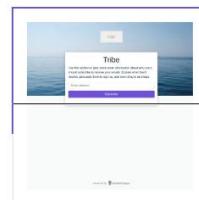
Hanner



Soul



Sym



Tribe

You will then be on the page below

## Golf Template

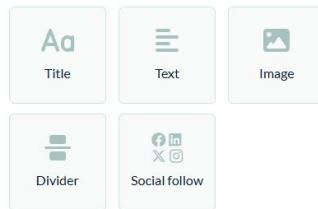


Preview

Publish

Content  Global styles  Page settings

Drag and drop content onto the page



The preview shows a landing page with a blue ocean background. At the top is a white header with a logo. Below it is a white box containing the word 'Tribe'. Below the box is a text area: 'Use this section to give some more information about why users should subscribe to receive your emails. Explain what they'll receive, persuade them to sign up, and even drag in an image.' Below the text is a form with an 'Email address' input field and a purple 'Subscribe' button. To the left of the main content is a sidebar with a 'Content' tab selected, showing icons for Title, Text, Image, Divider, and Social follow. The top of the sidebar also has 'Global styles' and 'Page settings' options.

First, edit the name, top left. As you can see I named mine Golf Template.

Now before we edit the template, we need to find something to give away in return for their email address.

**Pro Tip:** Make sure that what you are giving away is valuable and of a high quality (like this pdf 😊)

Where do we find this? Just like you searched for contents for you book. Do the same thing, except that here you want to find something that your niche will find very valuable.

To do this, go to ChatGPT, type in the following prompt:

Give me the top 5 things people are struggling with in the (Your Niche)

I used golf; let's see what ChatGPT came up with:

Give me the top 5 things people are struggling with in the golf niche



Here are the top five common struggles people face in the golf niche:

1. **Improving Consistency in Their Game:** Many golfers struggle with inconsistency in their shots, often hitting the ball well one day and poorly the next. Finding ways to maintain consistency, especially with drives, iron shots, and putting, is a major pain point.
2. **Perfecting Their Swing Technique:** Mastering the golf swing is challenging for beginners and seasoned players alike. This includes grip, stance, backswing, downswing, and follow-through. Even small errors can lead to poor shots, making this a key area of struggle.
3. **Building Mental Focus and Confidence:** Golf is as much a mental game as it is physical, and many golfers struggle with nerves, focus, and confidence. Staying calm under pressure and maintaining a positive mindset can be challenging, especially during competitions.
4. **Lowering Their Handicap:** Many golfers are constantly seeking ways to reduce their handicap, which requires consistent improvement in all aspects of the game. The goal of breaking a specific score threshold, like shooting under 90 or 80, is a big motivator but also a major source of frustration.
5. **Selecting the Right Equipment:** Golf equipment can be overwhelming, with endless options for clubs, balls, and accessories. Choosing the right gear for one's skill level and play style is crucial but can be challenging, especially with the varying recommendations and the high cost of quality equipment.

Addressing these pain points with helpful tips, resources, or products can resonate well with the golf community!

Great stuff, I am going to go with “lowering their handicap”. So I will go to all the resources I mentioned using to write your book and create a pdf on that. Easy stuff.

Once you have created your PDF, you need to store it somewhere so that people can download it once they have opted in to your list

I suggest using Google Drive. Upload your pdf, make it shareable and copy the URL

We are going to use this URL later.

Check below how I edited the text on my landing page to entice people to give me their email address.

You can use ChatGPT again to give you a headline and description for your landing page.

So I put this into GPT - Give me 5 clickbait headings for the term "lowering your handicap" and look what it came up with:

Give me 5 clickbait headlines for the term "lowering your handicap"

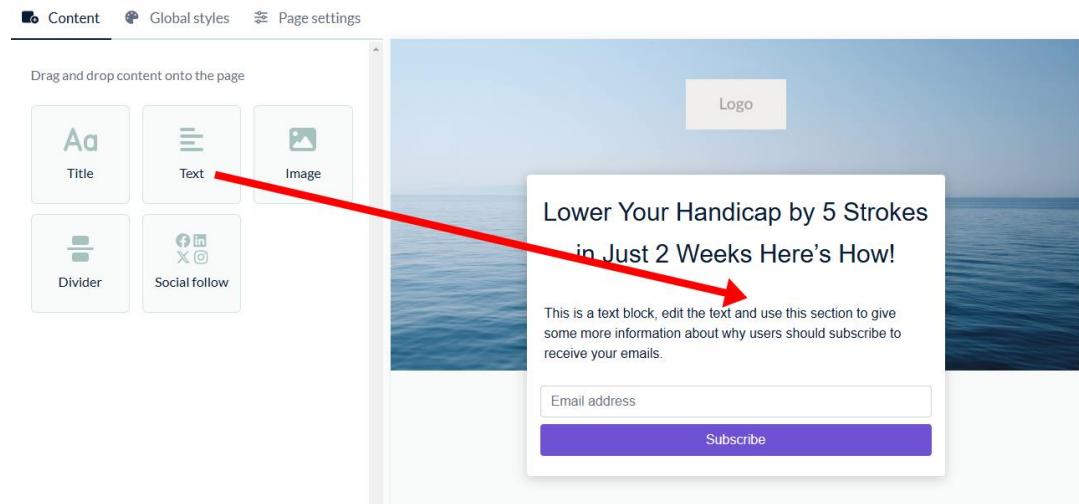
Here are five clickbait headlines for "lowering your handicap":

1. "10 Simple Tricks to Lower Your Handicap Fast – Even the Pros Use These!"
2. "Say Goodbye to High Scores: The Secret Formula for Dropping Your Handicap Instantly"
3. "Lower Your Handicap by 5 Strokes in Just 2 Weeks – Here's How!"
4. "The #1 Mistake Keeping Your Handicap High – Fix This and Watch Your Score Plummet!"
5. "From Amateur to Ace: 7 Proven Tips to Lower Your Handicap and Dominate the Course!"

Each of these headings hints at quick, easy, or insider methods to grab attention!

I like #3, going with that.

Now we want to insert some text below, drag the text block on the left to just below your heading.

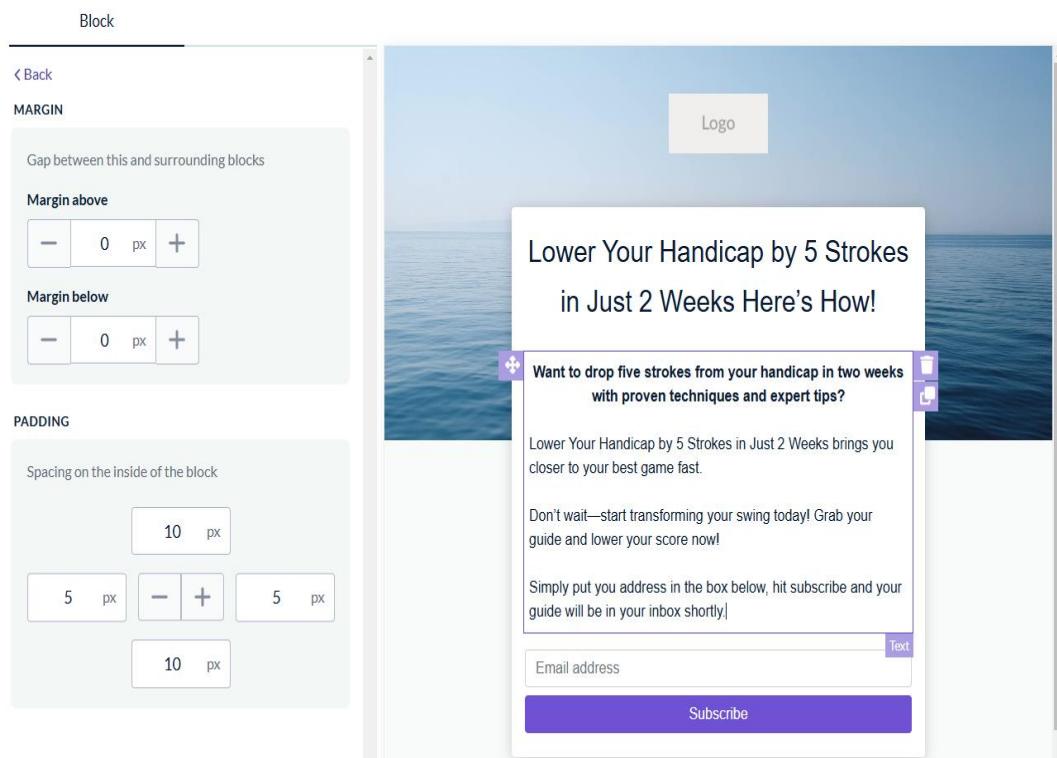


Now we use GPT again, I put in - give me a short sales pitch of "Lower Your Handicap by 5 Strokes in Just 2 Weeks – Here's How! Within 50 words" with a strong call to action at the end

Here's what it came up with:



Here is the end result, pretty damn good I think



Moving on, we need to get the link to this page so that we can put it into all our books. People click on the link, come to this page and give us their email address. Cool.

To get the link: Click “back” on the top left, then click “page settings” you will be on the page below:

First copy the url under “url”. This is where we are going to send our readers to land on this opt in page.

Click “redirect to different page”

Under redirect url, put the url of the pdf you uploaded to Google drive.

Done for now.

Now in your books you need to put the link to this page in.

Here's what I do, and it works very well:

I create an image from the landing page using Photoscape, see link earlier in book.

Take a screenshot of the text and put a call to action below, see below.

# Lower Your Handicap by 5 Strokes in Just 2 Weeks Here's How!

**Want to drop five strokes from your handicap in two weeks  
with proven techniques and expert tips?**

Lower Your Handicap by 5 Strokes in Just 2 Weeks brings you closer to your best game fast.

Don't wait—start transforming your swing today! Grab your guide and lower your score now!

Simply put you address in the box below, hit subscribe and your guide will be in your inbox shortly.

**CLICK HERE NOW**

Yes I know it's very ugly and you can mess around with your image to make it prettier but this gives you the idea.

I take this image and I put it in the front and the back of all my books in this niche and link it out to my landing page.

I suppose you are wondering, so now I have these email addresses. What do I do with them.

**This is where you second income stream comes from**

You are going are going to promote products to them and earn commissions from each sale.

To find products to promote, you can use the sites below. There are many more but I mainly use these.

Clickbank

WarriorPlus

JvZoo

Go to the platforms, type in your niche and find products to promote.

For example, I went to Clickbank and typed in golf, there are 14 products I could promote.



Search Results for "golf"

14 results

Sort results by Keyword Relevance

A screenshot of the Clickbank search results for "golf". The first result is "GolfForecast - ML based golf betting tips". The product details include: Gravity score 0.64, Initial \$/conversion \$0.90, Future \$/rebill \$12.52, and Avg \$/conversion \$25.94. The product is marked as "Future" and "Mobile Friendly". Buttons for "Promote", "Affiliate Page", and "Seller Contact" are visible. The product description states: "GolfForecast is a machine learning based golf betting system that provides weekly tips for the PGA and European Tour.".

Find a product, or more than 1 to promote, get your affiliate link and head back to EmailOctopus. Now we are going to create an email sequence that will automatically send your promotional emails out to your list.

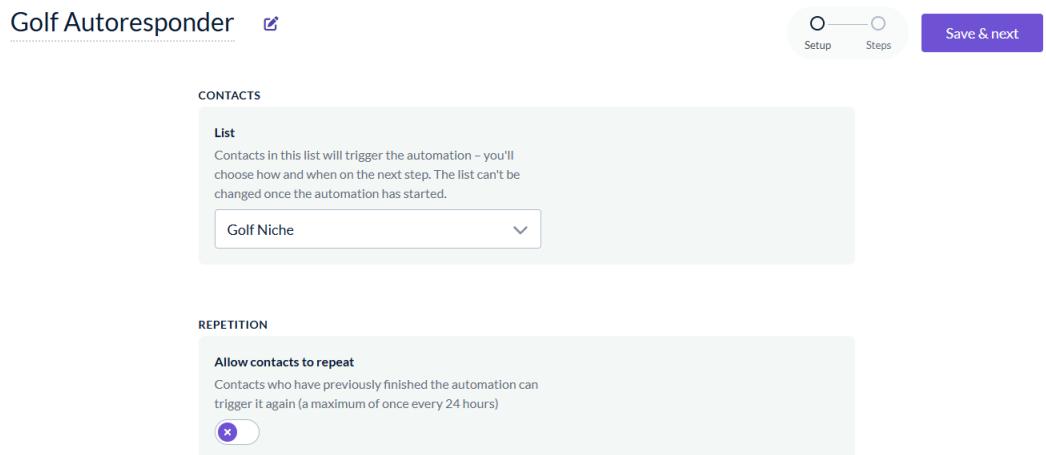
On your dashboard click “automations” and click “create”

A screenshot of the EmailOctopus dashboard. The top navigation bar includes "Lists", "Landing pages &amp; forms", "Campaigns", "Automations" (which is underlined, indicating it's the active section), "Templates", and "Reports". On the far right, there are "Upgrade", "Fast Digital", and a "Create" button.

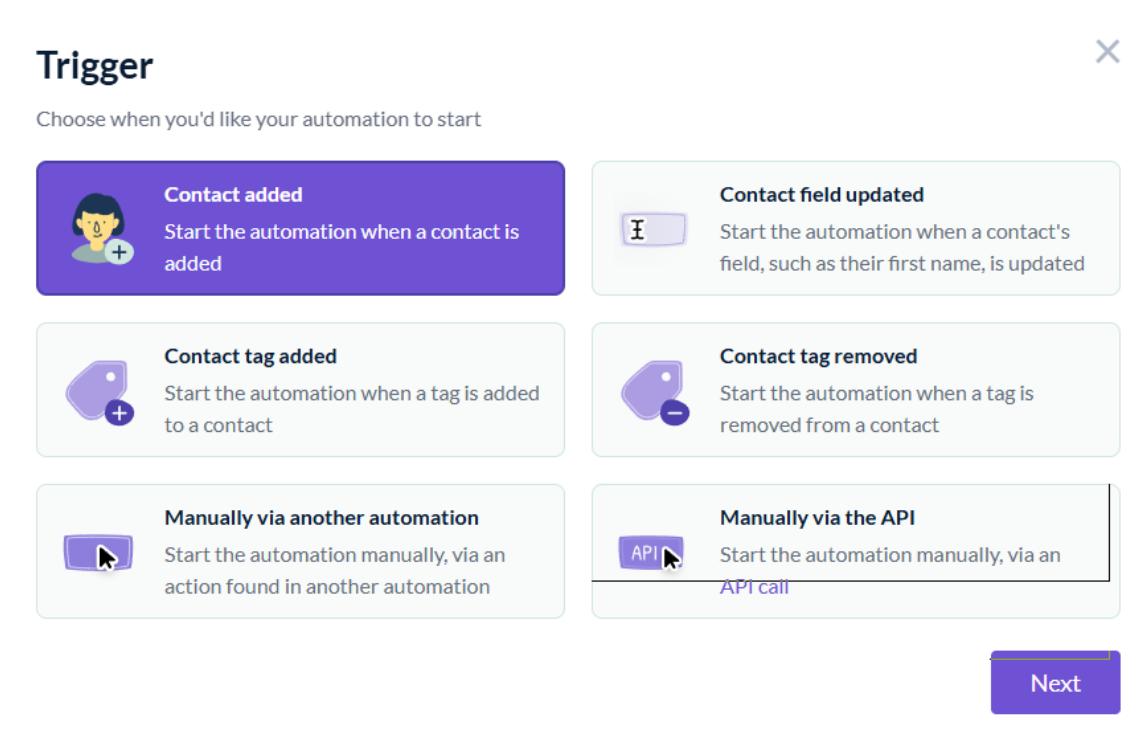
Automations

Create

You will be on the page below, edit the name and leave everything else as is. Click “save & next”



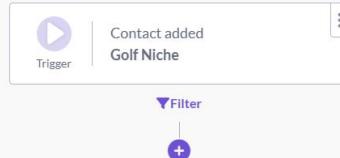
For the trigger leave it on contact added. Click “next” and click “save & close”



You will be on the page below, click the + sign below filter.

## Golf Autoresponder

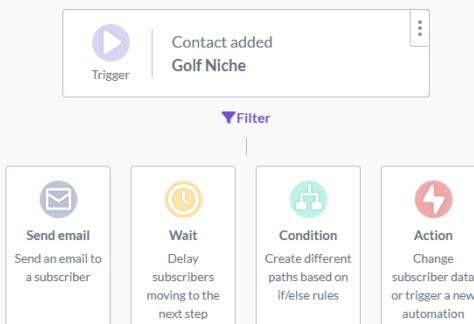
Setup Steps Settings Start



You will be on the page below, there are a few options but the only 2 we will be using are the wait and send email options

## Golf Autoresponder

Setup Steps Settings Start

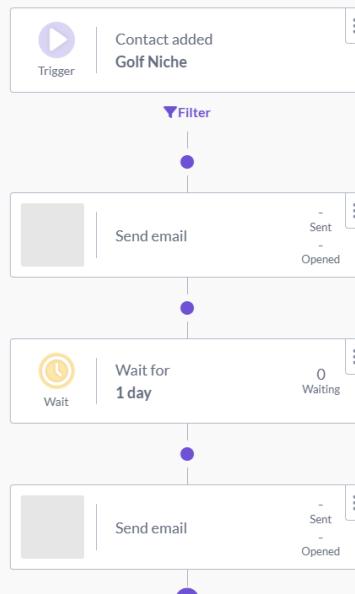


If you click the “wait” option you can decide when your first email goes out, I would recommend that you send your first email out immediately and subsequent mails a day after each other. See example below, you can create as many emails in the sequence as you want to.

I have found that a 5 to 7 mail sequence works well.

## Golf Autoresponder

Setup Steps Settings Start

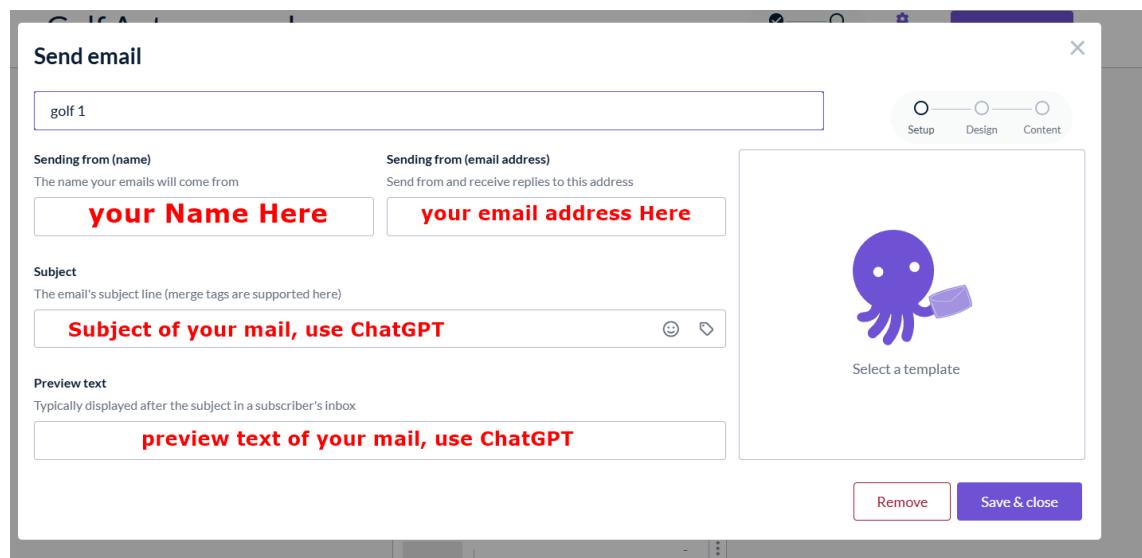


Ok, so now you have to craft your mails. Click the first send email block. You will be on the page below.

For your subject and preview text use ChatGPT to craft compelling subject lines.

Prompt: give me 5 catchy email subject lines on ( use name of the product you are promoting)

Choose one you like and use it, use another one for the preview text.



Next click "select template". You will be on the page below

Select any template and start creating your email. You can use ChatGPT again or write it yourself. Many times, there will be email swipes for the product you are promoting, use these.

**Important:** Make sure you add your link to the product you are promoting a few times in your mail.

**Send email**

**golf 1** 



**Templates**  Sort by **Name** 

**Yours**

**Branded**

**Inspirational**

**Start from scratch**

**Drag and drop**

**Code your own**

**Past emails**

**Campaigns**

**Automations**

**Announce** **Explore** **Share** **Update**









Once you have finished writing your mail, click “save and close”

**Send email**

**golf 1** 





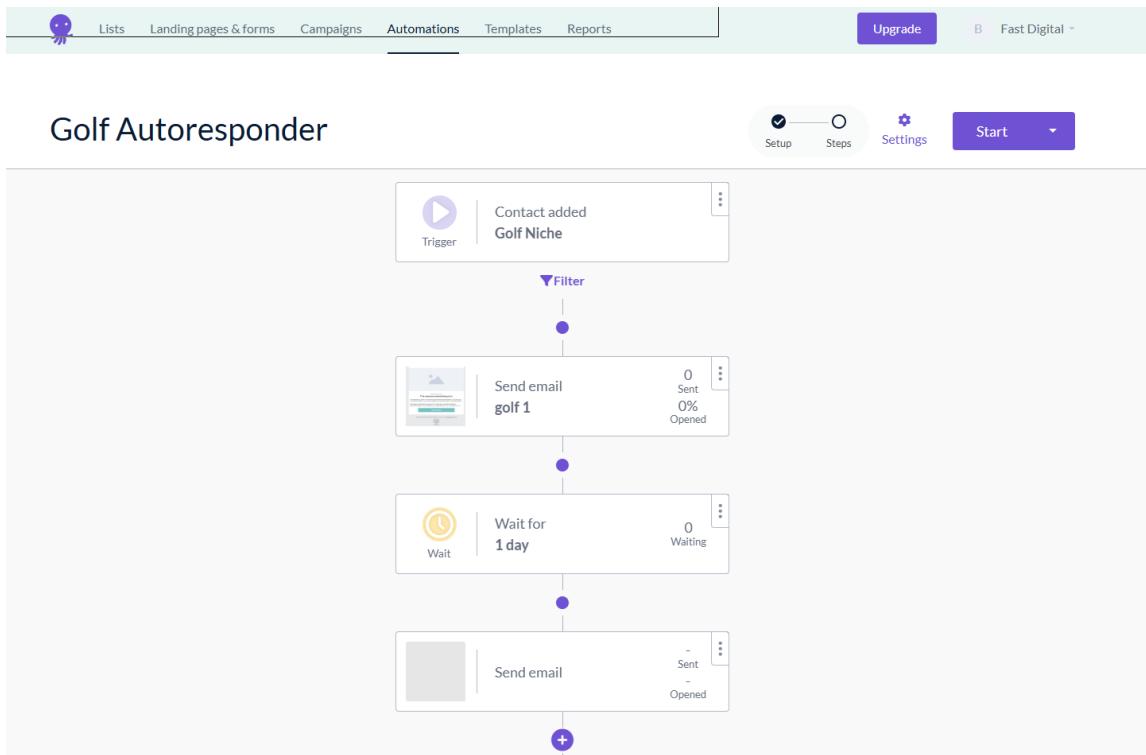
**Content** **Rows** **Global settings**

Drag and drop content onto the page









And finally click “start” Now when someone subscribes to your list, these emails will start going out promoting your affiliate products.

## To Recap

You will be making money on 2 fronts, sales of your book and affiliate commissions.

You will be driving traffic to your opt in page from links and banners in your book. Customers will opt in and your autoresponder will start sending out your promo mails.

So you will be making money on autopilot, once you have this set up the sales and commissions start coming in, very cool isn’t it?

Finally – if you get stuck, or need help along the way feel free to contact me at <mailto:brian@fastdigital.pro?subject=help>. Even if you just want to tell me how you’re doing.

Good luck

Brian

