

"The Robert Plank Show"



Episode #081

Kindle Publishing with Dave Koziel

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The Kindle System

Robert Plank: We're going to talk about publishing on Amazon Kindle which is their digital bookstore. The greatest things about Amazon Kindle is literally, if you have an idea or you have a book half done, all the way done, whatever, Amazon only wants from you the title, description, a Word document, what the price and basically, you are now a published author on Amazon.

We have Dave Koziel on the line. He's going to tell us how he makes between \$10,000 to \$30,000 a month playing around and publishing these books that he makes out of thin air on Amazon. What I really like about Dave is today, he's going to reveal a lot of his deepest, darkest secrets when it comes to Kindle. He's going to be sharing some real numbers because honestly, what frustrates me about a lot of people teaching Kindle is they leave a lot of stuff out or they teach you to slave a way for a year making your one single book or they don't even want to reveal to you their niches or their books but Dave today is going to be talking to us about some real stuff, some real strategy, some real fun, techniques and things on how to make money from Amazon.

Dave Koziel: I've been publishing eBooks in Amazon (Kindle Publishing) since about October 2014. It wasn't how I got started with making money online. Before I was publishing eBooks, I sold physical products on Amazon and eBay. I ran into trouble with that. I wasn't enjoying it and I found videos on YouTube about some people who are making big money doing this. It wasn't the way that you would think it would be like. You said it wasn't the people who were spending a year slaving away writing one book and not publishing it, it was people who were hiring writers, ghost writers to write books for them and then publishing on Amazon and making big money. That really intrigued me.

Robert Plank: Is that the way that you make a lot of your books? You don't write them yourself? You hire other people to write for you?

Dave Koziel: Exactly. I've written two of my own books. The problem with that is it's very hard to scale quickly. It takes some time to write a book. I think that even doing it quickly, it takes about a few weeks to a month if you're going to write a short book to get it done. However, with the method that I was finding out about online and that I have used to make a lot of money is I hired the writers and I hired multiple writers at the time. My writers are pumping me out books on a weekly basis. Some of them takes two weeks, some of them takes a little bit less but the idea is that you could have multiple writers writing for you at one time to create the content for you so that you can scale this business up and publish a lot of books in a short period of time.

Robert Plank: This is awesome because I don't know if you are around for the days when article marketing was a big thing or the days when AdSense were a big thing like this used to be the way to make money. You go and outsource here or find some cheap labor and get an article made for five bucks or a site made for 10 bucks and just that one article or that one site would only make a dollar a day but you have 10 or a hundred of them. Then, now you're cranking away. You mentioned that you hire people out to write a book for you, it takes about two weeks to come back, what size of book are we talking about and how much that does cost you?

Dave Koziel: We're not talking about 300-page books. These books are between 6,000 to 12,000 words. That's the length I recommend especially for people who are getting started because I approached all of this as a business. My goal with this is to make a profit. My goal isn't to create a bestselling New York Times selling book. My goal was with every book I published to make a profit. You have to really take in a consideration your cost. For example, it's going to cost me more money to have a 12,000 book written for me as opposed to a 6,000-word book written for me.

I approach this with a minimal viable product outlook where if I can publish a book for only 6,000 words and it starts to sell well and I'm seeing traction and it's getting sales, then I can go back and hire the same writer again, even hire a different writer if you want, to add more content to that book to make it longer and to increase the value of it. Generally speaking, 6,000 to 12,000 words is what I recommend when you're starting off. You have to pay some additional cost too such as shift pay to get a cover made, you have to pay to do the formatting unless you want to do it yourself, you're going to have to pay for a virtual assistant to help you with the marketing and getting some reviews for it unless you want to do that yourself too, but generally, you're talking a ballpark of anywhere between \$80 to \$150 per book to get you started. That's a good starting point.

Robert Plank: What would you expect a book like that to make?

Dave Koziel: The amount you're going to make for each book is going to vary, kind of what I was saying in the beginning. Some books just take off. It's like this, for those of you who are familiar with the 80-20 principle, whenever you publish a large library of books, for example, I have between 60 to 80 books that I have had published throughout doing this whole process. The minority of my books make up the majority of my income. Just to give you a general guideline, a bad book for me, this is a bad book and keep in mind too, this is just the Kindle eBook, we can talk about this a little bit later if we have time but I also turn those eBooks into paperback books and audiobooks which makes me additional money, but just as an eBook, I can generally expect even a bad book for me to make around \$20 to \$25 per month. A really, really good book that does well, I can make in a hundreds of dollars per month.

Robert Plank: Some books, the cost that it took you to make it, that's what it makes month over month. Even with a "dud" book, you still break even after three or four months.

Dave Koziel: Exactly. Over the course of the year, you're still going to make profit on the book. You're still going to get your investment back. It just might take you six months to get it back as opposed to the three months if you have a better selling book.

Robert Plank: At first, it seemed as if Amazon Kindle was trying to undercut everybody. I'm giving away my content for a dollar or five dollars. When Kindle started to take off, I noticed scumbag marketers just trying to game the system. They'd say, "We'll flood the market with public domain materials." or they'd say, "We'll take a book and just do a search and replace the characters," like search and replace Huckleberry Finn and then put out that book.

An Army of Small Books

From what little I've seen about this whole strategy of making an army of small books basically, I've seen that it reached the middle ground. Let me know if I'm wrong but it seems like a lot of these people, now, there's some thought that goes into it where they say, "I'm going to do some keyword research. I'm going to look at what's the big problem people are having or what people are searching for and then I'm going to base on that, look at where there is low competition where I can beat the competition." Is that what the ideas here, not just to flood the market with a bunch of random books but to look at what people are searching for and what's selling?

Dave Koziel: In the golden days of early 2012 when Kindle just was getting started, you could publish anything and make money. It was just people were dumb, they didn't understand so they were just throwing their money away buying anything. Now, there's a lot more quality control and there's a lot more research that goes into it. You have to pay attention to profitable niches. You have to do extensive keyword research. This is all stuff that takes some time to learn.

Pay attention to the quality of writer that you're hiring. Some people like to try to hire writers from the Philippines and countries like that who don't speak good English. Then, the book that they write is complete crap. If you go through it, it doesn't even make sense. If you treat it like you're hiring an employee, meaning whenever you're hiring your writers and your team and you take the time, you can still find very, very high-quality writers and virtual assistants and graphic designers for you to do all this at a very affordable cost.

I'm going to give you an example. I have a book called "Foraging." If you don't know what foraging is, it's when you go around and you pick plants that you can eat and that they have medicinal properties to them. I know nothing about the book, however, I found a woman who was a stay-at-home mom and she just wanted to be on a making income from home as a writer. She was a certified herbalist.

I interviewed her on my YouTube channel. I have a YouTube channel. If you go look on there, you'll find the interview I did with her. She wrote me this amazing book on the topic of foraging. She was an expert way more than I could ever be or I would even know about foraging. That book that she wrote me has sold, has made me hundreds of dollars per month ever since I had it published which was early 2015.

That gives you an example of the type of quality now and the way that you need to treat this. You can't just read this as like you said, publishing public domain books which you can still do but you have to make special alteration system to be able to do. For the most part, if you want to do or to make good money doing this, you have to publish quality stuff. You have to take time. You have to treat it as a business. You can't just throw garbage up on the Kindle store and expect it to sell.

Case Study: John Franz "Foraging"

Robert Plank: That weeds out the people who aren't thinking. You mentioned this foraging example. It makes me curious, what is your thought process when you're going to make a new Kindle book? In a couple of different avenues there, one thing I'm curious about is do any of your books connect together? The other thing I'm curious about is how do you even come up with something like foraging? Do you browse a category or just choosing it random? What's your thought process when you're making a new book like that?

Dave Koziel: I can explain both those questions. The first one is yes, my books do connect. When I work on doing this, I create a fake penname around. For example, my one that I talked about with this foraging book, his name is John Franz. It was just some name I created, not a real person. What I do was I publish, I create a little persona about him. If you go look, he has an Author Central profile. I create books that are fitting for his penname, for his profile. For example, John Franz talks a lot about herbal remedies, natural remedies, some self-help stuff, I don't publish books under that John Franz that are about business. I just keep them within the niche that I carved out.

The way that I found that niche and the way I go about determining what books that I want to publish is I'm purely looking for what is profitable. I don't publish books that just because I like them, just because I think they're cool. I'm purely looking for a book that I know that I can publish that's going to be on a topic and niche that I can make money from. You don't really have to do much research to find this out. All you really have to do is go to Amazon. Amazon, the good and bad thing about publishing eBooks on Amazon is that all the information is right on Amazon as far as what's selling. Meaning, you can check the sales ranks, you can see how well a book is ranking in the search results. The bad thing is that it's easy for the competition to be able to see what we are doing and copy it.

I go to the bestsellers list and I just start digging into the categories. For example, the way that I found foraging was I went to the bestsellers list and I went into a couple of categories and I just kept clicking. If you go look at the categories on Amazon, you can go pretty deep on someone, you can go from health and fitness and from health and fitness, you can go in the dieting, from dieting, you can go into further diets. You can keep niching down.

In the bestsellers list, I found a book that was about foraging. Not mine, I didn't have mine published yet, but I found one that was selling very well. I thought to myself, "I don't think that ... I think I can make a book similar to this one or better and if this book is selling, it's a proof of concept that it's selling. If I can make a better book than this one, if I can market it better, if I can pick better keywords which are things that I learned how to do, I know that I can make at least the same amount of money or better." That's the similar process that I used for each of my books that I publish.

Robert Plank: I didn't even realize how crazy this was. I just looked up John Franz, his Author Central page, and there's a whole bio about him, there's a stock photo of him sitting on a bench with a bike and his wife. It's pretty crazy. I knew that you could publish a book and you could publish it under any name but I didn't realize you could create a whole persona just around this one, like fake identity. That's cool.

You look at these books, you assemble on things that are already proven to sell well and you make a better mousetrap. How often do you make a new book? Is there a schedule or is it just whenever?

Dave Koziel: I have 60 to 80 books published. I'm not actively publishing new books. When you're first getting started, don't just think that you're going to publish unlimited books and you're just going to keep going and to make as much money as you can. You need to have a goal from the beginning like, "Okay. I want to make \$10,000 per month." Then, you just keep publishing books up until you get to that point because there's a lot of other ways that you can make money from publishing eBooks, not just from the act of publishing themselves.

I have my 60-80 eBooks out, and now, I'm using that same exact content. A lot of very smart internet marketers used to do this, they reuse their content. As I talked about earlier, I publish them on paperback books on the website called createspace.com. I publish them as an audiobook on a website called ACX.com. I also, within the books, use them to generate leads for an e-mail list. Then, from that e-mail list, I sell affiliate offers to them to make money.

There's a few other different ways too that I make money but as you can see there, you can really just start off with the eBook and then grow it into a pretty large income stream. To answer your question about for maybe people starting off who want to do this, how many I recommend, I was at my peak publishing around three to five books per week, but I caution you, don't go out of the gate starting that much. I recommend you get one book done and then you just mess around with that one book for as long as it takes until you're getting it selling because if you publish a book and it's not selling and you can just keep publishing more thinking, "Oh, screw it. I'll just figure out along the way," you're basically going to be replicating your same mistakes over and over and over again with each book.

It's important to master one book first. Figure out how to get it to selling or at least figure out what you did wrong with that book as to why it wouldn't sell because if you pick a horrible niche that's not profitable, it's not going to sell no matter how well or how well you do everything else. Figure out how to make one book sell, use that as a model, and then just publish, work up on that and publish more books. I really wouldn't recommend exceeding more than three to five books per week. That's going to take a lot of work and effort even on virtual assistants and things can start to get a little hairy once you get to that level.

Robert Plank: If it's a bad niche, it doesn't matter how hard you try or how hard you market like if you make 10 more bad books like that, that's just circling the drain, going more and more downhill.

Marketing Kindle Books

You mentioned about your virtual assistants and about the marketing and things like that. Do you want to talk about that about the marketing and the reviews and all that kind of stuff?

Dave Koziel: I was at my peak when I was publishing three to five books per week. I had a team of at least five virtual assistants working for me. Five virtual assistants, I also do mean writers too. I'll give you a breakdown of how that works. Obviously, I had my writers. Then, I had a graphic designer which I just found on a site. It was odesk.com at the time but now it's upwork.com. I had someone that I also hired another virtual assistant which we are three now who formatted the books for me because that's a skill in itself. That's a pain to do but you can learn and do it yourself.

Then, I also had a virtual assistant who uploaded the books to me on the createspace.com website as a paperback and also uploaded it on acx.com as an audiobook for me. I had that part of the process. Then, I also had a virtual assistant who helped me with the marketing and reviews. I'm going to touch on that a little bit because that's one of the most important parts that I think people struggle with and is vital to your success because your reviews are your social proof. You need to have reviews on your book to make it sell. If you just publish books, you can have the most amazing book and the most profitable niche but if you don't have any reviews on your book, then, it's not going to sell.

Amazon has really cracked down recently over the past few months on reviews. It could be very, very tricky for you to be able to get them. I'm going to give some few tips on how you can get them and how you can train a virtual assistant to do this for you. One of the ways you can do it which is completely allowed by Amazon is doing honest review swaps. Meaning, you go to another person who has a book and you both read each other's books, you can skim through, you don't have to read the whole thing, and then you leave an honest review for the other person. That strategy still works. It's allowed by Amazon. The problem is you can't have a virtual assistant do this who just going to be doing it with other virtual assistants because that's going to send up a red flag with Amazon of two people with two fake accounts basically that their whole goals is just get reviews. That's going to mean trouble. Your reviews are going to get deleted. You don't want to do that.

If you have a virtual assistant doing that for you, you need to make sure that your virtual assistant is a real person, not some person that's from the Philippines and creating fake Amazon accounts, someone who literally is a Kindle reader, has their own Kindle account, who enjoys reading books, has a legitimate account that they buy stuff from Amazon and then they're seeking out legitimate people, other people like themselves, just like me and you who have Amazon account and buy stuff and get reviews that way. That's one way to do it.

If you have a book you published, for example, my foraging book, what you can do on Amazon is if there's someone else with the similar book to yours which there should be because you shouldn't be publishing a book that's not already out there and is proven to be profitable, you can go to the reviews on their book. If you click on the reviewers, you can usually find their e-mail address by just clicking on the name of the person who left the reviews. You can compile a list of those e-mail addresses and you

can send them an e-mail and you're allowed to offer them a free PDF version of your book in exchange for an honest review.

That's why I recommend you train a virtual assistant to do this and you're not going to get 100% results. For example, you might compile a list of 100 e-mail addresses from using this method. If you have a virtual assistant e-mail all of them, you might get 15 to 20 reviews which is perfect. That's about all you really need to get in and get started. Then, as time goes on, there's other strategies that you can use to continuously add reviews to your book. That's the overall for a breakdown of the way that use virtual assistance especially how you can get reviews for your book which is really important.

Robert Plank: The honest review swaps, the contact of their authors and honestly review their book and have them review your book as well, then, go and look at people who have reviewed other books and have a virtual assistant find their e-mail address and just hit them up and compile a list in exchange for a PDF copy for an honest review.

I know that at least with me, I do want to get into this, having all the pennames and all the separate books. All I've done so far is I published 10 books under my own name but they are internet marketing books, stuff about my own niche, 100, 200 pages. At first, I was thinking, "Well, my only ..." The only thing I'm worried about is just, "I need to get it online. I'll worry about the rest later." Then, I got tired. Then, I went back and I realized maybe a year or two later that, "Oh, this whole time, I should have been doing things to get reviews and things like that."

It seems like you have a streamlined system. You have your checklist. Whenever you to create a new book, you drill down into the categories in these bestsellers, find decent things to emulate, go to Upwork and hire a virtual assistant to write a book for you. That comes back, you hire a VA to format it. That comes back, you hire someone to upload to Kindle, upload to CreateSpace, upload to ACX. Once that is up and running, then you hire people to market it for you and basically do the reviews.

Out of curiosity, you mentioned about you hire somebody to upload to Kindle and CreateSpace, is there a way to give somebody guest access or do you basically have to just trust them with your account?

Dave Koziel: You have to just trust them with your account. There's this one software that you can use called [LastPass](#). What it does is you can create a dummy password. You have to download the program and whatever virtual assistant you're using also has to download it. I believe there's a free version too. You can create a fake password to give to them so that they don't have access to your real password. They just have access to the LastPass password. Technically, they still have access to your account but they don't have your real password that you have for, like, your Amazon account.

There is a trust factor you have to develop. I didn't give access to my virtual assistant to my account right away. I only gave it to one virtual assistant and I hired him first and he worked for me for about a month or two just formatting the books for me. I started to see that he was doing a good job. He was trustworthy. I didn't have any red flags that came up that made me think that he was going to do anything. Then, I just gave him access to it. I gave him access to my CreateSpace account which you can create a different password for your CreateSpace account than your Amazon account.

Once he had access to my CreateSpace account and I realized he didn't mess anything up, then I also gave him access to my Amazon account which is the same account that I buy stuff on. Technically, he could have went and purchase anything he wanted if he really wanted to but he didn't do that. That's the process that I went through to trusting a virtual assistant and giving them access to my accounts.

Robert Plank: I guess if you think about it early on, if he only have access to your CreateSpace and they messed something up and you want to kick him out, you can always reset the ... Even if they changed the password on, you control your e-mail address so you can just reset that I guess.

Dave Koziel: Exactly. That's what I recommend doing. They can't really do much. Your CreateSpace account is not connected to your Amazon account. There's not really much damage they could do except delete all your books or unpublish all your books or something. That's not really that big of a deal. You can get that fixed pretty easily.

Robert Plank: Is that because you have the Word document saved or is there a way to get it back out on the trash?

Dave Koziel: It's mainly because you have them saved. You might be able to contact CreateSpace. If they would delete all your books or something, you might be able to get them to bring your books somehow. The biggest thing that you probably have to worry about is a virtual assistant stealing your book but I don't think that there's a way. I don't know this 100% for sure. Technically, they already have access to your file. That would be my biggest concern with a virtual assistant in giving them your CreateSpace account. It's not them doing anything your books so I don't think that they would care to do that. It would be them taking your content that you give them and then selling it to someone else or using it themselves.

Robert Plank: I guess if you're super paranoid about that, that could be the one thing you don't outsource.

The Four Hour Work Week Myth

Dave Koziel: Most people want to have the four-hour work week and have everything automated that's why I explained it like this. There was a point whenever I first started, when I gave the advice to just, on your first book, figure out how to do everything, I did everything myself for the very first book that I published. You can do this all yourself. You're just not going to go to publish three to five books per week if you're going to be doing everything by yourself. You might only be able to do one book per week to be able to do it while having to do everything by yourself.

Robert Plank: When making a new income stream, or the first few weeks, I'm just playing around. I do want to do it the slow way myself so that when it comes time to automate it, I know what goes into it or I can do it all myself the first couple of times and then automate a piece of it until went a little bit at the time until I have that whole system down. I really like this, whatever this culture that's developed with Amazon Kindle. We said, at first, no one really knew what the heck to do and it seems like it's definitely settled in this something where anyone can make money doing this as long as you make a few decision and do a few experiments and see where it goes.

I think something that's really crazy is that this is one of those income streams like you mentioned, eBay or Amazon FBA where you don't even have to use your own name, your own picture, your own list, credibility. You just build in this other super high traffic marketplace and create something that the marketplace, the website itself once but then also with all the customers want. I'm glad that you shared all the details that you shared today just because like we said, some people make things really vague. Whenever I'm getting into something, I want to know at least the rough numbers.

It seems what we're talking about today is, so you go around and you find some of these bestsellers and then basically, you can expect in about two weeks to have your own book, a book of about 6,000 to 12,000 words and then with the whole process about 80 to \$150 per book. Then, if you've done your keyword research right, if you do your marketing right, then basically, what you yourself expect is for a bad book to do 20 to \$25 a month and then a good book to do about \$100 a month. It's pretty cool because you can get started quickly and see some little results and then just go within what works. As we're winding this down, Dave, is there one particular mistake that you see when you're doing your research that you see a lot of these Amazon authors is making?

Dave Koziel: The biggest, biggest mistake that I see people make is they choose poor niches and they choose poor keywords. The niche thing can just be result by doing the process that I explained as going in and doing the research on the bestseller list. For whatever reason, people just skip that step and I see this all the time with the people that I work with, the people that I coach. They literally just try to publish books that they like. You got to approach it differently. You have to approach it with the mindset of a business and that you're going into this to make a profit. You're not doing this ... If you want to publish books that you like, that's fine, but don't expect to make money from them.

The second biggest thing that I see is people choosing poor keywords. Amazon already has the customers. That's the beauty of this. What you said that you like is that you can be a behind-the-scenes

person without your name out there, create a penname and leverage the traffic and buyers that Amazon already has to make money.

To do that, the buyers have to be able to find your books. Just like Google, Amazon has also a search engine. For a customer to find your book, you have to make it easily accessible to them by targeting the right keywords that they're going to be searching for. Literally, every single person I work with, the number one thing that I always have to help them with is keywords, picking better keywords, and then, sometimes and a lot of times, is also picking poor niches as well.

Robert Plank: That make sense. It just, in general, it seems like, at least for me, if I'm making a product or making a blogpost or something, if I think it's going to be a big hit just based on the gut feeling, it's usually not. If I think it's the dumbest, the most newbie type of thing that no one is going to want, then it really takes off. It's like as soon as you remove the ego out of the equation, at least for me in general, in the internet marketing or anything else like that, it's usually the opposite of what I'm expecting. I wonder if that's just an ego type of thing or if they're just in a hurry or something but that's huge. The other thing too is like you said. If you're building always a Kindle books with a penname, who cares if it's on a subject that you know or you love yourself anyway if it's not even you making it? It's a penname.

Dave Koziel: You hit the nail on the head. It's a mind thing. People think that they have to be an expert in the books even though they're not writing it. They have all these things that messes up their mindset. You literally just have to completely detach your emotions from this and just purely think of it as, "This is a business. I'm trying to make money. What do I need to do to be able to make money?" If you think of it from that mindset, you're going to make the right decision that are going to make you money. You're not going to make decision based upon what you like, what you think is the right way to do it, what you think is the right way to get into a niche. You have to follow almost like a formula and that's going to lead you to be profitable. Yes, I agree with you.

Study the Bestseller's List

Robert Plank: This is a simple formula compared to some of the other ways of making money online. If someone was looking to get started with this whole publishing on Kindle thing or creating a bunch of little Kindle books and they only had, maybe over the next 10 or 20 minutes even, if someone wishes to put in their first 20 minutes into this, what would you suggest they do for 20 minutes?

Dave Koziel: They should go to [Amazon.com](https://www.amazon.com), go to the Kindle store, go to the bestsellers list, and research for 20 minutes. See books are selling. Identify one, two, or three books that are selling well, save them, and study them. What was their headline? What had they used in their title? What had they used in their description? What do they have on their covers?

This isn't rocket science. All you have to do is find a book that's already selling well in the Amazon and literally analyze it and pick it apart. Okay, they used this word in their title. Okay, they used this words in the description. Okay, they used this type of image in their cover. What you can even do is if you're looking at a similar niche, if you're in a certain category, you can compare three books together that are selling well and see what they all have in common. Then, you could take everything they have in common, put it in a Word document and basically create your own version of the combination of those three books that you can then publish and sell in Amazon. Hopefully, it should be able to make you money.

Robert Plank: That right there is freaking amazing. It sounds like because that way, you're not just being a me too or a copycat if you look at what the top three books have in common or what jumps out of you then you're creating something that's based on what's proven itself but is also unique. The thing that I keep on hearing or feeling circles back around to when we first started out this call where you're mentioning the minimum viable product. The thing that held me back for a couple of years with Kindle was I didn't realized that. I didn't realized that you could edit. I just looked at people selling in Amazon and I thought, "Oh man, I got to have the cover exactly right. I got to have the price exactly right. I got to have the book exactly right."

What's really cool about this is you can just ... It seems like you can just play around and then later on, if you want to make a better cover, make a better description, do better keywords, change up the price, you can always do any ... Even if the books are dud, delete it or not. It seems like you can go back and undo any mistakes later on other than the bad niche or a bad book but it seems like if you're almost quite there, almost on the mark but some things are little off, you can always go back and correct your mistake.

Dave Koziel: You're absolutely right. I literally have had books and even books that are in bad niches, sometimes you can take the content out of that book and turn it around a little bit to fit in another niche. Then, you can use different keywords to target it and you can make that a profitable book. I've literally had books that have tanked hardcore the first time I published them. Then, I just did a complete rehaul of them. New cover, new keywords, may have done a little bit of editing to the content, new description. Then, when I made the update to them, they took off and started selling. It's definitely possible to change your book as much as you want and it's something that I really, really encourage.

Unless you have a book that the first time you published it comes out of the gate and it's just rocking and rolling as far as sales goes, you want to be tweaking your book, you want to be changing keywords, you want to be experimenting to see what works and what doesn't. Sometimes, you want to make a change and it might make your book so worst. Then, you just go back in it and change it back but that's how you're going to find out what's going to work and that's also only was going to lead you to making more money.

Robert Plank: I keep thinking, "If there's a hot selling book or a bestselling book and I'm going to knock them out of first place or I'm going to try to get on that front page, how the heck am I going to do that and how the heck ... Is there someone else going to knock me out of that front page?" It seems like as you're talking about this that a lot of these books are not made by marketers. A lot of these books may have good content or might be okay sellers but maybe they locked into it and you can do a better job with the keywords or just the fact that your testing and tweaking means that you're doing a lot more than the original author in the book, is that right?

Dave Koziel: A lot of ways, a lot of the people who publish on Kindle, this is just from my general observation, a lot of times, you'll see big publishing companies on there which the only way ... A lot of times you can beat them by doing better keyword research and targeting better keywords, the biggest struggle that you have in trying to beat them is that they usually can get a ton of reviews but at the same time, you can still ... You don't have to have more reviews than them to outrank them for whatever keywords that you're using if you can even come close to it or even sometimes have half of what they do. For example, if a big publisher published a book and has a hundred reviews and you can get your book to 50 reviews, you can sometimes still outrank them just by using different strategies for picking keywords in your title, subtitle, and different things with marketing to do better than them.

The number of people doing what I do is the minority on Kindle. People who publish are either big time publishers or they're just people who want to self-publish. They're not marketers. They're authors or writers who wanted to just put their content up there. If you look at the bestsellers list, you can find the marketers. I've gotten to the point where I can go to the bestsellers list and I can tell if someone's book, if the person who published it, was another marketer like me. I can just tell by the way that they did the reviews, the way that they wrote their copy, the way that their title is. That's important to be able to notice too. That comes along with experience.

Robert Plank: You can look at 10 or 20 books, you can tell if they're mostly marketers or if it's all just a regular author. That's funny.

Dave Koziel: You can still beat out any one of those people, even if someone else is a marketer, the experimenting that I talked about before, if you can figure out different strategies and there's so many different ways to be able to drive traffic to your books and to make money. We can have a whole podcast even talking about that. You definitely want to prepare your books as best as you can to make organic sales from the buyers that Amazon already has available. There's so many different tactics with social media and paid traffic outside of Amazon that you can use to drive traffic and get sales from your books too. There's a lot of possibilities.

The Next Level with Amazon Publishing

Robert Plank: Speaking of those possibilities, you have had yet, 60 to 80 books and a lot of those are on CreateSpace and Audible and ACX. What's next for you? Is it more of the same or is there something coming up that you're excited about?

Dave Koziel: This is advanced so I don't recommend people start off with this strategy. You can create a permanently free book on Amazon. I'm not going to go into too much details about that now but I'm at the stage where I'm not even worried about making money from the eBook. My goal now is to make my books permanently free on Amazon, generate leads, and by generating those leads, I'm also still making sales on my paperback version or audiobook version, but I'm also building up huge e-mail lists and I'm able to make a lot of money on the backend by promoting affiliate offers to these e-mail list.

As a marketer, I think we both know that the money is in the list. For me, I'd rather be able to send out one e-mail to list of a few thousand people and make a ton of money than try to make, worry about making a few bucks on an eBook that I have available for sales. That's the strategy that I'm doing. That's definitely not one for beginners but as you get more advanced, you might want to think about doing that as well. Also too, I'm offering coaching. I'm creating courses. I'm doing a lot of training that teach other people how to do this because there's definitely a need in the marketplace for someone who really, really has the depth of the experience as I do and teaching people how to do this, just like you said, there's a lot of people and courses and training out there that they don't really go into the needy-greedy like I have today that teach you how to do all this. I'm trying to serve that customer as well as take my publishing, what I have, my eBooks to a different level as well.

Robert Plank: They're all taking it to the next level. I've seen authors show a few numbers or a few screenshots here and there. Some of that stuff is crazy, some of these guys that make their books permanently free. I've seen some other strategy and they'll have 10 or 20 books that are always free and will get 2,000 downloads a day each. Man, if you combine that and get them off of the Amazon, then now, it seems a lot less silly. That, of course, then you're thinking, "Why am I going to sell a 99 cent or a three-dollar eBook." I guess the short-term answer is, "Well, who cares if it's a dollar or three dollars if you put a hundred bucks in a little book and it makes you a hundred bucks a month back."

Then, now, you have all these traffic, you get them on a list, you get them on these heights that get offers, you get them retargeted, you get them on a coaching, all these stuff. Now, Amazon becomes a traffic source again. Now, you're not only just living in Amazon's land but now, using all of these huge amounts of buyer traffic, even if a small amount pops up and gets on your list, then geez, that's a huge place to get some new buyers there. You shared a lot of cool stuff today. Do you have any ... I know you have a YouTube channel and you have a blog. Do you have any URLs or resources so people can find you and check out what you're all about?

Dave Koziel: I have a free case study at PublishWithDave.com. You can get my free five-video case study on how I made my first \$1,000 per month from publishing. My saying is this. If you can make \$1,000 per month, if you can get to that point, then you can scale to \$2,000, you can scale to \$4,000. That four-

figure mark, that \$1,000 is the most important. I have a free case study that you can get by just going to publishwithdave.com and then your name and e-mail address.

I also recommend checking out my YouTube channel at youtube.com/davekoziel. I have 50+ videos, free videos on there that teaches you different strategies that I talked about today and a lot more than that on how you can make money publishing eBooks.

Robert Plank: Go to youtube.com/davekoziel and publishwithdave.com. Man, I want to thank you so much for showing up on the call today. You definitely opened my eyes to a whole possibility of just building up a whole new income stream. I knew that it was pretty simple but I didn't even know how simple until you explained this today. I knew that it was pretty cheap but not even how cheap compared to all just the momentum you can build up by having even just a handful of books or 60 to 80 books like you're talking about. I want to thank you so much for stopping by today.

Dave Koziel: This isn't super complicated. Anyone can do this. You don't have to make \$10,000 or \$20,000 or \$30,000 per month like I do. I really know people who make a thousand dollars, \$2,000 per month and they're perfectly happy with that. I also know people who knew this and make even more money than me. It just depends on what your preferences are. You can get out of it as much as you want or as little as you want.