



## **Using Kindle to Promote Your Offline Business**

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# **Why Your Business Needs a Kindle Platform**

As an offline business owner you must remember when you were told that you should be using Facebook and Twitter. Once you did you saw the benefits and saw an increase in your customers. You received great feedback via these methods and now use these social sites on a daily basis without even thinking about it.

Well the same goes with the Kindle market. Kindles and e-readers are selling like hotcakes. When you think Kindle you need to think Mobile Reading device. A Kindle allows anyone to read a book anywhere and at any time.

Plus Kindle books are cheap! Some are even free and the majority are priced under \$10. People enjoy sharing and if someone reads a great informative book they are likely to tell their friends about it! Think viral sharing here. One good book could easily end up in hundreds of people's hands from just one person.

Are you starting to see the picture here? The possibilities are there for the taking and this year is set to be a HUGE year for the Kindle. Prices of the Kindle have come down making it more affordable for everyone. Kindle books are out selling paperback books like crazy, for every 100 paperbacks sold on Amazon 115 Kindle books are being sold too. There are over 76 million customer accounts registered at Amazon!

In addition more people are getting into the self publishing arena. So why not take your local business here too? Don't get left behind!

Not sure where to start or how to achieve this? Not to worry this report will show you the how and the why of all you need to know about getting started using Kindle to promote your offline business.

Enjoy!

## **Positioning Yourself as an Expert**

The biggest benefit of publishing your own Kindle book is to position yourself as an expert. People respond to experts and they perceive anyone who has authored a book as an expert in that particular field.

Your Kindle book doesn't have to be that long but it does need to provide useful and practical advice to people. You need to take this into account when preparing your book.

Think about how you can show people what you know about your business. Make a list of the most frequently asked questions and then transcribe this information into a book.

Take a minute and go to Amazon and look up Kindle books. See what types of books are selling well in your field. Take a look at the more established books that are still selling consistently.

Remember you don't have to give in depth information. Just basic how to instructions, tips and advice written at a grade eight or nine level is suitable. If you have a neat tip for cleaning a product share that with your readers. It is these small things that will make a huge difference in how successful your Kindle book becomes.

You will see a list of the following categories and sub categories on the Amazon site. These will break down even further and show you specific book titles. Many of the books allow you to click on the cover. Go ahead and do this and take a look inside at the first chapter. This can give you suggestions on what to include in your book and provide you with chapter ideas.

The category suggestions allow you to really get down into the meat and potatoes of any particular category. You could uncover an area that you are knowledgeable in and can add relevant content to.

## Department

< Kindle Store

### Kindle eBooks

Fiction (391,636)  
Nonfiction (614,172)  
Advice & How-to (90,365)  
Arts & Entertainment (59,812)  
Biographies &  
Memoirs (45,766)  
Business & Investing (64,236)  
Children's eBooks (50,614)  
Comics & Graphic  
Novels (3,607)  
Computers & Internet (25,726)  
Cooking, Food &  
Wine (11,755)  
Fantasy (25,065)  
History (87,329)  
Humor (22,490)  
Lifestyle & Home (58,397)  
Literary Fiction (16,482)  
Mystery & Thrillers (50,505)  
Parenting & Families (22,443)  
Politics & Current  
Events (24,888)  
Reference (35,413)  
Religion & Spirituality (95,404)  
Romance (65,715)  
Science (70,414)  
Science Fiction (21,138)  
Sports (16,081)  
Travel (17,647)

### New Releases

Last 30 days (2,166)  
Last 90 days (6,724)  
Coming Soon (110)

## Department

< Kindle Store

< Kindle eBooks

### Business & Investing

Biographies &  
Primers (3,425)  
Business Life (3,128)  
Careers (3,540)  
Economics (9,611)  
Finance (4,785)  
Industries &  
Professions (13,455)  
International (2,048)  
Investing (3,993)  
Management &  
Leadership (14,596)  
Marketing & Sales (7,735)  
Personal Finance (1,704)  
Reference (5,454)  
Small Business &  
Entrepreneurship (9,591)

Once you find books that fit your business scroll down on the page and take the time to read the reviews of these books. The reviews can provide you with some invaluable insight. They can tell you what was missing from the book so make note of any questions that are constantly asked. This information can form the basis of your book.

There is additional information such as book tags and where each book is being discussed on particular forums. This is important information when it comes to marketing your Kindle book.

# The Benefits of Publishing on Kindle

Obviously setting yourself up as a business expert is important but there are other benefits to publishing on Kindle.

1. Getting your book published on Kindle is quick. Your book should appear in the Kindle listings within 24-72 hours.
2. Amazon helps you promote your own book. They provide you with a sales page that you can easily use to market your book as well.
3. You can advertise your Kindle book on your own website or create a new website just for this book.
4. Earn royalties from your Kindle Book, this provides you with another income source.
5. Your Kindle book can become a lead generation tool for your business.
6. Your market reach will expand by using the Kindle platform.
7. Your business will be found by new customers and clients.
8. It is easy to publish a printed version of your book to keep on hand and giveaway to prospective clients. Use Amazon's CreateSpace for this purpose. We go over this in more detail further on in this report. [See section below](#).
9. Write and publish two or three books and sell them as a bundle package.
10. Once published you may be asked to speak at local business functions in your area.

# Maximizing Your Kindle Book to Generate Leads

As a business owner you appreciate the importance of having a fresh supply of new leads. Your Kindle book can be set up to generate leads for you on an almost daily basis.

When creating your Kindle book you want to include links back to your website and business. For best results, you should offer your reader something more as a way of thanking them for reading your book.

These offers or gifts can take on various forms such as:

- Signing up for a newsletter
- Getting an audio version of the book
- Listening to an online webinar
- A free personal consultation
- Audio content on a relevant subject
- Free videos
- An additional free short report

To get access to any of these items the person will have to sign up to your mailing list. This allows you the chance to re-connect with them and offer them news, discounts, further information and special offers relating to your business. Can you imagine what having another 1,000 subscribers on a mailing list could do for your business?

Now that you have gone to the trouble of writing your Kindle book think about other ways you can deliver the same information. It would be relatively easy to record an audio version of the book to either sell or giveaway. You could use the information and turn it into an email or coaching course. Why not hold a webinar based on the book? Webinars are a fantastic way to attract more people to your business. They have the potential to generate high income levels and people love webinars as they can join in from home!

If you enjoy speaking in front of people you can arrange to hold a seminar or workshop in your local community.



## Kindle Promotion Tips

Make sure that you prepare a press release to be released coinciding with the release of your Kindle Book. As well as using the major press release sites contact your local newspapers, business associations and radio and local television stations. Even small towns have a local TV network where you could get interviewed. Media loves a new author especially in their local area. This can be a great way to promote your book and your business together so take advantage of it.

Use your Facebook and Twitter account to promote your new Kindle book. Ask for feedback and get people to write reviews on your book. If you plan on writing a series of Kindle books then setting up a Facebook Fan Page may be a good idea. This way you can talk about each book and provide separate links to each one.

You can also promote your Kindle Book by using paid ads on Facebook. It is easy to set a limit of how much you want to spend. If you decide to use this method you will want to create appealing thumbnail size images. You only have a few lines of text available so a great image will entice people to click on your advertisement.

Giving away the first few pages or first chapter of your book is another great way to get customers to buy. Just copy the first chapter into a separate document and save as a PDF file. Then give it away in exchange for someone's name and email address. Don't forget you are building your mailing list at the same time!

It is important to get reviews on Amazon for your book. One good way to do this is to give out some free copies to your most valued customers and clients. In exchange you ask them to write you an honest review and place it on Amazon.

Research has shown that buyers are more likely to purchase a book on Kindle that has received reviews. Those books with no reviews sell fewer copies.

Why not run a contest from your business and offer your book as the main prize. Depending upon the type of business you have you could offer a free consultation. Another idea is to give an additional coupon for a product. For example if you are a photographer or graphic designer you could include a free photo or logo with your prize package. If you own a beauty salon give away a free hair cut or make-over.

You can set up contests on both Facebook and Twitter and use it as an additional way to create interest in your book and your business.

If you get a few printed copies of your book done you can use these as a calling card when drumming up new business in your local area. Self publishing is simple and can be done on Amazon's Createspace site.

Make use of review websites to get additional reviews for your book. There are plenty of review sites where people will happily read and post reviews on your book. If you go this route use a reputable site, don't just pay people to write something. If this gets discovered your reputation could be damaged.

Host a local workshop centered on your book and business. You could show customers how to clean their wood floors or change the belt on their vacuum. A workshop doesn't have to be long and is a good way to drum up some new business.

## **Pricing Your Kindle Book to Attract Attention**

The price of your Kindle book will attract new buyers for you if priced correctly. This is extremely important for your first Kindle book.

Start off by offering a 0.99 cents sale to help get your ranking higher and the word out about your book. As your book gets ranked a little higher then increase the price slightly.

Another option is to use Kindle Select. This is a program put in place by Amazon. Amazon runs a program called Amazon Prime. It is a yearly membership and provides customers with lots of perks.

They have recently added a Kindle Lending Library to this program. As an author you allow your book to be downloaded by members at no cost. But you do get paid as Amazon has a special fund set aside for anyone who shares their book. The fund gets divided by all contributors and is based on the number of times your book has been lent out.

The great part of this is that it provides you with fantastic exposure for your Kindle book. The only downside to this program is that you have to give Amazon exclusivity on your book for 90 days. This means that you can't publish it on Nook or any other digital platform, but you can still publish a hard copy.

If you do decide to share your book then it is recommended to increase the price for the 90 day period. Think about it, if you were offered something for free wouldn't you take the higher priced books over the lower ones?

This is just an option that you can try out if you wish as it is fairly new. You are also allowed to give your book away for free up to 5 times. Another great marketing incentive that you could try is to run a one day free download and see what results you get. If the response is good run the offer again a week or so later. Remember the key is to get your book onto as many Kindles as possible for the greatest exposure for your business.

## **Creating a Presence in Your Local Community**

One way to build up your local reputation by using a Kindle book would be to recommend other local services and suppliers in your area. You are providing them with a free form of advertising. Hopefully they will refer customers back to you.

For example say you owned a video store you could recommend a local store that sells DVD players, Blu Ray players and televisions in your book. Discuss the types of products this store has and why you would buy from them. Include things such as they are a local business, they offer free delivery, and have great customer service etc.

Once your book is published provide them with a copy. They will be so happy to be included that they will start recommending your business in return.

Another option is to get together with a related business and co-author a book together. This method provides your reader with tons of great information and available local resources.

If you live in a tourist area then it would be easy to create a travel guide for your town. Local businesses could offer coupons to anyone who purchases the book. This type of book would be perfect for having published as a print version as well. Other business owners will thank you for taking the time to get this information published and this will definitely help your standing in your community.

Once you have gotten this far don't stop. Become more active locally. You can be more active at local business meetings and could even help sponsor a local kid's sports team. All of these methods will allow you to gently promote your Kindle books.

## ***Easy Places to Include Your Kindle Link***

- Set up your email signature with the link to your Kindle Book.
- You can do the same with your business cards, get the link printed on them.
- Set up a Google + business page and link to your books.
- Add the link on your Facebook Profile page and your LinkedIn profile page.
- Use a QR Code to promote your book.
- Print your QR Code on your business card.
- Create promotional Videos and include your link.
- Showcase your book at your local trade or home show.
- Send out thank you or seasonal cards with a link to your book.
- Have your staff wear t-shirts promoting your book.
- Have mugs, calendars and pens with your link printed on them.
- Put your link in all your offline promotional material including:
  - Posters
  - Brochures
  - Flyers
  - Menus
  - Receipts
  - White Papers
  - Invoices
  - Sales Pages

## Writing Your Kindle Book

Now that you can see the benefits of having a Kindle book your next step is to actually create the book. This is often the most daunting step and the one thing that puts anyone off from creating a book. So just how do you write your Kindle book?

As a business owner not having enough time to sit down and write a book is your biggest issue. Even though you may have the knowledge to write, it is something that always gets put on the back burner. You do have a couple of options though.

1. Hire a ghostwriter or freelance writer to write your book for you. This is a great method but the downside is that it can be expensive.
2. Use outsourcing sites like Elance and Odesk. These methods can be cheaper than a ghostwriter and are worth looking into.
3. Make or record notes about what you want in your book and get someone to transcribe them. Then a writer can simply take your outline and fill in with more details.
4. Use private label material known as PLR and rewrite the content to make it specific to your business needs. PLR material comes in article packs, reports and eBooks. But you must take the time to rewrite them! Plus it is important to add in your own specific information relevant to your own business. Otherwise you run the risk of having your Kindle book rejected. This is a very cost efficient method for finding material for your Kindle. You can give your PLR content to an outsourcer and have them rewrite it for you. Just be sure to stipulate your terms clearly.
5. Survey your current customers and clients to find out what information they need. Answer these concerns in the form of a short book.
6. Use sites such as Yahoo Answers to find common questions on your subject and turn this into book content.

## Utilizing CreateSpace

The great thing about publishing on CreateSpace is that you can price your book higher. Physical books routinely sell for \$9.99 and up. It doesn't cost you anything extra to use CreateSpace and books are printed on demand when a customer orders the book.

Once your book is accepted into CreateSpace you need to order a proof sample. This will be exactly what your customer will receive. So look through it to make

sure there are no errors. Look for things like blank pages and ensure that any images display correctly. Once you are happy with the layout your book is ready for sale.

Remember you don't have to worry about printing, shipping or any customer service issues related to your book. Amazon takes care of all of that for you.

On top of this you will receive royalty checks from Amazon by direct deposit into your bank account. This can really add up to a nice little recurring income stream for you.

Amazon gets a huge amount of traffic each day. By listing your book for sale it will be seen by potentially thousands of people each day. Allowing people to see inside the front cover is a good way to generate sales. Make sure that your content headings are enticing and that they give a good overview of the topics included in your book.

If you own a store you can simply purchase some printed copies and then resell them to your customers. You could even offer a free audio version as a buying incentive.

After you have published your first book create a sequel or a closely related book. For example if you are a vet then you could write books targeted to specific animals and breeds.

- How to Choose a Labrador Retriever Puppy
- How to Choose a British Bull Dog and so on...

If you receive feedback and questions regarding your book be sure to answer them. In your reply you can also include a link for them to be notified when your next book is available. If your book is creating a ton of customer questions and comments take advantage of that and get your next book ready for sale quickly!

### ***Promotion Techniques for Your Paperback Book***

This will depend upon what type of business you are running but try to think of where your customers go on a daily basis. If your book is on a health related topic where would a good place be to find new clients and customers?

How about local doctors, dentists, physiotherapists and health food stores? You could approach these places about stocking a few copies of your book. A doctor's office would be a great place to have your book available. Who doesn't have to wait for their appointment and what do most people do in the meantime? They reach for a book or magazine and start reading. Can you see the potential here?

You could offer to donate a few books to these businesses and this is a great method of creating additional exposure for your book and business. Think of it as a marketing expense. The majority of business owners spend money on expensive advertisements. So why not spend money on getting your book into the hands of potential new customers?

Another advantage of a doctor's or dentist office is the ability to leave books on a variety of subjects including books for children!

Another great promotional idea for a published paperback is to hold an official book launching party. This can be done at your local business and could coincide with a special offer or discount rate that you are offering at the same time.

Or if you prefer you can hold your book launch at a local restaurant, bar or even at your local library. Call around town and find places that would allow you to sit with a few of your books for a few hours. Most business owners will allow you to do this at no charge. Plus they will be happy to attract a few extra customers during that time period.

Make up some printed cards for your book launch promoting your Facebook page. Don't forget to include the link to your Amazon sales page. Hand them out to buyers and ask them to leave comments about your book on there. Ask them if they could leave you a review on Amazon as well. It wouldn't hurt to offer them a coupon or other promotional incentive for doing so.

Don't overlook contacting teachers at local schools and colleges. These places often need speakers. Teachers have a huge contact base which you can tap into. If your book is good they are likely to recommend it to their students. Word of mouth marketing is free and can really create a good return on your book.

### ***Unique Ideas for QR Codes***

QR codes are still a fairly new concept for everyone. They are small icons which can be scanned and lead the viewer to a new page, video or website. Why not include QR codes in your paperback book?

Adding QR codes that take your reader to additional information adds to their reading experience and creates a sense of fun. This can be achieved in the following ways:

- Link to pictures relating to your topic
- Include more detailed information on a certain subject
- Use QR codes in children's books to create a fun learning experience

- For recipe books link to a video showing how to prepare the recipe
- Add additional comments or resources
- Link to your website for further information

## ***Your Bio Page***

This is an important page for branding purposes. You should include as much relevant information as possible. If you hold degrees, special licenses or diplomas include all of that in this section. As well you should mention things like any interviews or conferences you were a speaker in. Talk about your website and blog and direct people to these sites for further information.

It is important to include a professional photo of yourself as well. It is worth the small fee to get one done and you can use this photo on all of your social sites as well.



## **Businesses that Can Use Kindle Books**

The following are some examples of how different businesses could use their own Kindle Book. Remember your books don't need to be long. They can easily be a compilation of frequently asked questions and be 10-15 pages in length.

### ***Realtors***

How to Choose a Real Estate Agent

Financing Tips for Your New Home

Easy Steps to Prepare Your Home for Selling

How to Care for Your New Home

Everything You Need to Know About Warranties for Your Home

### ***Home Furnishing/Appliance Business***

How to Care for Your Furniture

What You Need to Know About Buying New Appliances

Caring for Your Hardware Floors

Cleaning Your Home Naturally

### ***Service Business***

How to Choose: Plumber, Electrician, home renovator, decorator

What You Need to Know about Buying: Appliances, light fixtures

How to Choose a Landscaper

Everything You Need to Know About Pool Maintenance

Installing a Garden Pond

Choosing a Lawn Sprinkler Installation Service

Finding a Reputable Cleaning Service

### ***Jewellers***

How to Buy Diamonds

How to Buy Clocks

How to Take Care of Your Jewellery

## ***Finance/Insurance Business***

Your Guide to Tax Preparation

Securing Your Future Investments

Preparing for Your Retirement

All You Need to Know About Securing a Loan

Getting Out of Credit Card Debt

Home Insurance Facts

Finding the Best Car Insurance

Health Insurance: Get Covered Correctly

## ***Travel Industry***

How to Book That Perfect Vacation

Your Guide to Travelling Abroad

Your Health While Travelling

Tips for Travelling with Children

Cruise Vacations: Are They for You

Local Travel Guide

## ***Spas/Hairdressers***

Basic Tips on Taking Care of Your Hair

Nail Care Tips

Choosing the Correct Hair Care Products

## ***Health Clubs***

Getting Started with a Fitness Plan

Choosing the Right Exercise Clothing

Exercises to Help You Lose Weight

Why Exercise is Important

Exercise for Seniors

Exercise for Children

Exercising While Pregnant

How to Choose a Personal Trainer

Should You Be Taking Supplements

### ***Doctors/Dentists/Therapists***

Keeping Healthy as You Age

All You Need to Know About Caring for Your Dentures

Finding the Best Health Care Insurance

Choosing a New Doctor/Dentist/Therapist

Your Child's First Dentist Appointment

### ***Sporting Stores***

How to Choose Your \_\_\_\_\_ Equipment

Top Sports for Children

Why Good Running Shoes are Important

Safety Boating Tips for the Family

### ***Antique Store***

How to Buy Antiques

Make Money with Your Antiques

This list should give you great examples of what type of Kindle or CreateSpace book any offline business could create. A lot will also depend upon your local area. If you have a large number of camping or fishing places around then books centered on these attractions would be great.

## Conclusion

Well there you have the low down on how publishing a Kindle book can help your offline business! Your next step is to start getting the content created and then uploaded to your Kindle account. As soon as it is published make plans for your next book so you can take advantage of the traffic from your first book. It is highly recommended to self publish a few hard copies and have them available at your business. You can give them away or just leave them on a desk for people to see. Won't they be surprised when they see that you have a book published!

E-readers are here to stay so take advantage of one of the hottest trends available right now. Start publishing your own books which link back to your website and blog. You should start to see an increase in traffic and sales.

Becoming a published author on Amazon via Kindle or CreateSpace is easy and certainly should not be overlooked.

### Special Offer

If any of what you just read resonated with you, we can help. As a way of thanking you for your time and attention, we will do a **Complimentary Analysis** of your business to see exactly what you need to do in order to make the most of your Kindle investment.

Contact us at [your@email.com](mailto:your@email.com) or call us at 555-555-5555 for more details.