

3 THINGS

You Do Need To

Build A Passive Income

WITH KDP

Kindle Direct Publishing

Training Cheat Sheet!

DAN PYE

WELCOME

Howdy Folks

First off, thank you for watching my niche research training video…

“How To Do Niche Research Like The Top Publishers”

It is now time to implement what you learnt into your own business and this Cheat sheet is specifically designed to help you do just that.

What will be the result of implementing this training?

The aim here is to ensure that you are publishing books into a niche *that works for you.* Once you have a consistent selling title, developed a metadata strategy and, are onto a good niche then you will be set up to make long term organic sales.

Once you have organic sales then it is time to scale your best titles with Amazon ads.

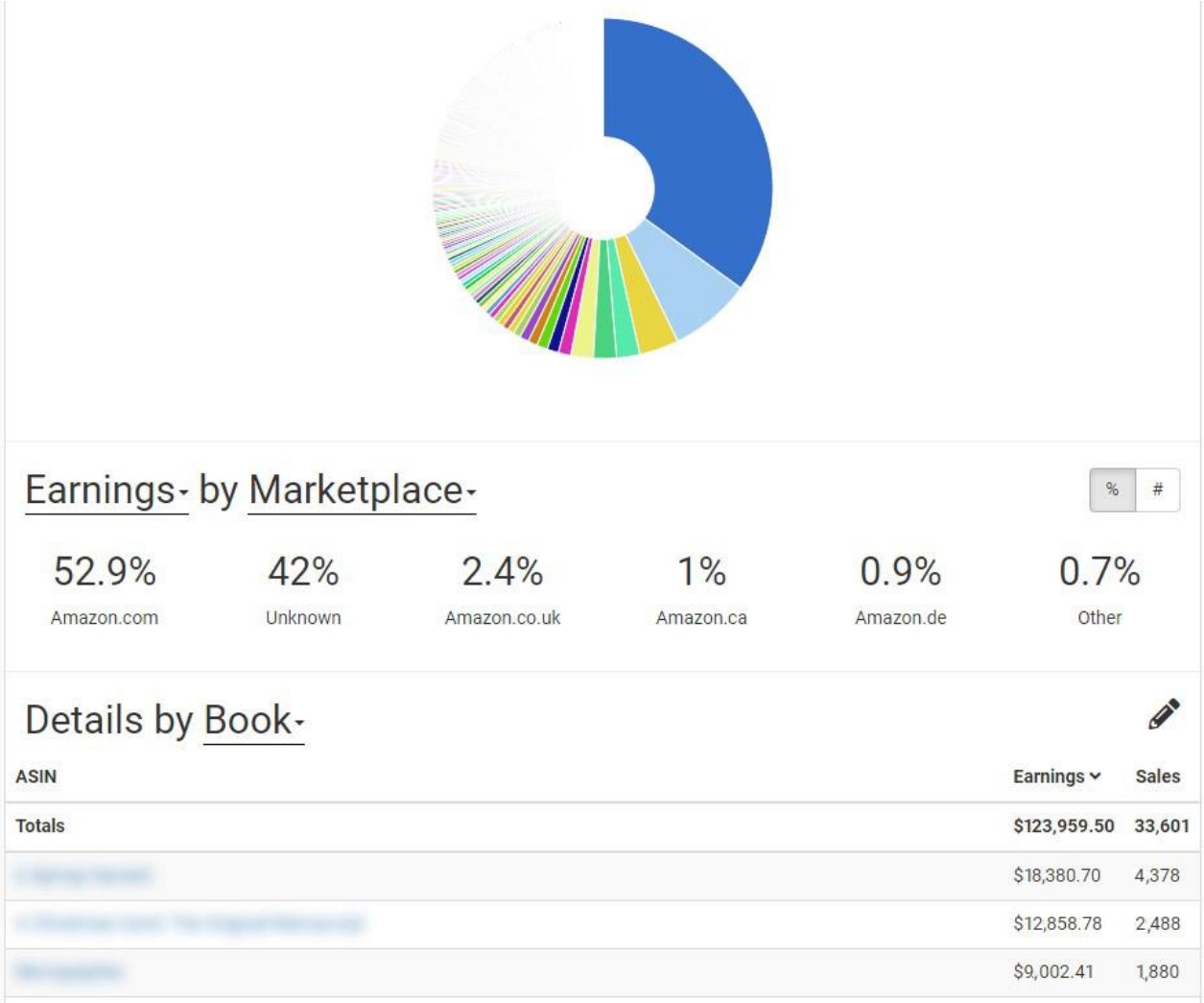
The outcome

If you implement the strategy just right, using this worksheet then you will increase your sales and be one step closer to your passive income dreams.

THE STRUCTURE

Let's take a look at what is included in this cheat sheet, to give you context on how to implement this training and a better understanding of what will be required to succeed.

1. First we have to undertake data driven niche research

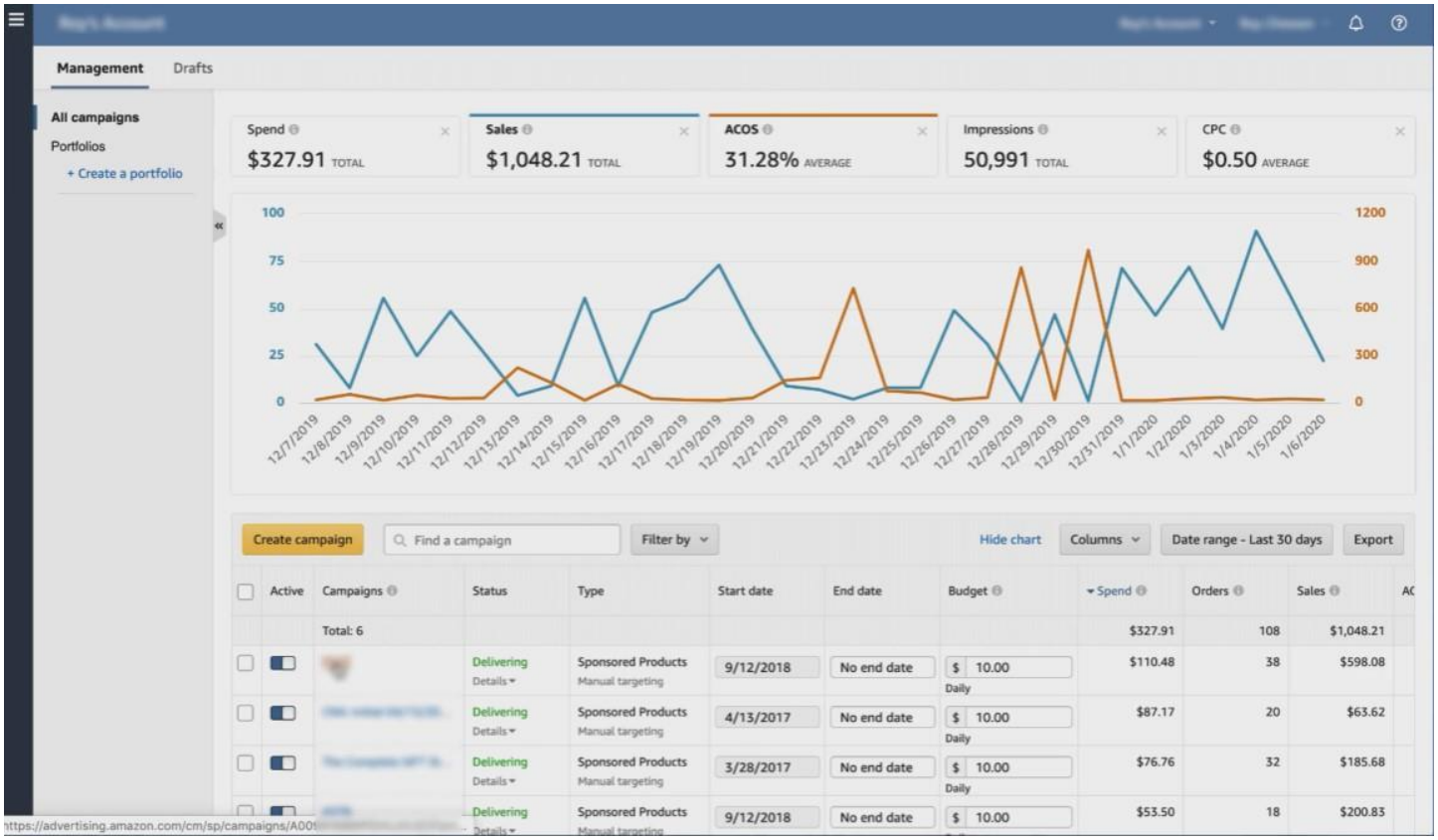


It is imperative that we make decisions inside of our KDP businesses based off our own data and not what the internet tells you is the best course of action.

THE STRUCTURE

Next we have

2. Scaling with ads based off our current best organic sellers



The idea here is that you will never have to spend money from your own pocket again to run ads and scale your titles, on top of that your ads have a **HUGE** chance at **MASSIVE** success because you know there is a good amount of demand for these books.

Inside of this worksheet I will take you through all the steps required to build an organic empire and identify the best candidates for ads.

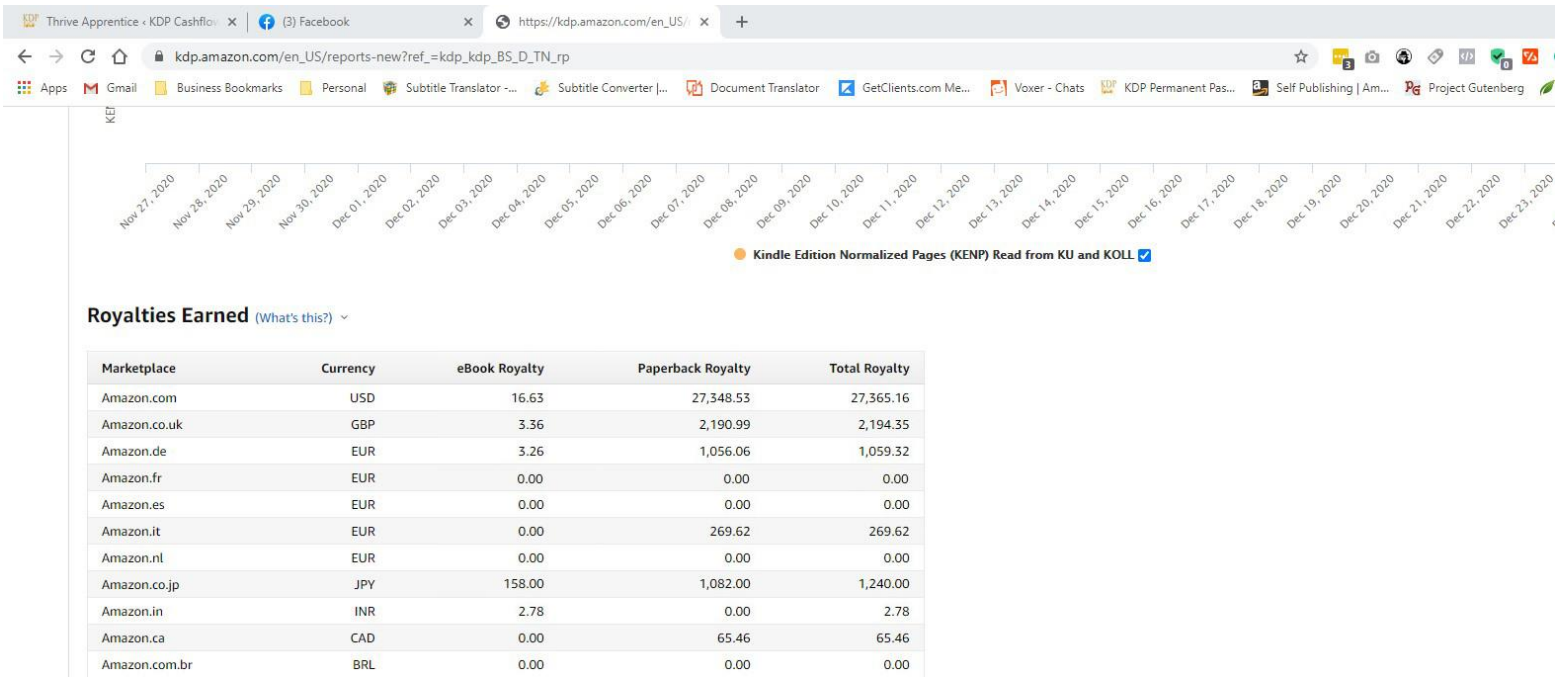
SECRET # 1

Now before we get into the content I need to remind you that this strategy, implemented correctly, will increase your sales and **get you on the right path towards your success** with Kindle Direct Publishing.

But what it **will not** do is get you results like what you see below. If you want some extra sales and a little more income then all you need is this workbook but if you want to undertake a *true life changing transformation* then you need The **KDP Permanent Cashflow Program!**

If you thought this singular part of a larger strategy can help you, well then imagine having access to the entire program that **pulled me out of poverty and into the top 6% of income earners in Australia.**

Wouldn't that be priceless to you? I would imagine so!



Marketplace	Currency	eBook Royalty	Paperback Royalty	Total Royalty
Amazon.com	USD	16.63	27,348.53	27,365.16
Amazon.co.uk	GBP	3.36	2,190.99	2,194.35
Amazon.de	EUR	3.26	1,056.06	1,059.32
Amazon.fr	EUR	0.00	0.00	0.00
Amazon.es	EUR	0.00	0.00	0.00
Amazon.it	EUR	0.00	269.62	269.62
Amazon.nl	EUR	0.00	0.00	0.00
Amazon.co.jp	JPY	158.00	1,082.00	1,240.00
Amazon.in	INR	2.78	0.00	2.78
Amazon.ca	CAD	0.00	65.46	65.46
Amazon.com.br	BRL	0.00	0.00	0.00

Click the button below to find out more!

BOOK A CALL

SECRET # 2

Why you don't have to be a niche research wizard, to make KDP work for you.

If you remember from the training we went through the 3 steps to finding a profitable niche that works for you and then using the data obtained from this niche to determine your next titles and ultimately scaling your account with a slew of successful books that sell consistently.

These Steps Are:

Step 1 - Find 20 niches that are proven to sell titles in Kindle Direct Publishing

Step 2 - Publish 1 single book into each niche

Step 3 - Watch what SELLS!

On the following pages you will find instructions, resources and checklists that will allow you to implement this strategy with ease.

NICHE RESEARCH

Step 1 - Find 20 niches that are proven to sell titles in Kindle Direct Publishing

Resources:

Niche Research:

Link 1: http://bit.ly/NYTbestsell

Link 2: http://bit.ly/KDPbestsell

Link 3: http://bit.ly/GoodReadsBestSell

- [ ] Browse each link above and take note of the best selling titles.
- [ ] Make a list of 20 genre/niches based off the best selling books (Ensure that you do not double up on niche).

Jump into the next page and use the worksheet to do your research. Once it is complete come back to this page and check off the two steps above.



NICHE RESEARCH

1. Title: _____ 1. Niche: _____

2. Title: _____ 2. Niche: _____

3. Title: _____ 3. Niche: _____

4. Title: _____ 4. Niche: _____

5. Title: _____ 5. Niche: _____

6. Title: _____ 6. Niche: _____

7. Title: _____ 7. Niche: _____

8. Title: _____ 8. Niche: _____

9. Title: _____ 9. Niche: _____

10. Title: _____ 10. Niche: _____

11. Title: _____ 11. Niche: _____

12. Title: _____ 12. Niche: _____

13. Title: _____ 13. Niche: _____

14. Title: _____ 14. Niche: _____

15. Title: _____ 15. Niche: _____

16. Title: _____ 16. Niche: _____

17. Title: _____ 17. Niche: _____

18. Title: _____ 18. Niche: _____

19. Title: _____ 19. Niche: _____

20. Title: _____ 20. Niche: _____

(Do Not forget to check off this step on the previous page when complete).

PUBLISHING

Step 2 - Publish 1 single book into each niche

- [ ] Create 20 new books, dedicate one book to each niche from your research.
- [ ] Ensure you create each book to an equal quality standard.

Pay special attention to the:

- [ ] Cover
- [ ] Manuscript or internal content
- [ ] Title
- [ ] Description
- [ ] Keywords

Publish Your New Titles

- [ ] Head over to your KDP account and publish each of your new titles. Wait for them all to go live inside of your KDP dashboard and then move onto step 3.

SALES DATA

Step 3 - Watch what SELLS!

Resources:

Data Analysis:

Book Report: http://bit.ly/DLBookReport

- [ ] Download the Book Report Chrome extension from the link above.
- [ ] Create an account and link your KDP account.
- [ ] Now is time to wait anywhere from 2 weeks to 4 weeks, the longer the better so you can give all your titles a chance to infiltrate Amazons markets and rank.
- [ ] Next navigate to your book report dashboard, go to:
- [ ] Historical Tab
- [ ] Select the time period since you published your titles from the dropdown menu.
- [ ] Scroll down the page and see your sales and ascertain which books sold the best.
- [ ] Refer back to page 7 in this guide to determine the niche associated to your best selling titles, (You may have books that sold in equal quantity, congratulations you now have multiple niches).

THE 3 DATA POINTS

Sales Data Points!

Congratulations! you now have a new niche (or two) that are proven by your own specific sales data and not what the bloggers of the internet recommend.

However we are not done, because Niche is not the only variable involved in making a consistent passive income with Kindle Direct Publishing.

It is now time to optimize our meta data to ensure that every book we publish into our new niche from this point forward has the best chance of being a success.

These variables are:

#1 **Cover**

#2 **Title**

#3 **Description**

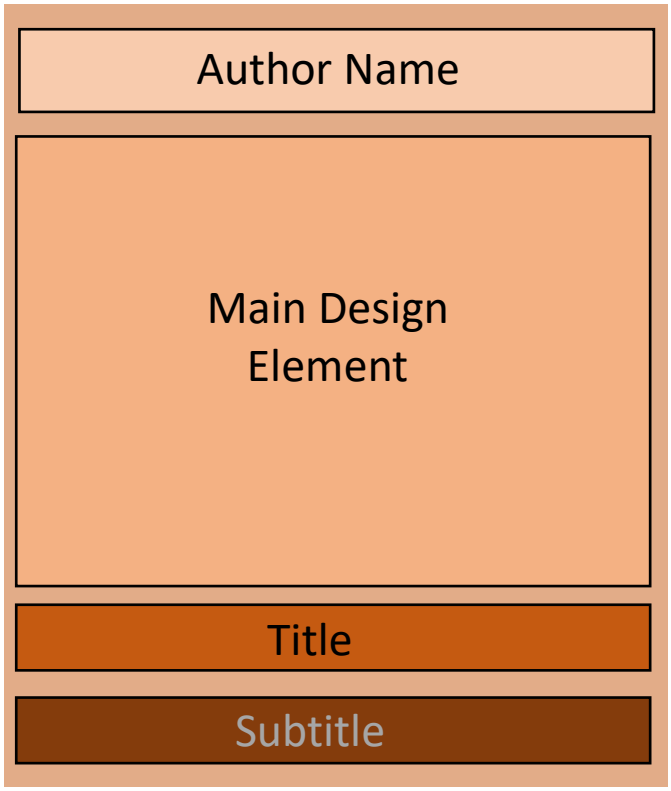
THE SPLIT TEST

Split Testing Your Variables

- [ ] Now we need to publish more books into our niche, You need at least 3 books for each variable which will be 12, as you will also be publishing 3 books with your original data points. I would not suggest more than this as we are in a testing faze, full force publishing will come after this faze.
- [ ] Determine the cover, Title and Description structure of your original best selling book, take note because this is important, here is an example below.

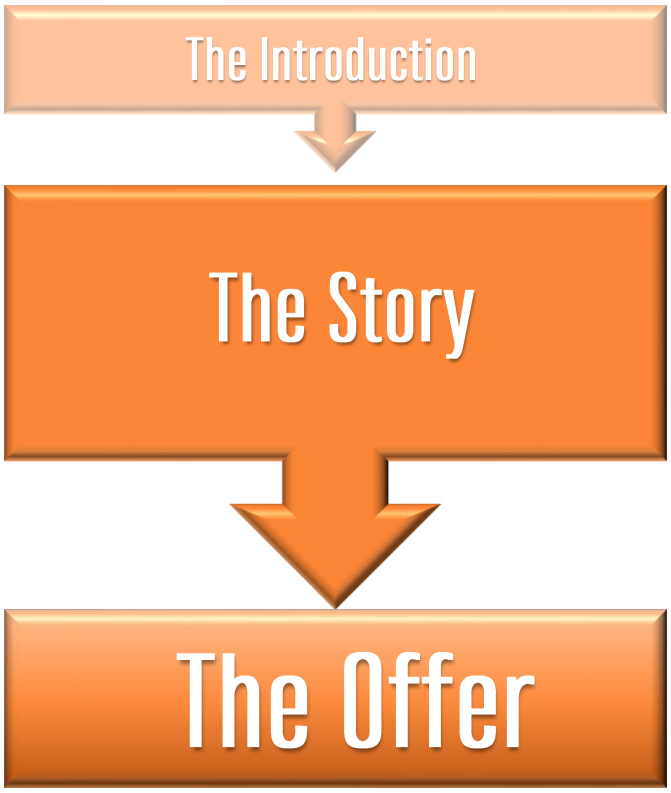
Cover Structure

Where the elements are



Description Structure

Sales Copy – 3 part example



Title Structure

2 part title – single part etc.



CONTROL DATA POINTS

☐ Take notes of the variables on your original book that gave you your niche, this is the control book.

Cover Structure: _____

_____

_____

_____

_____

Title Structure: _____

_____

_____

_____

_____

Description Structure: _____

_____

_____

_____

_____

THE SPLIT TEST

Choosing What to Split Test

Now in order to run a split test you have to change one small portion of a single variable and publish a new title with this change. You will do the same for book 2 - 9.

For Example in the 1st 3 books you may change the placement of the title on the cover.

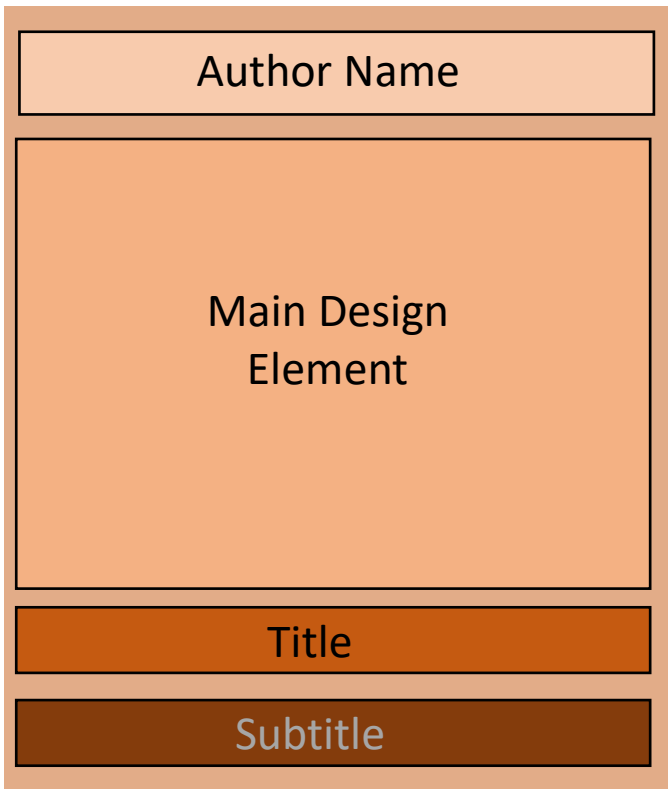
In the second 3 books the title structure.

In the third 3 books the description structure.

Here is an example below.

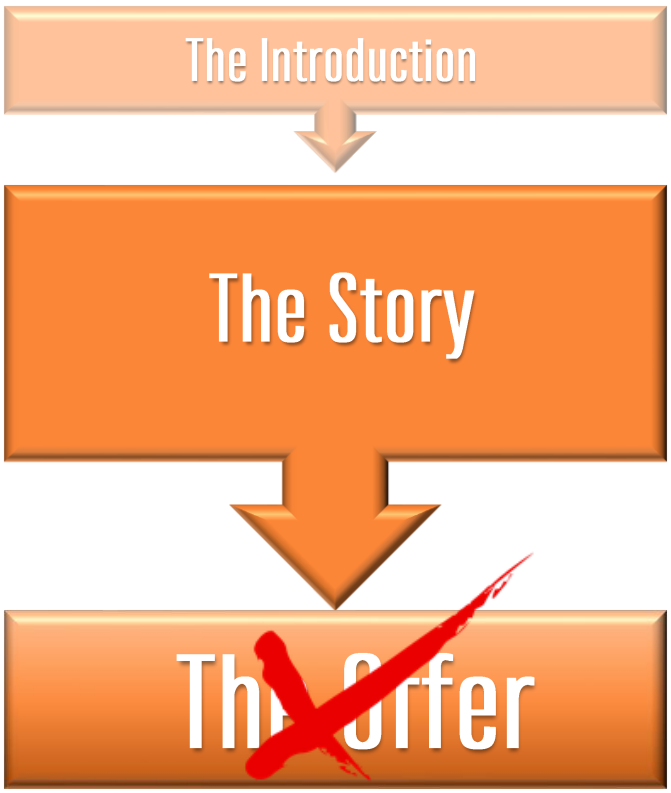
Cover Structure

Where the elements are



Description Structure

Sales Copy – 3 part example



Title Structure

2 part title – single part etc.



1 DATA POINTS

☐ Write out the data points from your control book but change the cover variable slightly.

.

Cover Structure: _____

_____

_____

_____

_____

Title Structure: _____

_____

_____

_____

_____

Description Structure: _____

_____

_____

_____

_____

2 DATA POINTS

☐ Write out the data points from your control book but change the title variable slightly.

Cover Structure: _____

_____

_____

_____

_____

Title Structure: _____

_____

_____

_____

_____

Description Structure: _____

_____

_____

_____

_____

3 DATA POINTS

- [ ] Write out the data points from your control book but change description variable slightly.

Cover Structure: _____

_____

_____

_____

_____

Title Structure: _____

_____

_____

_____

_____

Description Structure: _____

_____

_____

_____

_____

WINNING COMBINATION

- [ ] Create all 12 books 3 with your original variables, 3 with a change to the cover, 3 with a change to the description and 3 with a change to the title.
- [ ] Once more it is time to watch your sales data. Again wait at least 2 weeks to 4 weeks for your titles to infiltrate the Amazon network.
- [ ] Head back to your Book Report dashboard and take note of what sold best.

From this you can determine which combination of variables sold the best, this will be your winning combination and the precise combination every book you publish into this niche will have moving forward. Go to the next page to use the worksheet.



Niche



Cover Structure



Title Structure



Description Structure

VARIABLE DATA ANALISYS

☐ Use this worksheet to determine which variable structure sold best in your split test.

	Cover Control	Cover Variable 1	Cover Variable 2	Cover Variable 3
Number of Sales:				
Sales Total:				
Winning Variable				

	Title Control	Title Variable 1	Title Variable 2	Title Variable 3
Number of Sales:				
Sales Total:				
Winning Variable				

	Description Control	Description Variable 1	Description Variable 2	Description Variable 3
Number of Sales:				
Sales Total:				
Winning Variable				

ITS YOUR TIME

Congratulations! You now know what your competitors do not!

You have a tried and tested strategy in the palm of your hands, a strategy that nobody but you, me and my students are using. *You are indeed ahead of the heard.*

Now keep publishing into your niches using your winning variable structure and make more money, simple as that.

The only thing you have left to do is simply run ads on your most consistent sellers. Do not get impatient, give it some time let the sales marinate and **then launch an advertising campaign that is guaranteed to scale and make you a very wealthy person.**

It is impossible to teach you ad strategies in this cheat sheet or on an hour long webinar for that matter, however even if you do learn ads from YouTube the first part of this strategy I just taught you is so solid even a complete Amazon Ads novice could make this work.

If you want to scale your business beyond what you ever imagined, using 50 more strategies just like what I taught you today and learn how to run Amazon ads like a pro, then I invite you to join us in the **KDP Permanent Cashflow Program**.

If you enjoyed this PDF,
And want to know
More about the strategy
I use to make 6-Figures in
Passive income every
Year, but more importantly
how YOU can too, Then Click
Below:

BOOK A CALL

Learn more about how my strategy works!



- **No guessing on niche research –** Straight to the money books no questions about it, niche research is a thing of the past.

- **No extreme keyword research -** YouTube is lying to you, there is no need to put so much effort into keywords to get success.

- **No crazy category hunting –** Categories are easy if you know what your doing stop wasting time.

- **No outsourcing any work –** Never will I ever suggest to outsource the writing of your book, we only build high quality inside of this program and we do not write ever.

- **No spending money with Ad's –** Ads smads, what for? When we can leverage a massive organic reach and make consistent sales and if we want to scale we don't pay for ads.

- **No more wasted time on guess work –** Simply put this is not just a strategy but a step by step road map to KDP success developed over 9 long years of trial and error.

BOOK A CALL