

# Welcome to this Publishing Profits Training!

## **Session 1: The Big Picture**

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# Here's What We're Covering:

- How to get the most out of this course
- What you can expect from us
- What we require from you
- 'The Big Picture'
- Research: Part 1
- Your Homework

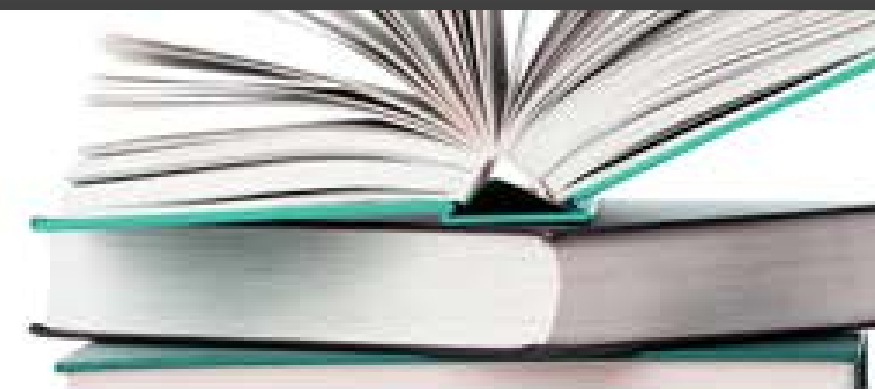
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# How to Get the Most Out of This Course:

- Do not buy any other online course or training for the next 8 weeks
- Forget everything you know about Kindle self-publishing
- Give yourself *permission to succeed* with this training

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# What You Can Expect From Us:

- 8 weeks of systematic training laying out the roadmap to Kindle profitability
- Supplementary content & training added to the member's area every week
- An insiders' perspective on what's working RIGHT NOW inside % outside of Amazon
- No-holds-barred and honest feedback of your book
- Your most urgent questions answered

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# What We Require From You:

- Attend the 2 weekly trainings (or view the replays in the members area)
- Submit all your questions every week to the form in the member's area
- Complete all homework assignments each week before the Tuesday training

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# The Big Picture



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# Your Goal:

*To create multiple streams of recurring monthly income by publishing to Amazon via Kindle Direct Publishing...*

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Know this as a FACT:

*It has never been **easier** to make money  
than it is **right now...***

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*Do YOU believe that to be TRUE?*

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# The reason is simple: LEVERAGE

- Time leverage
- Technological leverage
- Operational leverage
- Kindle publishing via Amazon will be **our vehicle** to achieve this kind of leverage

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# Here's how we're leveraging Amazon:

Give you 70% royalties

Send you a check or direct deposit every month like clockwork

Process all your payments

Let you submit and host your book content for free

Give you access to over \$200 million+ BUYERS w/credit cards on file

Leverage over 50 million Kindle delivery devices out there

Access the 5th largest search engine on the planet

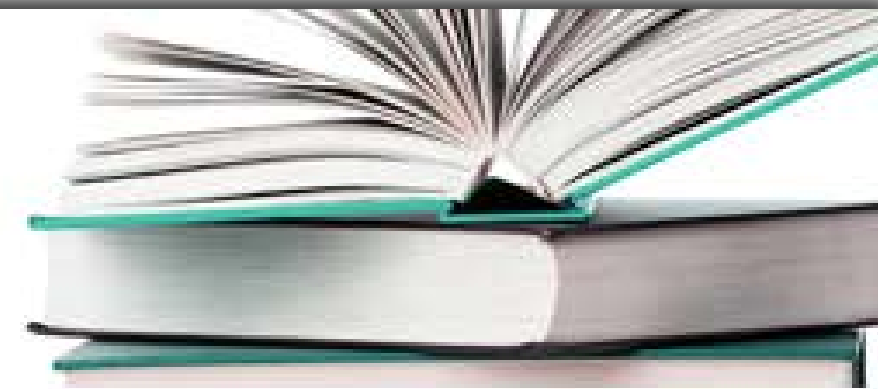
Partner with the most trusted seller on the web

Mail out for you to their HUGE email list

Take care of all customer service for you

Purchase paid advertising for your book

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# How can you get even more leverage?

*So far we've just been talking about "regular old"  
Kindle publishing...*

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# How can you get even more leverage?

## What About Different Formats Like:

- Audiobooks
- Paperback books
- Information Products

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# How can you get even more leverage?

## What About Different Platforms Like:

- Barnes & Noble
- Apple iBooks
- Google Books
- Smashwords

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# How can you get even more leverage?

## How About Building a List of BUYERS Yourself?

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# How can you get even more leverage?

## How About Generating Your Own Free Traffic?

**(OUTSIDE of Amazon...)**

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# Research: Part 1

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# Your Homework

- Join the Apex Authors Facebook group and jump in!
- Submit your book and questions to the form in the member's area
- Watch the “Niche Research Training” videos in preparation for the next step!

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# Your Homework

- Download the eBook Niche Explorer
- Find at least 20 “new” niches using eBook Niche Explorer with:
  - ✓ At least \$3,000 Total Monthly Gross Sales
  - ✓ A ‘Green’ or ‘Yellow’ Designation
- Export these niches to a new folder on your computer called “Kindle Niches”

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# Your Homework

- If you already have a book published, find the 5 highest-grossing keywords related to your book
- What did you find? Is this a good niche? Are there any “money” keywords that you’d like to rank your book for?

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