Super Easy Books:
Super Easy Book Resources

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Super Easy Resources

These resources will be of great value to you as you think, publish and sell your own Super Easy Books. Remember to read, re-read and APPLY the main sections of the Super Easy Book training!

Super Low-Cost Outsourcing ($5): www.fiverr.com

Fiverr is one of the most valuable resources available, and can effectively help you produce very high quality books. Transcriptions, book covers, formatting, and more can pretty much all be fixed quickly via Fiverr.

Tip: In a rush? Search for express gigs. You sometimes get a little bit less bang for your buck, but the work is done very quickly.

Outsourcing Marketplace: www.odesk.com

For larger or long-term jobs, I pretty much exclusively use oDesk to recruit. They charge a 10% fee when you pay contractors, and there are no real "guarantees," so what I typically do is start the first few projects on oDesk, and then pay them directly through Paypal once you've built a relationship.

oDesk is good because they provide an actual at-a-glance overview of exactly what work is being done while your contractors are billing you for time. You can also see the "activity" level, which calculates mouse clicks and keyword movements over the period of time that others are working for you.

With oDesk, you can actually hire someone to completely research and write a book for you, and then have them send it directly to someone else who does the uploading/publishing for you. You can't get a much easier book than one you didn't have to do any work for!

Massive Book Distribution: www.smashwords.com

It's pretty much a no-brainer to distribute with Smashwords, as long as you don't enroll your book in KDP Select. (Even if you do enroll it in KDP Select, you can opt-out after 90 days, and then submit your book to Smashwords). This is effortless distribution to the Apple iBookstore, Barnes & Noble, Nook and other publishing marketplaces.

At-a-Glance Research Reference:

Any sales rank under 10,000 is excellent, getting dozens of sales per day.
Any sales rank under 20,000 is great, getting several sales per day.
Sales rank between 20,000 and 100,000 is getting a few sales per day.
Sales rank over 100,000 is poor, generally only a small trickle of sales.

To get more ideas for your keyword phrase, simply enter your primary keyword, followed by a space and another letter (a, b, c...)

For example:

Amazon Ranking Tools, in order of importance:

Title
Category
Search Keywords
Author
Description

Promotional Strategies:

Advertising (BuySellAds, Adwords, Facebook, direct banners), press releases, editor submission, marketplace distribution, website with opt-in...