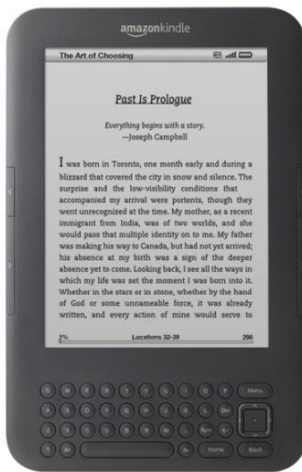


## How to Sell Your Blog on Amazon's Kindle



The Amazon Kindle isn't just for ebooks—did you know that Kindle users can also subscribe to newspapers, magazines and blogs? In fact, you can subscribe to my Savvy Book Marketer blog in the Kindle store at <http://amzn.to/SavvyKindle>.

If you're looking for additional exposure on Amazon.com and the chance to earn revenue from your blog, consider offering your blog by subscription on Kindle.

### Why Publish a Blog for Kindle

Why would anyone pay to subscribe to your blog when they can read it for free online? In a word: convenience. Sure, your readers can subscribe to your blog's RSS feed at no charge, but then they have to remember to visit their feed reader or RSS folders on Outlook to read the incoming posts. If they receive their feeds via email, it's just one more email in a crowded in-box. Many people subscribe to multiple blogs, which multiplies the problem.

But if readers can have blog posts delivered to their Kindle they can read them in their leisure time, away from their computer and email. This is especially attractive to people who travel or commute on public transportation.

Although any author can publish a blog on Kindle, blogs from nonfiction authors have the most sales potential. It's less likely that people will be willing to pay a subscription fee for a blog from a fiction or children's author, but it's certainly possible if the blog offers good entertainment or educational value. To sell blog subscriptions, it's also important to publish consistently, preferably two or more times a week.

One advantage of having your blog in the Kindle store is that people browsing there or doing keyword searches may discover your blog. Even if they visit your blog online, rather than subscribing via Kindle, you've still gained a new reader.

One caveat: don't expect to get rich from this. Blog subscriptions are priced at \$.99 or \$1.99 per month, and the author royalty is only 30% of that. But it's low effort and could add some nice incremental revenue if you build up a following. Recurring monthly revenue is always a good thing.

## Prepare to Publish

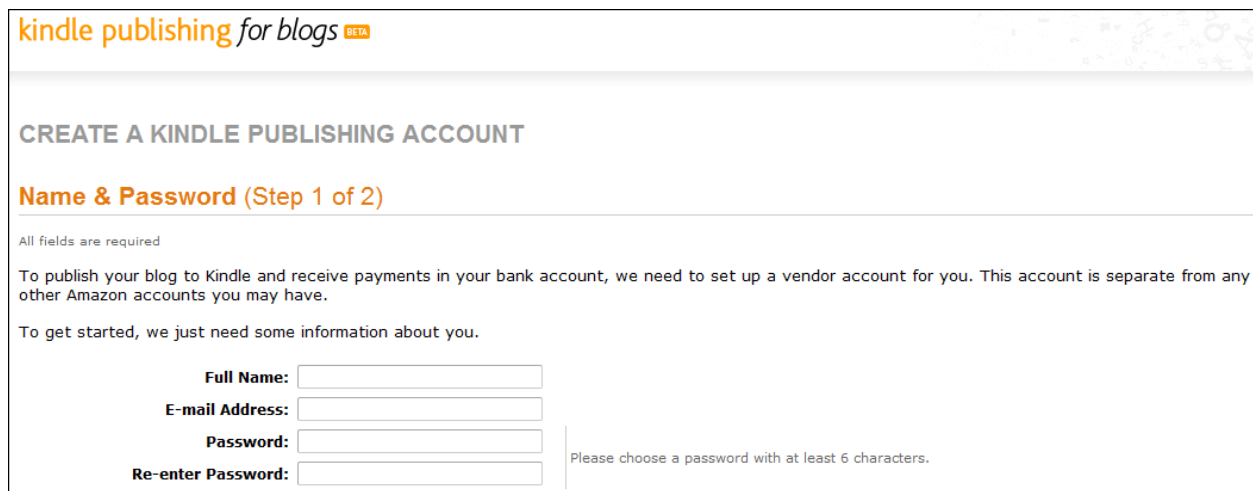
If you're ready to get started selling your blog on Kindle, gather this information before you begin:

- Tax ID number or social security number (so you can get paid)
- Your checkbook (for your bank account and bank routing numbers)
- Your blog's RSS feed address
- A description of your blog
- Keywords that people might use to search for your blog's topic
- A screenshot of your blog's home page (in GIFF, JPG or PNG format)
- Your blog's header/masthead image (in GIFF, JPG or PNG format)

These items are discussed in more detail later in this tutorial. Once you have all of your materials together, it should take only about 10 to 15 minutes to upload everything to the Kindle Store.

## Create an Account

When you're ready, go to <https://kindlepublishing.amazon.com> and click on the "create a new account" button. (This account must be separate from other Amazon accounts you may already have.) You'll see this screen:



The screenshot shows the 'CREATE A KINDLE PUBLISHING ACCOUNT' page. At the top, it says 'kindle publishing for blogs BETA'. Below that, the title 'CREATE A KINDLE PUBLISHING ACCOUNT' is displayed. The section is titled 'Name & Password (Step 1 of 2)'. A note states 'All fields are required'. Below this, there is a paragraph: 'To publish your blog to Kindle and receive payments in your bank account, we need to set up a vendor account for you. This account is separate from any other Amazon accounts you may have.' Another paragraph follows: 'To get started, we just need some information about you.' There are four input fields: 'Full Name:', 'E-mail Address:', 'Password:', and 'Re-enter Password:'. A small note next to the password field says 'Please choose a password with at least 6 characters.'

After entering your name, email and password, you'll go to another screen where you provide the answers to three security questions, to be used if you lose your password.

In the upper right corner of the next screen, you'll see that you've been assigned a "vendor code." I suggest making a note of that for your records.

## Enter Contact and Payment Information

Click on the Your Account button near the top of the screen and select Account Information.



On the next screen you'll enter your contact information, tax ID number and bank account information. Amazon is required to collect your tax ID number (or your social security number if your business doesn't have its own tax ID number) in order to report your earnings to the IRS. The bank account information will be used to pay you royalties through direct deposit, if you're located in the U.S. Here's what the screen looks like:

### Account Information

All fields are required, unless marked optional

You may edit your account information by changing the below fields. When you are done, click **Save Changes**.

#### Contact Information

Please make sure that your contact information is current.

**First Name:**

**Last Name:**

**Address line 1:**

**Address Line 2:** (optional)

**City:**

**State:** (not selected)

**Zip/Postal Code:**

**Country:** United States

**Phone:**

Country      Area      Number      Extension (optional)

## Payment Collection Information ?

Your payment collection information is used to issue your earnings to you each month.

**Business Type:** Select Business T ?

**Tax Reporting Number:** ?  
(xx-xxxxxxx, xxx-xx-xxxx)

**Payment Type:** Electronic ?

**Account Type:** Checking ?

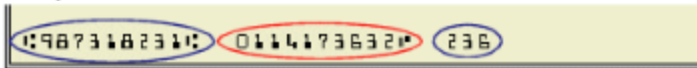
**Name on Bank Account:** ?

**Bank Country:** United States

**Routing/Transit Number:** ?

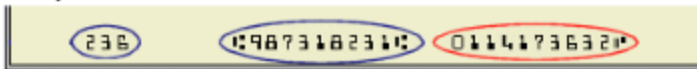
**Account Number:** ?

### Sample Check #1:



The routing & transit # is 9 digits surrounded by @. The **account #** is usually left of @ - If check # is left of **account #**, ignore check #. The check # should match the # in the upper-right corner of the check.

### Sample Check #2:



The check # should match the # in the upper-right corner. The routing & transit # is 9 digits surrounded by @. The **account #** is usually left of @.

Note: These 3 sets of numbers may appear in a different order on your check.

I affirm that I have read and I accept the [Terms & Conditions of Amazon.com](#)

Don't forget to check the "agree to terms and conditions" box at the bottom of the screen before you click the Save Changes button to move on. I recommend reading over the terms first. Below are a few key points.

Amazon will set the subscription fee for your blog (usually at \$.99 or \$1.99 a month) and you'll be paid 30% of that amount as a royalty. Subscriptions include a 14-day free trial. If you're located in the U.S., you can elect to be paid by check instead of EFT/direct deposit, but it's not a good idea as you can see from the following payment terms:

"Amazon parties will pay Royalties on their respective Publication sales approximately sixty (60) days following the end of the calendar month during which they make the applicable sale. We are entitled to accrue and withhold payments until the total amount due is at least \$10 if by EFT or

\$100 if by check, or for payments in other currencies, at least those amounts we set forth in the Program Policies. Additionally, if we pay by check, we are entitled to charge a fee of \$8.00 per check for all Publishers domiciled in the United States as indicated by the address in the Publisher's Application, and we will have an additional thirty (30) days to make your payment."

## Enter Your Blog Information

After all your account information is entered and saved, you'll want to click the Your Blogs button at the top of the screen to upload your blog. On the next screen, click the Add Blog button to the right.

Okay, now you're ready to input your blog data. Here's what the input screen looks like:

### ADD BLOG

\* indicates required fields

Please complete the following fields. Click **Save** to create a draft that you may return to later. Click **Generate Blog Preview** to verify that your blog appearance is as desired. Click **Publish Blog to Kindle** to make the blog available on Kindle.

Specify where your blog is located

**RSS/Atom Feed Address:**

Specify how your readers will identify your blog

**Blog Title:**

**Tagline:**

**Blog Description:**

**Blog Author/Publisher:**

**Blog Screenshot:**

**Masthead/Banner:**

**Website Address:**

As you are entering the information on this screen, be sure to check out the very useful help tips on the far right side of the screen. Here are some additional tips:

The RSS/Atom Feed Address is not the same as your blog's URL or website address. If you aren't sure what your feed address is, check the help function on

this screen or on your blog provider's website. Here is an example of a feed address:

[http://bookmarketingmaven.typepad.com/book\\_marketing\\_maven/atom.xml](http://bookmarketingmaven.typepad.com/book_marketing_maven/atom.xml)


After you enter your feed address, click the Validate Feed button so Amazon can verify that it's a valid feed address.

A blog tagline is your blog's subtitle or marketing slogan—just a few words. My blog title is "The Savvy Book Marketer" and my tagline (which is shown in my blog header) is "The Tools You Need to Sell More Books."

Be sure to write a sales-oriented description for your blog, identifying the target audience, benefits to subscribers, and including important keywords. I'm not sure what the maximum character count is, but mine came to 425 characters.

Check the help section on the right side of the Amazon screen for tips in creating your screenshot and blog header images.

Your **screenshot** (a view of the home page of your blog) will be used in the Kindle store in the same way that book covers are used to promote books, so make sure it looks good. I recommend using screen capture software to create your screenshot so that you can crop it exactly as you want. You can download a very good free screen capture program at <http://www.techsmith.com/jing/>. Don't include your entire browser window in the screenshot – just the blog itself. Here's what mine looks like:



The screenshot shows the homepage of "The Savvy Book Marketer" blog. The header features the title "THE SAVVY BOOK MARKETER™" in green and yellow, with the tagline "THE TOOLS YOU NEED TO SELL MORE BOOKS" in white on a green background. Below the header is a navigation menu with links: Home, Marketing Tips, Publishing Tips, Resources, Free eBook, Podcast, Subscribe, Network, and About. The main content area is divided into two columns. The left column has a heading "Welcome Authors & Publishers" and a paragraph introducing the blog as a source for free marketing tips and resources. It includes a bulleted list of benefits: getting free eBooks, receiving a bonus report, and discovering how to create a marketing plan. Below this is a signature for Dana Lynn Smith and a "ShareThis" button. The right column features a "Free Ebook Now!" promotion, a sign-up form with fields for Name and Email, and a "Send My Free Ebook" button. Below the form is a privacy statement and a "Get Blog Updates" section with a sign-up prompt. At the bottom, there is a small text snippet: "Amazon.com accounts for the vast majority of online book sales and about 19 percent of total book sales in the United States. But".

Your **blog header** will appear at the top of each blog post that is delivered to your Kindle blog subscribers. In the image shown above, the header is the artwork at the top that appears on all pages of my blog.

The next part of the blog input screen looks like this:

Specify how your blog will be found

Blog Language: \* English

Categories: \* (up to 3)

Arts & Entertainment  Lifestyle & Culture  
 Business & Investing  News, Politics & Opinion  
 Humor & Satire  Regional & Travel  
 Industry Focus  Science  
 Internet & Technology  Sports

Search Keywords:

Blog Post Frequency: Daily

You have already agreed to the [Terms & Conditions of Amazon.com](#) and [Terms & Conditions of Amazon.co.uk](#).

Select up to three categories that fit your blog and indicate how frequently you post to your blog.

In the Search Keywords field, enter keywords that people will likely use to find a blog on a topic such as yours. There's a 128-character limit. If you don't have a good keyword list already, do some research with the Google Keyword Tool. <https://adwords.google.com/select/KeywordToolExternal>

When you're finished, click the Save button.

Next, click Generate Blog Preview and wait a few minutes for the preview to generate, then click View Preview to see exactly how your blog will look on Kindle.

Here's what my blog preview looked like:

**Learn How to Maximize Sales and Profits on Amazon**  
Dana Lynn Smith

Amazon.com accounts for the vast majority of online book sales and about 19 percent of total book sales in the United States. But how can you make your books stand out from the huge number of competing books on Amazon and turn shoppers into buyers?

My new ebook, *How to Sell More Books on Amazon*, outlines the top strategies for maximizing your book's exposure and boosting sales and profits through this vital sales channel.

Screen not to actual scale

[Jump to Beginning](#) | [Previous](#) | [Next](#)

Remember, the Kindle screen is in black and white, but it may show up in color on other devices. At the top is my blog's header. Beneath that is the latest post on my blog, which happened to be an announcement about my new ebook, *How to Sell More Books on Amazon*.

## Publish Your Blog

If everything looks okay, click the Publish Blog to Kindle button. Remember, Save does not publish your blog; you must click the Publish button. After you publish, your blog should become available in the Kindle Store within 72 hours. Here's the confirmation screen that I got after publishing:

**Your Blogs**

✓ **Your blog was published successfully.**  
Your blog will be available on the Kindle Store in 48-72 hours.

[Add Blog](#)

Blog Title	Status	Trial Subscriptions†	Total Subscriptions†
<a href="#">The Savvy Book Marketer</a>	Pending Approval	0	0

†Subscription activity shown is based on snapshot of past data and may not match the final monthly subscriptions report against which payments are made due to factors such as system latency, cancellations and billing issues. Also, the snapshot only reflects subscription counts on Amazon.com. We will shortly add subscription counts on Amazon.co.uk.

If you have more than one blog, click the Add Blog button on the right to upload your next blog.

My blog was available in the Kindle Store within 24 hours of submission. Here's what my dashboard page looks like now:

**Your Blogs**

[Add Blog](#)

Blog Title	Status	Trial Subscriptions†	Total Subscriptions†
<a href="#">The Savvy Book Marketer</a>	Published	0	0

†Subscription activity shown is based on snapshot of past data and may not match the final monthly subscriptions report against which payments are made due to factors such as system latency, cancellations and billing issues. Also, the snapshot only reflects subscription counts on Amazon.com. We will shortly add subscription counts on Amazon.co.uk.

I can click on the name of the blog on the left to make changes to my listing, click the button on the right to see my blog's page in the Kindle Store, or click the button on the far right to add another blog. Here is my blog's page on the Kindle Store:

**Kindle Store** | Buy A Kindle | Kindle eBooks | Newspapers | Blogs | Magazines | Accessories | Discussions

**The Savvy Book Marketer [Kindle Edition]**  
*The Tools You Need to Sell More Books*  
[Be the first to review this item](#)

**Monthly Price: \$1.99** includes wireless delivery via **Amazon Whispernet**

**Kindle Blog Subscriptions**

- Kindle Blogs are auto-delivered wirelessly to your Kindle and updated throughout the day so you can current.
- It's risk free—all Kindle Blog subscriptions start with a 14-day free trial. You can cancel at any time free trial period. If you enjoy your subscription, do nothing and it will automatically continue at the monthly price.
- Don't have a Kindle? [Get yours here.](#)

Notice how the screenshot that I uploaded is shown on the left, and my blog's tagline is shown just under the title. As with other product listings on the Amazon.com site, it will probably take a couple more days for the product description to appear on the page.

## Promote Your Kindle Blog

Once your listing is up on Amazon, you can add some keywords in the Tag this Product section of the page. After you have sold some subscriptions, ask a few of your blog fans to post a review on Amazon for you and add some keyword tags. Blog readers should be able to post a review on Amazon even if they aren't subscribing to the blog there.

You'll need to let your followers know that your blog is available through Kindle. You can write a blog post about it, mention it in your newsletter, and do a series of posts on your social networks. Be sure to add a button or link on your blog that takes readers to your subscription page on the Kindle Store.

## Final Thoughts

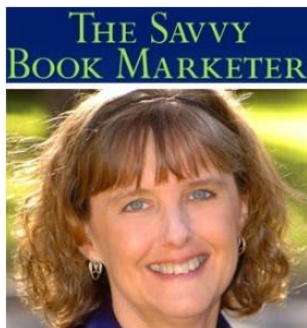
To view sales reports after your blog is available, click on the Your Account button at the top of the screen and select Digital Media Reports.

Clicking on the Resources button will take you to the Community Forum, where you can ask questions. There's also a Help button in the upper right corner of the screen.

As you can see, it's easy to sell blog subscriptions in the Kindle store, and once you upload your information there's no additional effort on your part. If you have a blog that has a high perceived value to readers, give it a try!

For information about selling your books or ebooks on Amazon.com, check out my new ebook, *How to Sell More Books on Amazon*, at <http://bit.ly/AmazonEbook>.

## About the Author



Book marketing coach Dana Lynn Smith is the author of several book marketing guides. Drawing on her 16 years of publishing experience and degree in marketing, she develops book marketing plans for nonfiction books and helps authors learn to promote their books online.

## Book Marketing Resources

**Savvy Book Marketer Blog:** [www.TheSavvyBookMarketer.com](http://www.TheSavvyBookMarketer.com)

The blog is also available by subscription on the Amazon Kindle at <http://amzn.to/SavvyKindle>

Get a free copy of Dana's ebook, *Top Book Marketing Tips*, when you sign up for her free ezine at [www.BookMarketingNewsletter.com](http://www.BookMarketingNewsletter.com)

## Networking Connections

**Twitter:** <http://twitter.com/BookMarketer>

**Facebook Page:** [www.facebook.com/SavvyBookMarketer](http://www.facebook.com/SavvyBookMarketer)

**Facebook Profile:** [www.facebook.com/DanaLynnSmith](http://www.facebook.com/DanaLynnSmith)

**LinkedIn:** [www.linkedin.com/in/DanaLynnSmith](http://www.linkedin.com/in/DanaLynnSmith)

## About The Savvy Book Marketer Guides

The Savvy Book Marketer Guides are designed to help authors and publishers master key book marketing techniques. Visit [www.SavvyBookMarketer.com](http://www.SavvyBookMarketer.com) to see a current list of titles, including these:

### ***How to Sell More Books on Amazon***

How can you make your books stand out from the huge number of competing books on Amazon and turn shoppers into buyers? This information-packed ebook outlines top strategies for maximizing your book's exposure and boosting sales and profits through this vital sales channel. Available in both PDF and Kindle format.

### ***The Savvy Book Marketer's Guide to Selling Your Book to Libraries***

A valuable resource is packed with practical advice plus contact information for the top public and academic library systems in the U.S. and major wholesalers, book review journals, and library associations.

### ***Twitter Guide for Authors***

Learn how to choose the right user name, attract followers, write effective tweets, avoid common mistakes, and promote yourself and your books through Twitter. Detailed instructions and screen shots make it easy for you to quickly master this powerful networking tool.

### ***Facebook Guide for Authors***

Learn how to create an effective Facebook profile, avoid common mistakes, and promote yourself and your books through profiles, pages, groups and events. Detailed instructions and screen shots make it easy for you to quickly master this powerful networking tool.

### ***The Savvy Book Marketer's Guide to Successful Social Marketing***

This comprehensive reference contains the entire contents of both the *Twitter Guide for Authors* and *Facebook Guide to Authors*, plus chapters on promoting through interactive blogging, forums, reader communities, media sharing, expert sites, and social news and bookmarking.