

Amazon KDP Self-Publishing for Beginners

Low-Content Strategies and Proven Methods to Find Niches, Design Covers,
and Get Sales Without a Big Budget

Leslie Bishop

[About the Author](#)

[Introduction](#)

[What about this book?](#)

[Expectations vs. Reality in Publishing](#)

[Is the Market Oversaturated or Not?](#)

[Can You Earn a Full-Time Income with KDP?](#)

[How Long Will It Take?](#)

[How Many of My Books Will Actually Sell?](#)

[Can You Really Start Without Any Money?](#)

[Reflections on Reality](#)

[Types of Books You Can Publish](#)

[Low-Content Books](#)

[Medium-Content Books](#)

[High-Content Books](#)

[eBooks](#)

[What Type of Book Sells Best?](#)

[The Main Advice of This Chapter](#)

[How to Stand Out with Low-Content Books?](#)

[Learn. Seriously. Learn.](#)

[Invest in Unique Illustrations or Design Elements.](#)

[Think About the User, Not Easy Money.](#)

[What Types of Books Do I Actively Sell?](#)

[Coloring Books for Kids and Adults](#)

[Activity Books](#)

[How to Waste Your Time on Amazon KDP?](#)

[Typical Mistakes of Beginners](#)

[Niche Analytics \(Niche Research\)](#)

[How to Properly Choose and Test a Niche](#)

[Niche Search. My Algorithm](#)

[Creating a Book Concept](#)

[Creating a Book](#)

[Creating a Unique Book](#)

[Cover](#)

[Title and Subtitle](#)

[Description](#)

[Reviews](#)

[Author's Bio](#)

[Keywords](#)

[Choosing Keywords](#)

[Creating a Listing](#)

[Tip #1: Use "Magnetic" Words in the Title and Subtitle](#)

[Tip #2: "Warm Up" the Reader in the Description](#)

[Tip #3: Add Social Proof — Even if There Are No Reviews Yet](#)

[Tip #4: Constantly Test and Improve Your Listing](#)

[Software for Activity Books and Beyond](#)

[QR Codes for Books](#)

[Running Ads: Principles](#)

[Quick and Effective Ways to Get Book Reviews](#)

[Get Books Reviewed — Decent Platform, Though the Design Could Be Better](#)

[Pubby — The Original Review Exchange Powerhouse](#)

[Virtualibry — My Favorite, with More Power and Control Than Any Other Site](#)

[Ready to give it a shot? Here's your bonus:](#)

[Final Thoughts & Recommendations](#)

[Conclusion](#)

About the Author

Leslie Bishop is a seasoned self-publishing strategist, bestselling author, and trusted mentor in the world of Amazon publishing. With years of hands-on experience, he has mastered the art of turning manuscripts into marketable books and helping authors transform their passion into profit. His expertise spans book marketing, niche research, and data-driven publishing strategies—all designed to give independent authors a competitive edge in the crowded digital marketplace.

Known for his no-nonsense, actionable advice, Leslie demystifies the self-publishing process by focusing on what truly works. His bestselling book, *Crack the Code to Author Success*, has become a go-to resource for writers seeking to avoid costly mistakes, identify high-demand niches, and craft titles and covers that captivate readers. Beyond theory, Leslie emphasizes real-world results, sharing battle-tested techniques for boosting visibility, optimizing listings, and driving consistent sales—whether publishing low-content books, nonfiction guides, or fiction series.

What sets Leslie apart is his commitment to transparency. He doesn't just preach success; he reveals the behind-the-scenes struggles and lessons learned from his own journey—including failed experiments and breakthrough moments. His writing style is direct, relatable, and packed with tactical steps, making complex topics like keyword research or ad targeting accessible even to beginners.

When not writing or coaching, Leslie hosts workshops and analyzes Amazon's ever-changing algorithms to keep his strategies ahead of the curve. His mission? To empower authors with the knowledge and confidence to publish smarter, not harder—and to prove that with the right system, anyone can thrive on KDP.

Introduction

Welcome to my comprehensive guide to Kindle Direct Publishing (KDP) for 2025 and beyond.

I know, I know — this book turned out massive, with probably way too many pages. But I truly believe every single one of them can bring you real value. Especially if you're just starting out on your KDP journey, or if you've tried before and haven't seen the results you were hoping for.

My main goal here is to create the most complete guide possible — one that will help you build a KDP publishing business capable of generating steady income for years to come. I want you to stop worrying about missing some trendy wave, or fearing that KDP is about to “die” or become an oversaturated market. I want to share the exact approach that has helped me stay afloat in this industry for nearly a decade.

Of course, some things have changed over time. But the core mindset and foundational principles of running a publishing business remain the same — if you build things the right way from the beginning. And I'm here to show you exactly how to do that.

So don't expect the usual “beginner's guide” stuff from me — I'm not going to walk you through how to create an Amazon account, mass-upload low-content books, or buy premade cover templates. Forget all the silly promises of making thousands overnight with just a few clicks.

Instead, I'm offering something much more valuable: an honest conversation from someone who's actually been through it all. I'll share real experiences, battle-tested strategies, and insights I've gathered over the years. Together, we'll break down the real obstacles you're likely to face — and I'll motivate and inspire you to keep pushing forward by showing you that success is possible if you don't give up.

I want this to be a real guide — one built entirely on my own firsthand experience in publishing over the past ten-plus years. And I want to use that experience to point you toward a path that can genuinely increase your chances of long-term success.

I don't claim to be an “expert” — not at all. But publishing has given me financial stability, and I'm more than happy to share what's worked for me. I want you to master the fundamentals of this business before you start stressing over keywords, titles, subtitles, hidden metadata, and the rest of that noise.

What we really need to learn first is the art of selling — how to actually sell something to someone. Because all the keywords and niches in the world won't make you money if you don't know how to sell. And that's what this book is really about.

If the idea of a fully transparent and realistic approach to publishing and online income appeals to you, then I'd be honored to have you join me on this journey. Yes, there will be some brutally honest moments along the way, but I promise never to lead you astray or preach anything I don't personally practice.

Enough talk — let's take a look at what we'll be covering in this guide.

What about this book?

I've decided to break it all down into several key sections:

Expectations vs. Reality in Publishing

In this section, we'll cover some of the most common — and important — questions that come up when starting your journey with KDP. I'll break down the myths, set the right expectations, and help you approach things with a clear, grounded mindset.

Here's what we'll be discussing:

Is KDP oversaturated, and is it still worth your time?

This is a question I hear all the time. But you know what my answer is? Forget the question entirely. Seriously — throw it out of your mind. I'll explain why this kind of thinking doesn't help and why it has nothing to do with your actual chances of success.

Can you make a full-time income with KDP?

Yes, you absolutely can — but I strongly recommend not putting all your eggs in one basket. Later in this guide, I'll show you how to diversify your income streams so that you're not solely dependent on KDP.

Distorted expectations.

Too many people rely on flashy YouTube videos and unrealistic earnings claims that don't reflect how things really work. I'll help you set proper expectations — so you don't burn out or give up when things take longer than you hoped.

How long does it take to see results?

There's no one-size-fits-all answer here, but you should be prepared for your first meaningful sales to come only after 3 to 4 months of consistent, focused work. Publishing is not a get-rich-quick scheme — it's a long game.

How many books will actually sell?

In my experience, about 20% of your books might generate consistent income. But keep in mind — this varies greatly depending on the type of book you're publishing. Some formats have a much longer shelf life and earning potential than others.

Starting from scratch vs. starting with a budget.

Yes, it is possible to start with no money. But be prepared: it's going to be tougher. I'll walk you through the pros and cons of both approaches — so you can decide what makes sense for you, based on your goals and resources.

This section is all about building a realistic foundation. Once we've cleared away the mental clutter and set the record straight, you'll be in a much stronger position to move forward — with clarity, confidence, and a plan that actually works.

Different Types of Books and How They Sell

Let's take a deeper look at the different types of books you can publish on KDP — and which ones tend to offer the best chances of success.

Low-content books

These are books where the primary value lies not in the text, but in the format. Think journals, notebooks, habit trackers, planners, and logbooks. They're relatively easy to create — often requiring little to no written content — but the competition is fierce. That said, if you catch a trend or carve out a solid niche, these books can bring in steady sales with minimal ongoing effort.

Medium-content books

These are books that contain some textual content, but the text isn't the main focus. Examples include activity books, guided workbooks, quote-based coloring books, or simple educational books for kids. They require more thought and design than low-content books, but they also tend to generate better sales — especially if they serve a clear need or solve a specific problem.

High-content books

These are full-fledged books where the text is the product — such as novels, non-fiction books, cookbooks, self-help titles, and educational materials. These take significant effort to write, edit, and format — but they also offer the highest long-term earning potential. Keep in mind, though, that the competition here is intense, especially in crowded genres like romance, self-help, and personal finance.

E-books

This is a separate category that includes any of the content types above, but in digital format. E-books are generally cheaper and faster to produce — and cheaper for customers to buy. That means lower profit per sale, but potentially much higher volume. Plus, they allow you to reach readers who prefer digital devices over physical books.

So, which type is best for beginners?

Here's my personal take:

The ideal starting point for most people is a hybrid approach — combining low-content and medium-content books.

Why? Because this allows you to start small, learn the ropes, and experiment with different niches — without investing a lot of time or money upfront. You might begin with simple planners or trackers, and gradually move into more involved formats like guided journals or workbooks. This gives you room to grow your skills while still building a catalog that can generate sales.

And when you've gained some confidence, experience, and maybe even a bit of income — that's the time to think about tackling high-content books in the genre you love most.

This path isn't just safer — it's smarter. You build your publishing muscles gradually, while minimizing risk and maximizing learning.

Books I Publish Myself

To show you that my advice isn't just empty theory, I want to share the types of books I personally publish. It's a pretty wide range — and each type has its own appeal and unique advantages.

Unique low-content books

These include things like planners with custom-designed templates or habit trackers with original layouts. I always try to come up with fresh ideas rather than rehashing what's already saturating the market. That extra creativity helps me stand out — even in crowded niches.

Workbooks and coloring books

I usually focus on popular themes like mindfulness, personal growth, or early childhood development. The key here is to offer a unique twist — something different in the content or design. For example, my motivational coloring books with quotes and vibrant patterns have done particularly well.

Short story collections

These fall into the high-content category — but instead of full-length novels, I publish collections of short stories across different genres. It's a great way to explore fiction writing without immediately committing to a large-scale book. The most important thing? Writing something genuinely engaging and polishing it until it shines.

Illustrated books

Think picture books for kids or art books for niche audiences. These require artistic talent (which I don't have — so I work with freelance illustrators). But the results can be truly magical — books that bring joy to both children and adults.

Cookbooks

This niche is pure gold if you have great recipes and high-quality photos. People are always looking for new ideas in the kitchen, especially if you target a specific niche — like vegan desserts or low-carb breakfasts. The more specific and visually appealing, the better.

Why did I choose these types of books?

First, they all allow for creativity and self-expression. You're not just copying what others are doing — you get to bring your own ideas to life.

Second, each of these niches has its own loyal audience — people who are actively looking for new releases and are willing to pay for quality content.

And third, these books are genuinely fun to create and promote. When you enjoy the process, you're more motivated — and that's one of the biggest keys to long-term success.

How to Waste Your Time on KDP

Here are some common mistakes I've seen repeated over and over:

Generic low-content books. Many beginners think they can simply copy a popular idea and make easy money. But the result is just another faceless book in a sea of lookalikes. Quality content is what truly matters.

Following niche trends without understanding them. Did someone on YouTube say mushroom books are trending, so you decided to make one despite knowing nothing about mushrooms? That's not how it works. You need to deeply understand your topic.

Publishing in niches you know nothing about. Continuing from the previous point—choosing a niche at random, without the slightest idea about it, is a waste of time. You won't be able to create anything valuable.

Buying pre-made templates (interiors). Beginners often take the easy route—downloading paid book interiors and thinking that's all there is to it. But readers immediately spot recycled content. Originality is the key.

Avoid these traps! Don't fall for promises of quick money. Success on KDP requires hard work, research, and creating genuinely valuable content for readers. Don't be lazy, and don't skimp on knowledge.

Niche Research

Niches are crucial for sales on Amazon, but many authors overlook this. Here's how I find promising niches:

I don't spend money on expensive tools. There are plenty of free ways to research niches directly on Amazon—from browsing categories to analyzing reviews and checking bestsellers.

I assess whether I can compete in a niche. If there are already 20 top-tier books from established authors, breaking in will be tough. But if the books in the niche are recent and mediocre, I have a chance.

I use niche validation factors. These are signals that a niche is relevant and profitable—for example, sponsored ads, lots of positive reviews, high sales rankings, etc.

Niche research is a must. Don't cut corners—take the time to find a niche where you can genuinely offer something new and valuable. Otherwise, your book will disappear in the crowd of competitors.

Creating Your Book Listing

I won't go into details about titles, descriptions, and keywords - there's tons of information about that already. Instead, I'll explain the order of importance when creating your book listing:

1. Cover - A high-quality, eye-catching cover is your main tool for grabbing attention.
2. Title and Subtitle - They must clearly explain what the book is about and who it's for.
3. Book Description - A compelling sales pitch that convinces readers to buy.
4. Categories - Choosing the right categories ensures your book gets found.
5. Keywords - Less important than many think, but still necessary.

Start with the cover! No matter how much time you spend on other elements, without an attractive visual, your book won't sell. Also pay attention to the description - it's often underestimated.

In this guide, I won't dive deep into creating titles, subtitles, keywords or descriptions. There are a million other resources for that, and in my opinion, it distracts from what really matters. I'll focus only on the hierarchy of elements that actually impact sales.

How to Make Your Book Sell

The next crucial section covers how to actually get your book selling. We'll discuss:

- Adding unique value to make your book stand out
- Creating an aesthetically pleasing listing that meets buyer expectations
- Launching ad campaigns and their benefits
- What A+ Content is and how it helps promotion
- Special techniques to stand out with low-content books
- Which book types don't require extra value to compete
- How to get reviews (absolutely vital)
- Why each new book must be better than the last

The Best Cover for Your Book

Next comes a comprehensive section on cover design importance, covering:

- Understanding your target audience's standards and expectations
- Maintaining consistent theme and style with your niche
- Whether to DIY or hire a professional designer

Software and Tools

Then we'll cover recommended tools and software:

- Creative Fabrica for design/graphics
- Specialized software for activity books
- Helium 10 for niche/keyword research

- DS Amazon Quick View for competitor analysis
- Listing Expander for improving relevance

And of course, your most important tool - your own brain and common sense. If I've mentioned other programs before but they're not listed here, it means I no longer use them. I only list tools I actively work with.

Launching Ad Campaigns

Finally, we'll discuss running ad campaigns for your books. I have a free course on this topic, but we'll briefly cover the benefits and whether you should use ads.

As I said, this is already an extensive guide, so I'll try not to make it longer. Here I've shared all the principles I believe in and the publishing approach I've followed for years. My goal is to bring you up to the same level of understanding that I have.

Expectations vs. Reality in Publishing

Is the Market Oversaturated or Not?

You know what? Let's flip a coin right now. Heads or tails, saturated market or not - it doesn't matter. Just forget this question completely. Throw it out of your head, stop searching for information or watching videos on this topic. Just move forward and focus on your publishing business.

Because in the approach I'm presenting in this book, the question of market saturation simply doesn't matter. It won't affect your success if you operate with the right mindset and strategy.

Let's be honest: who actually decides when a market is "oversaturated"? Where is that magical threshold after which a market is officially considered overcrowded? There's no clear definition. It's just a vague concept people use when they want to justify their failures.

So do yourself a huge favor:

- Throw this question out of your mind once and for all
- Stop wasting time on videos and articles that spread panic about "saturation"
- Just start taking action and building your publishing business - persistently, consistently, and wisely

Believe me, if you follow the right strategy that I'll share later, the competition question will become irrelevant. You'll be able to successfully sell your books even if someone thinks the market is "oversaturated." So take a deep breath, forget about this, and let's move on to what really matters for your success.

All this noise about "saturation" usually comes up in the low-content books sphere. Why? Because a few years ago people thought they could upload literally anything to Amazon and immediately start getting sales. These naive newcomers would publish low-quality low-content books, get no sales, and then blame "market oversaturation" for everything.

The more this happened, the more you'd hear cries of "KDP is oversaturated!" More panic-themed videos appeared. More people started claiming the Kindle Direct Publishing market was completely saturated. But let's be honest: there was never a time when bad books sold well. Buyers simply don't want to purchase low-quality books.

Yes, the low-content book market may have become more competitive than ever before due to all the YouTube hype and how easy it is now to start publishing in this niche. Yes, we could say some good books might get lost in Amazon's content mass simply because too much is being uploaded. There's a risk your book might disappear in some niches.

But if you study this guide to the end, I'll show you ways to stand out from all this mass of low-quality books - fairly simple ways - and continue getting steady sales for years to come.

Next, let's discuss: Can you earn a full income with KDP?

Can You Earn a Full-Time Income with KDP?

The short answer is yes. Absolutely yes. You can realistically build a stable, livable income solely through KDP publishing.

But here's the longer, more nuanced truth: Yes, you can, but...

My fundamental advice for anyone entering online income streams: Never rely on a single revenue source. Especially when that source is a third-party platform you don't control. It's like building your dream home on rented land - fine while the landlord allows it, but you're always one decision away from losing everything.

You've probably heard the horror stories - Amazon accounts suspended without explanation. These aren't urban legends. It happens. Even to me. I've received those chilling "potential policy violation" emails with zero specifics. Reading them, you feel your stomach drop because you don't know what you did wrong - or what comes next.

Here's the hard reality: Your entire income could disappear overnight. Without warning. Without recourse. No amount of "but I worked so hard" will change that.

So yes - you absolutely can make a full-time living through KDP. But if you're considering abandoning traditional employment to depend entirely on publishing, you must develop multiple income streams simultaneously - not "eventually."

My personal ecosystem looks like this:

- KDP Core: My primary income stream and business foundation
- YouTube Channel: Secondary income that also builds credibility, personal branding, and drives book traffic
- Investment Portfolio: KDP/YouTube profits fund my Amazon FBA business and other ventures
- Owned Assets: Email lists, websites, courses - revenue streams I fully control

Here's what's beautiful: You can start with just KDP. It's the perfect first step - accessible, scalable, and requiring minimal upfront investment. All you need initially is time, curiosity, and basic skills like writing and research. You don't even need to consider yourself an author - successful KDP publishers create journals, workbooks, planners, and activity books.

KDP's greatest strength? You can bootstrap your way to success - no office, employees, or loans required. Just you, your laptop, and determination. But here's the critical warning: When those first payments arrive (\$300...\$600...\$1000/month), resist lifestyle inflation.

Most beginners make this fatal mistake: They see initial success and immediately upgrade their spending - new gadgets, better apartments, credit lines based on "Amazon income." Then suddenly - account suspension, sales drop, or algorithm change leaves them stranded.

True financial freedom means independence from any single point of failure. KDP can be your foundation, but foundations alone don't provide shelter. You need walls, a roof, and backup systems.

As your KDP income grows, reinvest strategically:

- Advertising: For automated, stable sales
- Education: To avoid costly mistakes
- Digital Products: Courses, memberships, guides
- Personal Branding: YouTube, blogs, social media

- Diversification: FBA, dropshipping, investments

This might sound overwhelming, but you don't need to do everything at once. Take one strategic step each month. In twelve months, you'll barely recognize your business.

Final truth: KDP isn't a magic button, but it's a powerful launchpad. Yes, you can earn full-time income with it. Yes, it works. But be wiser than 95% of beginners. Build buffers. Create contingency plans. Ensure that even if Amazon disappears tomorrow, you're not back at square one.

Start with KDP. Grow intelligently. Build freedom that can't be revoked by platform policies.

Next, we'll examine: How long does it realistically take to start earning with KDP?

How Long Will It Take?

How can anyone possibly give you an exact answer to this question? Everything depends on a multitude of factors. Some people earn their first money just a couple days after publishing, while others fail to make a single sale even after uploading a hundred books in a year. Both scenarios are completely real. It all comes down to how exactly you approach this business. The niche you choose, the quality of your content, your understanding of how Amazon works, and how this entire market functions.

But if we're being completely honest and not looking through rose-colored glasses, the first tangible results—if you're doing everything properly—typically start appearing around 3-4 months in. This assumes you're not just randomly throwing books out there, but approaching it mindfully: selecting profitable topics, creating truly useful or interesting books, designing decent covers, and studying how Amazon's algorithm operates.

The most important thing is not to expect everything to work out in a week. And don't get discouraged if you don't see sales immediately after publishing. That's not failure—that's completely normal. You're just at the beginning of your journey. You're learning. You're building an asset. And this asset will generate money for you not just once, but over and over, month after month. But to make it work, you need to invest—not just time, but effort, attention, and a genuine desire to understand what actually works.

Yes, it does happen that some people see sales right away. That's possible. But more often than not, that's the exception rather than the rule. Especially if you're a complete beginner who doesn't yet know how to properly format books, how to select keywords, how to write compelling titles. All of this comes with time. Through mistakes. Through revisions. Through experience.

The type of books you publish also matters tremendously. There's simple content—notebooks, trackers, journals. Those are easier to start with, but the competition is brutal. Then there are text-based books—nonfiction, children's stories, motivational guides—those require more work but have higher potential. And so much depends on how well you actually understand your audience. What they need. What they're searching for. And what unique value you can offer that will make them say: "Yes, I want this exact book."

Don't wait for magical results. Don't obsess over the question "how long until I start earning?" Instead, ask yourself: "How much time am I willing to dedicate to this daily to make it work?" Because success here doesn't come to those who get "lucky"—it comes to those who don't give up after three months.

A realistic timeline for reaching even partial income replacement is between six months to a year. Anything sooner is a bonus. Anything later is just part of your unique journey. Things don't have to go exactly according to plan. What matters is that you keep moving forward. That you persist. With each passing month, you'll understand the market better, format books more professionally, publish faster, and see more clearly what actually works. A year from now, you'll look back and be amazed at how much simpler everything has become.

So if you're serious about making KDP work—don't rush. Don't expect quick money. Build a system. Create a sustainable flow. And then time will start working in your favor.

This isn't a get-rich-quick scheme. It's a skill-based business that rewards patience, persistence, and continuous improvement. The timeline might seem long when you're starting, but every day you're accumulating knowledge and assets that will pay dividends for years to come.

Remember—overnight success usually takes about five years. The question isn't really "how long until I earn money?" but rather "am I willing to put in the work until the money comes?" Because it will come. Maybe not when you expect. Maybe not how you expect. But if you keep showing up, keep improving, and keep publishing—it absolutely will come.

The authors who "suddenly" make it big after one book are usually the same ones who quietly published twenty others first. The difference between success and failure in this business isn't talent or luck—it's simply who's willing to stay in the game long enough to see results.

Will that be you?

How Many of My Books Will Actually Sell?

This is one of those questions that feels critically important when you're starting out - yet is almost meaningless until you actually begin publishing. The answer is too fluid, too dependent on countless variables. But let me share my personal experience and industry patterns so you can set realistic expectations.

From what I've observed working with Amazon KDP for years, on average only about 20% of published books generate consistent sales. The rest either sell sporadically or not at all. And that's normal. That's the reality you need to accept. When starting, you'll likely publish extensively - testing, experimenting. Not all these books will find their audience. Some will feel unpolished, others too similar to existing titles, some simply won't "click" for reasons you might not immediately understand.

I lived this myself. Early on, I dove into low-content books - planners, journals, lined notebooks. Within four months, I'd published about two hundred variations. And you know what? Only a handful sold. Some notebooks moved a couple copies monthly, others once per quarter. Many never sold a single copy in a full year. It's sobering but instructive. Quantity alone means nothing. If you're just cloning tired templates hoping for easy money, don't expect consistent sales.

The game changes when you invest in quality. Take my coloring books, children's activity workbooks, and educational materials. These represent real work - developed concepts, carefully designed activities, tested with actual parents and kids. Here, the statistics shift: about half sell regularly, with roughly 20% becoming true income generators. These books sell monthly, rank for keywords, get recommended, and earn money while I sleep. These are genuine assets.

So yes, the reality is: not all books will sell. Certainly not all will succeed. But that's not cause for concern - it's part of the process. Early on, you need momentum - to learn what resonates. Don't fear publishing. Don't fear mistakes. Remember each book moves you forward, and with time you'll learn to create exactly what readers want.

The key insight? Your first 50-100 books are tuition. You're paying with effort to learn the market. Then, as your skills sharpen, your "hit rate" improves dramatically. But even at peak performance, expect only 1 in 5 books to become steady earners. That's not failure - that's the nature of creative commerce. The winners more than cover the quiet ones.

This is why professional publishers maintain extensive catalogs. It's not about any single book's performance, but the aggregated power of multiple titles working together. One coloring book might sell 10 copies monthly, but twenty such books equal 200 sales. That's how you build real income.

So publish widely at first, then strategically as you identify what works. Your early "misses" aren't wasted time - they're the necessary foundation for later success. Every unsuccessful book teaches you something that makes your next attempt stronger.

Remember: Amazon's marketplace rewards persistence coupled with adaptation. The authors who ultimately thrive aren't necessarily the most talented - they're simply the ones who keep publishing, keep learning, and keep refining their approach based on what the market tells them.

Your catalog will always have stars and underperformers. The goal isn't perfection, but creating enough quality titles that your successful 20% generates the income you need. That's the real KDP math that matters.

Can You Really Start Without Any Money?

The honest answer is yes - absolutely yes. I'm not going to sugarcoat it and pretend it's easy, but starting an author business on Amazon KDP with zero initial investment is completely possible. And I'm not just saying this as some theoretical concept - I'm speaking from my own lived experience.

Of course, having financial resources makes everything smoother. If you have money to invest upfront, you can hire professional designers to create stunning covers, purchase high-quality templates that save you countless hours, run targeted advertising campaigns to boost visibility, and essentially fast-track your success. Money gives you speed, scalability, and access to premium tools that can accelerate your growth. But here's the crucial point: not having money isn't some insurmountable barrier. It simply means you'll be taking a different path - one that's undoubtedly longer and more challenging, but every bit as real and viable.

When I first started my KDP journey, I had absolutely no budget to work with. No money for designers, no funds for advertising, no ability to purchase courses or tools. All I had was my determination, the few spare hours I could carve out each day, and an unshakable stubbornness that refused to let initial failures defeat me. I spent my free time scouring every free resource I could find, teaching myself Canva through trial and error, painstakingly learning keyword research techniques, and devouring any information about Amazon's algorithms that wasn't behind a paywall. My very first book - a simple paperback - was written, formatted, and uploaded entirely by hand. The entire process took me nearly three exhausting months. And yes, for weeks after publishing, I earned absolutely nothing. My first sale didn't come until two months later. But when that first sale finally happened, it became one of the most electrifying moments of my life. Because in that instant, I realized this system actually works. This wasn't just some theoretical possibility or privilege reserved for those with deep pockets. This was tangible proof that success was possible for anyone willing to put in the work.

That first book, created with nothing but sweat equity, eventually became one of the most successful titles in my entire catalog. It went on to generate far more income than I ever could have imagined when I was struggling through those initial months. And all of this was achieved without spending a single dollar upfront. The only investments were my time, my effort, my discipline, and my belief in the process.

If you've seen those YouTube videos where people create notebooks, trackers and journals for free using Canva - they're telling the truth. You absolutely can download free fonts, utilize open-source templates, and manually assemble book interiors without spending money. Will this approach feel slower? Undoubtedly. Will you see immediate results? Probably not. But does it work? Absolutely. The key is resisting the temptation to simply copy what appears to be "successful" in the marketplace. Don't chase quick wins or try to game the system. Instead, focus relentlessly on quality and truly understanding your market. Learn to think like your ideal buyer. Approach every product - even something as simple as a notebook - with integrity and attention to detail.

So if you're starting with no budget, don't let that discourage you. What matters isn't how much money you begin with, but that you begin at all. From that starting point, your success will depend entirely on your willingness to work consistently, learn continuously, and persist through inevitable setbacks. Money can always be earned later. Experience will come with time. The only non-negotiable requirement right now is your determination to keep moving forward, even when progress feels painfully slow. Trust me - you will get there. The real question isn't about your financial resources. The real question is about you - your commitment, your resilience, your willingness to see this through when others might quit. That's what will ultimately determine your success in this business.

Reflections on Reality

In this guide, I want to be as honest and transparent as possible. So let me say this clearly: the chances of starting to make consistent sales solely by publishing typical low-content books are extremely slim. You'd likely have to publish hundreds — sometimes even hundreds upon hundreds — of these books before anything starts selling regularly.

Later in this guide, I'll walk you through how to make your low-content books stand out, how to make them truly unique, and how that significantly increases your chances of sales. But let's be honest — if you have even a small starting budget, you'll have a major advantage. You'll be able to outsource the things you're not good at. For example, I'm not a designer and have no desire to spend weeks learning design from scratch. So I pay freelancers to create my covers and interiors — and that's money well spent.

One final — and very important — point in this section is about unrealistic expectations. So many of them are born from YouTube videos and online income reports. You've probably seen them: people showing off massive earnings from low-content books and making it look effortless. I'm not here to judge them — they're free to share what they want. But those results? They're not normal. And they're not what you should use as your benchmark.

If someone claims they're making \$8,000, \$9,000, \$10,000, or even \$15,000 per month just from low-content books — that's not realistic. I'm not saying it's impossible, but it's extraordinarily rare. I've never hit those numbers myself, even back when I was fully focused on the low- and no-content space. Not even close.

All those flashy video titles like “How I Made \$5,000/Month with Low-Content Books” — you need to approach them with a healthy dose of skepticism. Every author's journey is different. You'll never truly know what someone else is doing behind the scenes. You don't know what their books are, what niche they're in, what strategies they're using, or how many years of experience they've got under their belt. You can't copy their results — not exactly. So be cautious. Stay realistic. Focus on your path.

The odds of making \$10,000/month quickly just by publishing books on KDP? Incredibly low. I'll go a step further and say: most people reading this guide will not reach that level of income from KDP. And that's not a failure — that's just the nature of business.

But to keep you motivated, let me offer this: building a stable, consistent income within a year — even if it's only partial — is a completely reasonable and achievable goal. And from there, who knows what's possible? But in your first year, it's critical to stay grounded when it comes to income expectations. Focus on the right strategy, build your experience — and give it time.

Because here's the truth: there is no magic button in this business. Even if you're doing everything right, it still takes time to build up enough books and create a working sales system.

And with that, we wrap up the first section: “Expectations vs. Reality in Self-Publishing.”

The takeaway is simple: Let go of the hype. Let go of the empty promises. Yes, starting your own publishing business is exciting. And the idea of passive income is incredibly appealing. But if you truly want to succeed in this space, you've got to drop the illusions.

A lot of what you see online — those massive income screenshots, those eye-catching video titles — is highly specific to the people sharing them. And what you don't see is the years of trial, error, and quiet hard work it took for them to get there.

So if you're just getting started — or if you've been at it for a few months and still haven't seen the results you hoped for — don't get discouraged. I often hear from people who say, “It's been a month and I haven't made any sales,” and I think: Guys, this is a business. Did you really expect income in 30 days?

Sometimes it takes six months. Sometimes a year. Sometimes longer. But if you stick with it and keep improving, the results will come.

The core message of this section? Be realistic. Don't act like Amazon owes you something just because you uploaded a book. As I often say — even a child can upload a low-content book to KDP. That alone isn't valuable. That alone isn't a business.

Now let's move on to the next section:

The Types of Books You Can Publish on KDP — and What Sales Potential Each One Offers.

Types of Books You Can Publish

Low-Content Books

Low-content books are probably the most obvious entry point into the world of KDP. And yes, they're exactly what you'll hear about in those videos titled something like "How to Make Money on Amazon with No Skills or Investment." It sounds simple: create notebooks, trackers, journals in Canva, upload them with a nice-looking cover, set a price—and wait for the income to roll in.

But here's the truth: the vast majority of people are doing exactly the same thing. Following the same templates. Making no effort to stand out. And that means—90% of these books have zero chance of making regular sales. Not even occasional ones.

I know this from personal experience. When I first started, I fell for the "easy entry" pitch too. I created dozens of notebooks without giving any thought to quality, design, or who would even need them. I just kept uploading because "that's what everyone says to do." And you know what? It didn't work. I got some views, but no sales. It was frustrating. I was putting in time and effort—but getting nothing in return. At one point, I almost gave up. I really thought the whole thing was a scam, and that only people who "got lucky" could make money on Amazon.

But then I dug deeper. I stopped chasing quantity and started asking myself real questions: Who is actually going to buy this? Why? What for? What can I improve?

I began researching the books that do sell in the low-content space—what their designs looked like, how they were titled, how the listings were presented. I started testing new formats, adding unique elements: interactive pages, eye-catching covers, mixed content. And after months of experimenting and revising dozens of books, something shifted. I got my first steady sales. Then more. And they kept coming. Not millions, sure—but a solid passive stream that grows with every successful book.

So if you're asking yourself: "Where should I start if I don't have money?"—low-content books can be a good starting point. But only if you're willing to do them differently. Not like everyone else. Not lazily. Not rushed. But intentionally—with an understanding of the market.

That's exactly what I'll teach you next: how to approach low-content books so they don't just exist on Amazon's shelves, but actually sell. And not just once out of curiosity—but consistently, month after month. I'll show you the methods I used, the mistakes I made, and how you can avoid the same pitfalls.

Because yes, low-content books can make money—but only if you create them with real value, creativity, and a higher standard than what everyone else is doing.

Medium-Content Books

Medium-content books are a separate category—at least that's what I like to call them. Maybe this term already exists somewhere, maybe not. But I like it, because it captures the essence perfectly. These aren't quite low-content books, because they actually have real substance. They're not just lined pages or dotted grids you can generate in five minutes. These are books with meaning, structure, and value for the reader. They take more effort to create—but they also give back more, both in terms of sales and personal satisfaction.

When I talk about medium-content, I mean books that engage the reader. Books that make them do something. These are workbooks with prompts and exercises, coloring books, puzzle books, logic games, emotional or cognitive challenges. They can be for kids, teens, or adults—depending on the theme. The key is:

these books have a purpose. They solve a specific problem. They help someone improve, learn, relax, or get organized. And that's what people are willing to pay for.

When you create a book like this, you're no longer just uploading a template. You're thinking about structure. About what each page is meant to do. How the book is going to help someone. How it's going to be used. And that's where the big difference lies. People don't buy the cover—they buy the value. Not the file—but the solution to their problem or need. And once you understand that, you start creating products that actually work. That actually sell. That get real feedback. That give you more than just money—they give you the feeling that you made something meaningful.

I started experimenting with these kinds of books after realizing that classic low-content titles just weren't cutting it. And the difference was immediate. Coloring books I carefully designed from scratch—with attention to theme and style—started selling. Workbooks I spent my evenings crafting—thinking through every exercise—began generating consistent income. And that's not a coincidence. It's a pattern: the more value you put into a product, the more likely it is to find its audience.

So if you're willing to spend a bit more time creating, if you're interested in making something useful, if you want to see real results—medium-content books are a fantastic option. You don't need to be a world-class writer or designer. You just need the desire to understand your audience and create something genuinely good for them. And if you're ready to do that—trust me, it will pay off. Because useful, well-made books always find demand on Amazon.

High-Content Books

High-content books are full-fledged works with deep, well-developed content. These aren't templates or activity books—they're genuine informational products: cookbooks, practical guides, self-help books, parenting resources, personal finance manuals, business handbooks, and more. Creating these books requires not just time, but a certain level of expertise. And that's exactly why, in my opinion, they have the highest potential for steady sales—higher than any low- or medium-content projects.

It makes sense: when you create a book that truly helps someone understand something important, solve a real-life problem, change their habits, improve their health, or develop a skill—you're offering maximum value. And people are more than willing to pay for real value. Especially when the book is professionally designed, clearly structured, and solves a specific, relevant issue. These kinds of books aren't just purchased—they're recommended, gifted, revisited. They have a longer shelf life and can generate income for years.

But let's be honest: there's a flip side. To create a quality high-content book, you either need to invest a lot of time—researching the niche, gathering information, writing, editing, and formatting—or spend money on professionals: writers, editors, designers. This is not about “create something in an evening and upload it.” It's serious work or a serious investment. And that's exactly why most beginners don't start here—it's hard, time-consuming, and expensive.

But here's the paradox: because most people aren't willing to go down this path, the competition in the high-content segment is much lower. Significantly lower than in low-content publishing, where every second person is uploading “another meditation journal.” That difference creates a unique opportunity. Fewer authors means less noise on the shelf. Which means, if you create a truly high-quality book, it won't get buried under a pile of similar titles. It has a real chance to stand out, get recommended, earn solid reviews, and sell consistently.

So if you're ready to work smart—and you're not afraid to invest, even if just your time—high-content books can be your strongest bet. No, it's not the easiest path. But it's by far the most reliable and rewarding. Because in any market, the winners aren't the ones who produce fast and cheap. It's the ones who produce better. And

if you can create a book that is truly strong, valuable, and honest—your readers will find you. And they'll stick with you.

eBooks

eBooks are a powerful tool—but only for the right type of content. If you're publishing low-content or even some medium-content books, creating an eBook version likely isn't worth it. Let's be honest: who's going to buy a digital version of a notebook, habit tracker, or coloring book? No one. The entire point of these products is physical interaction—writing, drawing, filling things out. No tablet can replace that.

But if you're working on a high-content book, an eBook version is a must. It's practically a separate product. Even though Amazon displays eBook, paperback, and hardcover formats on the same product page, the eBook often serves as an independent entry point. Sometimes, a buyer will discover your book through the Kindle version, browse it, get intrigued—and end up buying the print version. Other times, they'll see the paperback cover but choose the eBook for convenience. Each format creates a new touchpoint—and more touchpoints mean a higher chance of conversion.

I call this the “storefront effect.” The more formats your book is available in, the more opportunities it has to be seen. And even if the eBook earns less per sale, it broadens your reach. And reach, my friends, is everything. The more often your book shows up in front of people, the more potential buyers you attract. The more chances it has to be recommended, picked up organically, or featured in bestseller lists and collections. An eBook isn't just a way to earn a few extra dollars—it's a tool for visibility, discoverability, and engagement. Ignoring it means voluntarily shrinking your chances of success.

Now, for most readers of this guide, creating a high-quality eBook isn't something you'll do at the very beginning. And that's totally fine. A proper book takes time, effort, and sometimes investment. You don't need to do everything all at once. The key is to start. Create one strong paperback first. Then add the eBook version. Later, explore new niches and topics. Step by step, you'll be building a real publishing business.

So don't treat the eBook as a checklist item or a quick way to squeeze out a few more cents. See it as part of your long-term strategy. As an extra doorway for your audience. As another opportunity for your book to be discovered. And when the time is right—create it. It's not as hard as it seems, and the impact can be significant.

What Type of Book Sells Best?

What type of book sells best? The answer depends on you—your goals, your resources, and your starting point. There's no universal formula that works for everyone. Some people have a budget and plenty of free time. Others only have enthusiasm and a laptop. And that's totally fine. We all start from different places, but that doesn't mean some of us have more potential than others. It just means the path will look a bit different.

If you're starting with zero budget, you'll probably begin with low-content books. And that's perfectly okay. I started there too. No designers, no ads, no experience—just doing everything myself. Honestly, my first hundred books were terrible. But I learned by making mistakes. The key is to keep going. Don't wait for perfect conditions. Don't get discouraged just because “someone else is doing better.” Skill comes through practice.

If you have even a small budget, you can think about something more creative—medium-content books. That's where I personally found the sweet spot. Coloring books, workbooks, puzzle books, trackers—anything that gives the reader interaction, not just blank pages. These books really do sell. People love doing things with their hands: drawing, planning, solving puzzles. And if you offer them a fresh idea, an interesting theme, a beautiful design—they'll happily buy your book. The best part? You don't need to spend thousands of dollars or

half a year like with high-content projects. Medium-content gives you a great balance between accessibility and value.

Of course, if you're ready to go all in, you can dive into high-content books. It's more complex. It takes time. But the payoff can be much greater. These books have a longer shelf life, sell more consistently, attract great reviews, and often get featured in collections. Plus, there's less competition. Why? Because not everyone is willing to put in that kind of work. But if you are—go for it. Just remember: everything in its time. Don't jump into a massive project right away. Start small, test your ideas, build your skills.

You know what helps the most? Experimenting. Don't lock yourself into one format. I constantly test new ideas—coloring books, journals, full-on guides. Because you never know what's going to take off. Sometimes you're sure a project will be a bestseller—and it flops. Other times, a super niche notebook suddenly becomes a hit. That's why I encourage every author to try different things. Use what you have—your time, skills, and interests. Work with what's manageable now. That's how you'll not only start making money—you'll actually fall in love with the process.

Personally, I always keep one high-content book in production. I usually outsource it, and it costs me around \$200–300. I partially outsource medium-content books too—it's cheaper. For example, I use specialized software to generate illustrations for activity books quickly and affordably. As for low-content books, I don't make them myself anymore. Back in the day, I'd design covers in Canva and order interiors for a dollar apiece.

The Main Advice of This Chapter

But the main piece of advice I want to give you — is to try everything. No exaggeration. Don't dig yourself into one format from the start just because “everyone else does it” or because you've already invested time into it. The only way to truly understand what you're good at — is to go through your own experience. Only by testing different formats will you discover your strengths. That's exactly how it was for me. If I had kept blindly pumping out the same type of low-content books, like thousands of beginners do, I'd still be sitting on an account full of useless notebooks making around \$50 a month. Seriously. That would've been a dead-end. And I would've just burned out and quit, like so many others.

But I started experimenting. Trying new things. And at some point, I noticed that medium-content books gave me more joy — and more sales. Especially activity books and coloring books. People buy them happily, leave reviews, share them on social media. These books live.

Then I realized something else: my high-content books — the ones I actually worked on for weeks, thoughtfully structured, wrote myself — started selling steadily. Not in spikes, but month after month. And there you are, looking at your report, and a book you uploaded six months ago is still bringing in money. And that feeling — is incredible.

That's why I always say: if you have even a little time and even a small budget — you absolutely must try different formats. Don't spread yourself too thin, but don't box yourself into one direction either. Made a notebook? Great. Now try a coloring book. It worked? Awesome — make three more. It didn't? No problem, move on. Try creating a short guide or a workbook with exercises. Every one of these attempts — is not wasted time, but a step forward. It's an experience. It's a movement toward your niche.

For example, I had this one case with a coloring book. I made it just as a test. Picked a narrow topic, ordered illustrations, designed a cover — and uploaded it. A couple days later, the first sales came in. A week later — positive reviews. I saw that people genuinely liked it. So I thought: why not try to scale it? I made five more books in that style. I ordered some designs, did some myself. Launched them — and they started selling too. Not all became hits, but overall the direction proved strong. And I've been building on it ever since.

Here's what matters: you won't know what works until you try. So don't be afraid to enter new niches, search for your topic, test your ideas. As soon as you find something that starts delivering consistent results — double down on it. Improve it. Scale it.

That's how a real publishing business is built. Not in theory, not by copying someone else's success — but through your own exploration. And if you don't give up — you'll definitely find your thing.

So, my friends, don't be afraid to try something new. Look for your niche, your style, your unique angle. Don't get stuck on just one type of book — try different ones. Do what you do best — and scale it. Trust me, it's worth it!

How to Stand Out with Low-Content Books?

In the previous section, we talked about KDP market saturation, realistic income expectations, timeframes, and how to get started without a budget. I hope that helped you gain a clearer picture of how the self-publishing business really works.

Now let's dive into something just as important — how to actually stand out with low-content books. This is a crucial topic, because many beginners spend months creating hundreds (or even thousands) of nearly identical books... only to earn pocket change. Trust me — your time is way more valuable than that.

Here are my top tips to make your low-content books more noticeable and profitable:

- Ditch the idea of making generic notebooks with bland covers. Even if a similar book is ranking well, it doesn't mean you'll be able to replicate its success. You need to think differently.
- Make your books as unique as possible. Your goal should be to outperform everything else in your niche on Amazon. Ask yourself — how can you surprise the reader? What new idea can you bring to the table?
- Be the first of your kind. This is especially true with low-content books: whatever niche you choose, aim to create something completely fresh and unlike anything else. Interior, cover — everything should feel original.
- Take inspiration from bestsellers, but never copy. Study the top-selling books in your niche on Amazon. Pay attention to recurring design elements, fonts, and themes. But do not copy those books. Use those insights to build your own original design — from scratch.

Let me give you an example. Say you want to make a password logbook. Check out which covers are popular right now on Amazon. Maybe you notice lots of floral patterns or handwritten-style fonts. Fine — take note of that. But then reinterpret the idea in your own way and design something completely new and original.

Remember: being inspired by trends is great. Copying existing books? Terrible idea. It's lazy and unproductive. Instead, learn to harness the strengths of bestsellers while always staying original and creating something of your own.

Of course, following these tips won't guarantee instant success. But believe me — from experience — when you create books that are genuinely unique and high-quality, your chances of standing out and earning more go up dramatically. This works. I've tested it.

So don't waste time mindlessly pumping out hundreds of lookalike books. Instead, choose a niche, research your competitors, think about how to do it better — and then make something special that no one has seen before. Yes, it takes more effort. But it's absolutely worth it.

Let's be honest: some things work — and some things are a complete waste of time. I want to share what I've learned to help you avoid the common traps.

First and biggest tip: forget about “generic” low-content books. You know what I mean — books that aren't niche-specific, offer zero value, and bring nothing new to the market. Honestly, this is the single biggest time-waster in our business.

I've seen it hundreds of times: people grab the first idea that comes to mind — like “Let's slap a cactus on a notebook cover or a unicorn on a sketchbook.” Seriously? How many people do you think have already done that? Thousands!

And if you try to compete with those books just because they're on the first page of Amazon — I guarantee your version will end up buried on page 50, where no one will ever find it. That is the trap of generic low-content publishing.

Remember in the previous section we talked about how to stand out with low-content books? Well, that's the key to success. And in the next section, we'll also talk about other important factors when choosing a niche.

But if you're just browsing Amazon, looking at niche lists or niche videos, and you see that, say, meditation journals (or something like that) are selling well — don't assume you'll be able to compete with them. The chance of making money with such a generic book is very low.

And that brings us to the next big time-waster (and maybe a slightly controversial topic) — following niche videos. Yes, I used to make those videos myself and thought I was helping people. Some of those niches were ones I had personally published in.

But now, in my opinion, it's a very lazy approach — going to YouTube to “find a niche.” Finding a niche — and this is just my opinion, no offense — is the easiest thing in the world.

Why? Because a niche isn't a magic pill for success. It's just the first step. What really matters is what you do with that niche — how you transform it, what value you bring.

So instead of spending time looking for the “perfect niche” on YouTube, spend that time studying the market, understanding your audience, and creating a truly cool and unique product.

Trust me, that's a way more productive use of your time than chasing after elusive “super niches.” I've tested this myself — and seen it in the experience of many successful publishers.

You can just go on Amazon — and in the next section, I'll show you how I personally do niche research for free. You don't need paid software like Helium10. It can help if you're digging for deeply hidden niches, but it's not necessary.

If you train yourself to look for niches — you'll naturally start spotting low-competition ones. Believe me — it's not hard. I just don't think you should rely on YouTube videos to tell you what niche to publish in.

Honestly, if a channel is big and putting out “hot niche” videos — they're almost certainly not working in those niches themselves. And I genuinely believe niche videos hurt the market.

You've probably already noticed: entire channels pop up that are just about niches — “Here's a niche that'll make you \$3947 per month!” If a niche were really that good — would anyone talk about it publicly? No. They'd just silently rake in the profits, not create competition for themselves.

But people don't care. I used to release niche videos — and people would flood into those niches. As soon as a video drops about a niche that's not oversaturated yet — it instantly becomes oversaturated. So what could've been a great opportunity becomes yet another overcrowded niche. That just makes competition harder for everyone.

Again — just my opinion, but if you do your own niche research, you'll find good niches. You won't tell anyone about them, and you'll be rewarded for your effort.

Now let's move on to the next section: publishing in a niche you know nothing about. This is another critical point — and it also ties into niche videos.

I've seen videos and recommendations that say: "Here's a book that's getting traffic and making \$10,000 a month." But those books require real expertise. This isn't something you can just slap together or outsource.

I know people who tried following that advice — and published in niches they knew nothing about. The result? They got 1-star reviews because readers could tell right away the author wasn't familiar with the topic.

Even if you're making a book in a niche you don't understand, it still takes time. And you know what? I've tried it myself — and I got punished with reviews. When a book starts getting 1- or 2-star ratings, sales just stop.

That's why it's absolutely crucial to at least understand the niche you're publishing in. I'm not saying you have to be the #1 expert — if that were true, no one would make money. But you need to understand what your target audience wants. Trust me, buyers can tell when you're out of your depth.

Here's an example: I made a coloring book aimed at a certain children's age group. The book got a 2-star review right off the bat — saying something like, "this is too hard for my child," etc. Maybe the kid wasn't a genius — but more likely, I just didn't understand what that audience needed.

So I backed off that niche and moved into a different coloring book niche I actually understood. And there — the book has a 4.9-star rating and still sells today.

So this is a very important point. Don't try to publish in areas where you have no understanding of the audience or the market. Even if the niche seems "hot" or promising. Otherwise, you'll just waste a lot of time and get negative reviews that will bury your sales.

Instead, choose niches where you have some background or interest. Where you understand what people are looking for and what they expect from books. Then you can provide them with real value — and get good reviews and sales.

People think: "I'll just buy interiors, quickly put together books, and make money." But that doesn't work. That's a dead-end path.

Let's break it down why. First, these interiors aren't unique. Yes, maybe you bought them from a designer on Etsy. But trust me, you're not the only one who bought it. There are dozens, if not hundreds, of other authors with the exact same template.

And what happens? You publish the book, and a week later, 5 more pop up. Yes, the cover might be slightly different. But inside — it's the same purchased template. What do you think will happen?

Right, 1–2 star reviews. Buyers will say: "This book is just a copy of another, nothing new." And that's it, your book is dead. No long-term success, no steady sales.

Second, by buying ready-made templates, you lose control over quality. You don't know how well they're made, or if they suit your audience. Remember how we just talked about the importance of understanding the niche? Well, buying a template is a direct path to misunderstanding.

You're just taking someone else's work and not thinking: "What do my readers actually want? What do they like, what don't they like?" In the end, you get a book that doesn't solve the buyer's problems. And again — hello, 1–2 star reviews.

Finally, by buying templates, you're not growing as a book creator. You're not learning how to create interiors yourself, you're not developing your skills. Yes, it might seem like an easy path at first. But in the long run, you're just wasting time.

You won't become an expert in your niche. You won't be able to create truly valuable, unique books that will sell for years. You're just cranking out another template that will get lost in the sea of the same ones.

So my advice to you: Learn how to create interiors yourself. Yes, it takes time and effort. But it's an investment in your future as a publisher. Study your niche, understand what works and what doesn't. Create books from scratch, tailored to your audience.

If needed — hire a designer, but work with them directly. Explain what exactly you want, what elements should be in the book. Make it your book, not just another mass-produced template.

Trust me, it will pay off big time. You'll be able to create books that sell not for one or two months, but for years. You'll have loyal readers who are waiting for your new works. And you will be proud of what you create, instead of just churning out faceless products.

I know that many don't want to bother with this. It seems that buying ready-made is easy and quick. But trust my experience: If you want long-term success on KDP, there are no shortcuts. You need to learn, grow, and create truly valuable books. Only then can you build a sustainable business and steady income.

So, are you ready to ditch the illusion of "quick books" and start working consciously? I believe you can do it. In the next section, I will share another important principle of creating quality books. This will be a breakthrough for your mindset! See you soon.

But what do I see with such people? All their books are of low quality, they have no client focus, no niche analysis, and no understanding of whether you can run ads for this book or get it to the first page of Amazon. They just make books because it's easy.

And this is the main problem with ready-made interiors: laziness, sameness, and the feeling that it's risky — because the same images are used in thousands of other books.

What do I prefer? Completely unique images — whether generated with software or made to order. I don't buy ready-made interiors, and I don't make minor adjustments to them.

To clarify — I'm not talking about fonts from Creative Fabrica or decorative elements — it's fine to use those. I'm talking about ready-made image sets, where people just assemble a whole book and don't change anything — that's laziness, and it looks stupid.

Now, at the end of this section — let me give you a few worthwhile ideas of what's truly worth investing in publishing:

Learn. Seriously. Learn.

I'm not talking about the quick shortcuts like "how to upload a bunch of low-content books," "how to find secret keywords," or "hidden niches" that supposedly guarantee success. What I'm urging you to do is to actually learn something meaningful and substantial.

Let's take design as an example. What programs are commonly used by professionals in the industry? Affinity Designer? Photoshop? Illustrator? Don't just stick to free tools or shortcuts. Invest in the best software available. Buy it, install it, and don't just use it casually—master it. Spend the time learning every function,

every tool, and every feature that could help you craft truly unique and polished designs. Learn how to create eye-catching covers, how to format interiors with precision, and how to make every aspect of your book visually appealing and functional. But don't stop there—dive deep into the specific niche you're entering. Understand the audience you're trying to reach. Learn what works for them, what doesn't, and what they expect from the kind of books you're creating. Become an expert in that field. Know every detail about your niche, the trends, the gaps in the market, the language your audience speaks. And only when you've done all that, then go ahead and publish.

Don't make the mistake of blindly uploading low-content books just because someone on YouTube tells you to or because you've purchased some generic templates that seem like an easy way out. Don't rely on others' advice to magically solve your problems. Instead, push yourself to do what others aren't doing. Be the creator who goes the extra mile. Do it better than others, not just in terms of quality, but also in originality and creativity.

Yes, this path requires dedication and hard work. You'll have to spend time learning the ropes, honing your skills, and understanding the nuances of design and publishing. It won't be easy, and it won't be quick. But that's exactly what will set you apart. That's what will give you the long-term success you're looking for. Because in the end, success isn't about finding shortcuts or relying on easy methods. It's about investing in yourself, learning your craft thoroughly, and delivering something that's truly valuable and high-quality.

That's how you actually succeed in a meaningful, sustainable way.

Invest in Unique Illustrations or Design Elements.

Yes, I completely understand—this can be a significant investment, especially when you're just starting out and every dollar counts. But trust me when I say this: it's an investment that will pay off not just once, but tenfold in the long run.

Think about it for a moment. Imagine your book has beautiful, unique illustrations that no one else has. They're not just the same generic clipart you've seen over and over again. No—these are original, thoughtfully crafted designs that reflect the heart of your book. Do you honestly think it won't stand out in a crowded marketplace where every other book uses the same tired images? Of course it will.

Your book will immediately grab attention because it's different, it's fresh, and it looks professional. And the impact of that is huge. Buyers aren't just looking for content—they're looking for something that speaks to them, something that catches their eye and makes them feel like they've found something worth their time and money. When they see the care and thought you've put into creating something visually striking and unique, they'll recognize that you're not just churning out another mass-produced book. You're creating something special, something that's worth owning.

And when buyers recognize this level of care and quality, they're far more likely to leave positive reviews, recommend your book to others, and, importantly, come back to buy your next project. Think about the difference it makes when you have a loyal audience who sees you as a creator who values quality over quantity. Those glowing reviews and repeat customers? They're a direct result of investing in uniqueness and excellence.

So, don't hesitate to invest in quality design, even if it feels like a big step at first. It's an investment that will not only help your books stand out but will also build your reputation as a creator who delivers value. Find a talented illustrator or designer on platforms like Upwork, Fiverr, or other freelance communities. Explain your vision clearly, give them precise instructions, and collaborate to bring your ideas to life. Yes, it will take both time and money. But trust me—the result is priceless. It's the difference between being just another author and being one whose work is cherished and sought after by readers.

Think About the User, Not Easy Money.

This is the most crucial rule you need to follow. When you sit down to create a book, your first and foremost focus should be on the person who will buy it and, more importantly, use it. What do they need? What problem is your book solving for them? Why should they choose your book over the countless others out there?

If you start from these foundational questions—rather than just chasing a quick payday or focusing solely on profits—your books will immediately stand out from the competition. Why? Because you'll be creating something that adds real value to your readers' lives. You'll be crafting a product with purpose, something that speaks to their needs, not just churning out another generic, uninspired book designed to make a quick buck.

Trust me—buyers can feel the difference between a book that's been made with care and thoughtfulness and one that's been rushed to market for fast cash. When they sense that you've genuinely considered their needs, that you've created something with real utility or enjoyment in mind, they'll not only appreciate it—they'll reward you with their loyalty. They'll come back to buy your next book, and they'll even recommend your work to others. And, yes, they'll also reward you financially.

In the long run, it's not the quick money that will sustain your success; it's the trust and loyalty of your readers. When you focus on them—on solving their problems, meeting their needs, and creating something valuable—you'll naturally build a reputation as a creator who genuinely cares about the audience. And that's something money can't buy.

These are the three core principles that I stand by as a new publisher: Learn, invest in quality, and think about the user. If you stick to these guidelines, your success is inevitable.

So, the question is—are you ready to create books that truly make a difference? Or will you continue to drift along, hoping for easy money without real thought behind it? The choice is yours. But I sincerely hope you choose the path of mastery, growth, and creating real value. Because that's where the true rewards lie.

What Types of Books Do I Actively Sell?

What types of books do I actively sell? I think this is an important point that deserves separate discussion. Because you, as a reader of this book, have every right to know: what am I even talking about? Am I actually doing this in practice, or am I just repeating someone else's YouTube videos? Well, everything you read here is based on my personal experience. This is not a theory. This is what I make money from every month. And I want to share this with you because I know how important it is to see a real, proven path, not just pretty success stories.

I won't show specific books or links to them—and I hope you understand why. Unfortunately, every time I started sharing my exact examples, people would literally copy my books down to the smallest detail. Not getting inspired, but copying them. That kills the motivation to share openly because you invest time, money, and resources, and someone just clicks "duplicate" and uploads the same thing. So, now I prefer to share not examples, but the approach. And this is actually even more useful: you learn how to create your own, not just repeat someone else's.

So, one of the main types of books that consistently sell well for me are activity books. And these aren't narrowly focused, like "here's a math book for 8-year-olds." Activity books are a very flexible format. They could be children's books with mazes, word searches, and attention games. They could be journals for adults with tests, stress-relieving tasks, or creative exercises. They could be seasonal books—Christmas, Valentine's Day, summer vacation, Halloween, and so on. Holiday books work really well, especially if you time them right and hit the audience's mood.

What's important to understand: I don't create these books completely by myself, but I don't outsource everything to freelancers either. There needs to be a balance. For example, artistic elements—coloring pages, illustrations, stylized pages—I order from freelancers. This saves time and gives a better result than if I tried to draw them myself. But structural elements—like mazes, puzzles, attention tasks—I create myself, using specialized software. One of my favorite tools is a program for generating hand-drawn style mazes. It allows me to quickly create unique, visually interesting pages that are hard to copy or generate anywhere else.

Why do I do it myself? Because I want my books to stand out. I want them to be different, even down to the details. Yes, it takes more time. But the books really work. People buy them. They leave reviews. And you realize you've made not "another book," but a product that actually makes sense.

So, if you want to know where to start—try activity books. They give you a lot of options for testing niches, age groups, and styles. You can find your niche, experiment with different formats, and combine content. And when you find what works—scale it up. That's how everything begins.

Earlier, I mentioned that I can't directly show you my books—just because every time I did, people started mass copying them. And that kills the whole point of sharing. But I still want you to get real value, not just theoretical advice. So, I've prepared a detailed case study where I reveal absolutely everything—no embellishments or hidden details.

In this case study, I analyze a specific book I created and continue to promote. You'll learn what type of book it is, how I approached its creation, how I built the structure, and how I chose the style and format. I show in detail how I designed the cover—what references I worked with, what I focused on, and what colors and elements I added to stand out from the competition. I explain how I chose the niche—what keywords I used and what demand signals I paid attention to. I also explain how I formulated the title, subtitle, and description—and why that exact wording sells better. I also show how I set up A+ content and how I launched ads, including budget, targeting, and analytics.

This is not marketing fluff or "motivational advice" in the spirit of "just believe in yourself." This is practical experience: what worked, what didn't, what I had to redo. This is what helps you understand how to build your publishing process without unnecessary trial and error.

If you're seriously considering making money from books—start with activity books. It's a niche with real demand, clear logic, and great potential for scaling. And my case study will help you avoid the mistakes almost all beginners make, allowing you to get results much faster. So don't wait—let's get to work.

Coloring Books for Kids and Adults

Coloring books are another key direction that I'm actively involved in, and I simply can't skip discussing them in this guide. Over the past six months, I've created about 12 such books, and the results have been more than promising. About half of them bring regular, though modest, sales. And around 20% are real workhorses. They sell every day, steadily, without any advertising, and generate a very decent income. These are the kinds of books I rely on when thinking about a long-term passive income stream.

You may have already seen dozens of videos on YouTube claiming that "the coloring book niche is dead," "the market is oversaturated," or "there's nothing to gain without a budget." Well, my experience is completely different. I absolutely love working in this niche and continue to release such books because they still sell extremely well. The key is not just to "release a coloring book" but to do it wisely: choose the right theme, adapt the style to the specific audience, and avoid cutting corners just to produce quantity. People can tell when a book is made half-heartedly—and they pass it by.

It's important to note that I don't create coloring books myself. I outsource everything completely. Interiors, covers, and even sometimes the titles—everything is done by contractors I work with regularly. The main resource I use to find these people is Upwork. It's my primary platform, especially when it comes to quality content: whether it's illustrations for coloring books, templates for notebooks, or elements for other books. Sometimes I use Fiverr for cover orders, especially if I need a quick result and a specific technical task. But everything involving deeper work, I always handle through Upwork. It's easier to control quality, set deadlines, and build long-term collaboration there.

Coloring books are the type of content that's hard to make quickly and cheaply if you want a good result. Sure, you can download ready-made images and simply upload them, as hundreds of beginners do. But such books don't last. They don't sell. And if they do sell, it's only once, with no reviews and no repeat sales. That's why I try to treat each coloring book as a unique product—with its own idea, style, and audience. And as practice shows, this approach works.

For all the other types of activity books that are difficult to automate efficiently through generators, I also order them via Upwork. Sometimes it costs a little more than expected. Sometimes it takes time to find a good contractor. But in the end, the result is worth it. Perhaps by the end of this book, I'll add a separate chapter on delegation—how to find contractors, avoid dishonest ones, and build processes so you don't spend all your personal time on everything, but still get high-quality results. Because it's this—proper delegation of tasks and the right approach to content production—that allows for fast growth without sacrificing quality.

Activity Books

Activity books are the first type of books I started with, and they still remain one of my favorites. These are books with tasks, puzzles, mazes, crosswords, attention exercises, logical thinking, and basically everything that engages a person in the process. This is not just entertainment content—it's an interactive format that

brings value, helps distract, relax, or, on the contrary, exercise the brain. That's why I highly recommend you consider this type of publication, especially if you're looking for a format that doesn't require you to be a writer, but still offers real value to the reader.

I understand that so far it might all sound a bit abstract. You're probably already craving specifics: what topics are popular, which niches have demand, and which trends are working right now. And you're absolutely right—that's exactly why this book includes a separate large section dedicated to niche analytics. There, I'll show in detail how I approach niche research: how I check the competition, how I determine sales potential, and what criteria I use to understand whether it's worth entering a particular topic or better to pass on it. This section is especially useful if you're not sure yet how to "fit" into the market, how to stand out, and not get lost among thousands of similar books. All of this will come—just stay tuned.

But before diving into the analytics, it's important to understand the essence of the format itself. Activity books are a broad category. They can be aimed at children, adults, teenagers, or elderly people. You can make task books for speech development, memory, and attention. You can create themed editions for holidays, events, or seasons. The creative space is vast. And this is exactly what makes the format so appealing: you're not confined to a single framework, you can experiment, find your own ideas, and discover themes that resonate with buyers.

What's important is that such books can be made efficiently even without a huge budget. For example, I combine approaches. Illustrations or more artistic elements, if needed, I order from freelancers. But the technical things—like mazes, word searches, and other puzzles—I create myself using special programs. This saves a lot of time and allows me to control quality. Plus, such books end up being unique—not just a copy of another template from Canva, but something truly fresh.

So, right now, we're discussing the types of books and approaches to creating them. Don't rush. We'll go step by step. I'll show you how to set up the process, how to create these books quickly while maintaining quality, how to format, publish, and prepare for sale. And when we get to the niche section, you'll already understand what format you're working with and will be able to confidently apply everything we'll discuss further.

Cookbooks — this is another category I'm involved in. Yes, it might sound surprising after discussions about coloring books and puzzles, but it's true: I publish cookbooks. And despite the seemingly "traditional" nature of this niche, it works just fine—if approached correctly. But there are plenty of nuances here too.

First of all, I don't write the texts myself. I don't have a culinary background, and I don't think I should pretend to be an expert. So, I work with authors who are truly knowledgeable in the field. They create high-quality, structured, and useful content, while my task is to ensure the proper packaging and promotion for this content. This is fair to the buyer and much more effective in terms of results.

Secondly, I take niche selection very seriously. Simply making a "recipe book" is a path to nowhere. There are thousands of such books. But a book, for example, with vegetarian recipes for teenagers, or recipes for a specific model of a slow cooker, or dishes from a specific national cuisine—now that's much more interesting. Here, you're working with a narrow, clear audience that's looking for just such a product. And it's precisely through niching that you can achieve good sales in a segment that might seem overheated from the outside.

Thirdly, design. You can't do without it. A cookbook has to be visually appealing. Beautiful photos, neat layout, clear navigation, easy-to-read ingredient lists—these are not options; they are essential conditions. This is a category where design is almost as important as content. And here, just like with coloring books, I fully outsource the design. No templates, no universal "solutions for all cases." Only custom design, tailored to the specific book and niche.

To summarize, the list of book types I actively sell on Amazon now looks like this: unique low-content books, activity books, coloring books, short stories, picture books, and cookbooks. This is a fairly diverse set, and

each of these formats gives me something of its own: some books sell seasonally, others sell steadily year-round, some are easier to produce, others are more complex but bring more income in the long run.

And the most important thing—you can try yourself in any of these areas. You don't have to limit yourself to just one. On the contrary, by trying different formats, you'll find your style, your niche, your balance of creative interest and commercial results. The key is to approach it seriously. Don't do it half-heartedly, just to check a box, but with a real desire to create a product that will genuinely be useful to someone. Because those are the books that get bought.

How to Waste Your Time on Amazon KDP?

Now, let's move on to the next important question: how can you waste your time on Amazon KDP? Yes, you heard that right! In this section, I'll walk you through the most common mistakes that beginners make, so you can avoid them and stay on the path to success.

Let's dive in!

Typical Mistakes of Beginners

Now, let's talk about how to waste your time on Amazon KDP. Yes, you heard that right. Because you can really spend weeks and months on the platform without seeing any sales—not because Amazon doesn't work, but because you're starting off on the wrong path. In this section, I want to break down the typical mistakes beginners make—mistakes that can render all their efforts useless. If you're just starting out, try not to repeat these steps. It will save you a lot of time, money, and frustration.

The first and most common mistake is mass-producing similar low-content books. You've probably seen someone on YouTube say, "Just take a notebook template, change the cover, and you're almost a millionaire!" Sounds easy, right? But the reality is, there are already millions of such books on Amazon. And if you just make another one—no different, no more interesting—the chances of it selling are nearly zero. Even free traffic won't help, because your book doesn't stand out in any way. This doesn't mean that low-content books are bad. But it does mean that you have to approach them with some thought. Add features, value, and originality. For example, combine a planner with a habit tracker, include motivational quotes, or tailor it to a specific audience—moms, athletes, students. Only then can it work.

The second mistake is chasing trends. You've probably seen a ton of videos with titles like, "5 niches that will explode sales this month." And then, inspired by these videos, crowds of beginners rush to create books in these niches. But here's the problem: if you learned about it from a video, thousands of others did too. And while you're making your book, the niche is already flooded. The competition is tough, and you have no advantage. So, it's far more effective to look for your own topics—not necessarily super-popular, but ones that make sense to you personally. Niches where you know the audience, the language, the pains and desires. That's where you can build sustainable sales.

The third mistake is working with topics you don't understand at all. Let's say you saw that chess books sell well. You think, "I'll do that too." But you've never played chess, you don't know a single combination, and you're trying to quickly "assemble" a book. The result? A banal, shallow book with errors. And the reader—well, they're someone who knows the topic. They'll figure out right away that the book was made by someone who doesn't really get it. In the end, no sales and wasted time. So, work with what you know. Or, if the topic is interesting but you're not an expert—hire someone who is. Quality content isn't optional, it's essential.

And finally—overuse of ready-made templates. Especially for interior pages. Yes, it's quick, easy, and cheap. But the problem is, you're not the only clever one. These templates are used everywhere. And if your notebook looks exactly like hundreds of others, why would anyone buy it? Your book needs to stand out. Unique content, custom pages, an interesting design—all of this increases the chances that your book will end up in the customer's cart.

I hope you now see that you can spend months publishing books that no one will ever buy. And trust me, that's one of the most demotivating feelings on KDP. But you can avoid it. Just act consciously. Don't repeat the common mistakes. And right from the start, you'll be ahead of those who took the path of least resistance.

Now, let's move on to the next section! We'll talk about niche analytics: how I pick topics, how I check the competition, and what tools I use. This block will help you build your business not on guesswork, but on real data.

Niche Analytics (Niche Research)

Niche analytics (or niche research) is, without exaggeration, one of the most important skills if you want to sell low-content books on Amazon. Because a book by itself is not yet a product. A product only becomes one when it precisely meets the needs of a specific audience. And this is where it doesn't matter how many pages your book has or how "cool" its template looks—if you don't understand who it's for, why it exists, and what sets it apart from hundreds of others, then success won't come.

As I mentioned earlier, the main problem with the low-content segment is that these books are incredibly easy to make. Canva, templates, a couple of clicks—and the "book" is ready. As a result, Amazon is flooded with planners, notebooks, and journals that look almost identical. Visually, functionally, conceptually—the same thing. And if your book is no different from the others, it will simply drown in the search results. No one will find it, no one will buy it. And naturally, you'll start thinking that Amazon "doesn't work." But it does work—you're just not giving the platform any reason to show your book to people.

So, what should you do? First: do something different. Don't copy, don't rework, don't upload "the same thing but with a pink cover." Instead, find real niches, topics, and audiences who need a specific product. For example, not just a "planner," but a "planner for moms on maternity leave with a feeding tracker and a section for planning solid food introduction." Or not just a "journal," but a "journal for elementary school teachers with templates for assessment and lesson planning." The more accurately you hit the pain points or needs, the higher the chance that a buyer will choose your book.

Second: add value. Let every page carry meaning. Add trackers, prompts, exercises, motivational quotes. Make it so that a person flipping through a few pages thinks, "Oh, this is not just blank lines—this will really help me." And yes, this will take a little more time than copying and pasting a template. But the result will be entirely different.

Third: appearance. The cover is the first thing a buyer sees. If it's boring, uninformative, or looks like it was made in 3 minutes, no one will click. A good cover is not a "fancy" cover. It's one that clearly and beautifully conveys the essence of your book. And it precisely meets the expectations of your audience. Don't make covers "for everyone"—make them for your people.

Fourth: don't be afraid of advertising. Yes, it requires a budget. But sometimes even \$5–10 can get you those first clicks, the first sale, the first reviews. And that's already a movement. Organic traffic doesn't come immediately. But advertising can help your book get into the spotlight.

And finally, improve with every book. Analyze what worked, what didn't. Look at what your competitors are doing. Compare your product with the top books in your category. Don't just release books in bulk for the sake of quantity. Grow from one book to the next. Quality and understanding of the market are what bring results in the long run.

This is what smart niche analytics is all about. Not just "finding a topic," but understanding your audience, creating a product for them, formatting it properly, and promoting it. This is how you create books that don't drown—but rise to the top and sell.

By carefully studying the audience and niche, you'll be able to build a sustainable and successful business. It's not about making as many books as possible; it's about making the right books that truly resonate with the right people. This strategic approach will help you avoid the mistakes that flood the market with generic content, ensuring that your books stand out and meet a real demand.

How to Properly Choose and Test a Niche

Niche Search, My Algorithm

Well, let's continue our journey into the world of niches on Amazon. Niche research for me is like free flight: I open Amazon in incognito mode and let myself flow with the current, without setting strict boundaries. Today, I'm not hunting for precise formulas; I'm searching for the direction in which customer attention is moving. Sometimes it feels like a balloon floating on the wind: the key is to watch where it's going and be ready to grab onto an idea at the right moment.

Where to start? It all depends on the day. Sometimes I focus on low-content books—journals, trackers, notebooks. Other times, I look into medium-content books, such as coloring books, puzzles, activity books. And occasionally, I like to think about high-content books, where there's more text and structure, like children's stories, reference books, or cookbooks.

Today is a medium-content day, so I type something like "activity book" or "coloring book" into the search and simply see what Amazon shows. I don't set myself the task of finding the "perfect" niche—I'm just looking for opportunities, trends, and interesting deviations from the norm.

Let's say I entered an "activity book" and immediately see hundreds of results. Here, it's important not to grab the first thing that catches my eye. I start scrolling and filtering out overly broad titles like "Fun Activity Book," "Activity Book for Kids," or "Relaxing Puzzles." Yes, they're popular, but they're too general and competitive. These titles sound vague, and it's hard to stand out in them.

What I'm looking for is something more specific, more niche. For example:

"National Parks of the USA Activity Book" — now, this is more interesting.

"On the Plane Activity Book" — now, this is a find!

Why? Because it's a narrow, clearly defined topic that immediately appeals to a specific situation and audience. This is not just an activity book "for everyone," it's a book designed to solve a specific problem—keeping a child entertained on an airplane. Such ideas always win. I jot this down in my notebook (or in an electronic document—whichever is more convenient).

Next comes the golden rule: if you find a good niche, dig deeper. I click on the book I liked and scroll down the page to the "Customers also viewed" section. This is a treasure trove of ideas! For example:

"Travel Activity Book for Kids"

"Airplane Coloring Book"

"Travel Journal for Kids"

"Road Trip Activity Book"

"Vacation Drawing Journal"

I will write down all of them. At this stage, my goal is not to analyze, but to collect. The more ideas, the better. Sometimes, one niche will give you a whole chain of new directions. And if you carefully watch the age ranges these books are aimed at, you can form groups of niches by age:

"Travel Activity Book" — 4–8 years old

"Airplane Activity Book" — 6–10 years old

"Preschool Road Trip Journal" — 3–5 years old

This will help later when deciding which audience you want to target. Working with age segments is a great way to reduce competition and increase relevance.

Now that I have 10–15 potential niches, it's time to do a primary filter. I go into each niche and check:

How many results does Amazon show? If it's less than 1000, the niche is probably too narrow. If it's more than 10,000, it might be too competitive. The optimal range: 2000–5000.

What's in the top results? I open 5-7 books from the first positions and check their BSR (Best Seller Rank). If the BSR is below 100,000 — the book is selling. If there are several such books — the niche is alive. If there is only one — it might be a lucky success.

Quality of the top books. If the covers look like they're from Paint, the descriptions are sloppy, and there are hardly any reviews — you have a chance to enter the niche with a quality product and quickly gain attention.

Variety of content. Are there only coloring books here? Or maybe journals, notebooks, trackers, mazes too? The more variations, the more room for creativity.

After this, I leave 5-10 of the most promising niches and start analyzing deeper. I use Google Trends to understand seasonality and general interest. I analyze reviews on Amazon — what's missing for people? What do they like? What irritates them? This is a free resource for creating a product that people actually need.

By this point, I have a clear understanding: which niches are in demand, who the target audience is, what kind of books can be made, and what should be included in them. And that's when I start developing the idea for a specific book.

For example, it could be:

"Airplane Adventure Activity Book for Kids 6–9"

"National Park Coloring & Puzzle Book"

"Road Trip Journal with Fun Prompts for Ages 4–8"

The book title is already beginning to emerge from the niche. Not the other way around. We don't invent the product out of thin air — we search for what people already need and align ourselves with the demand. This is the most reliable strategy.

Why is this important? Because creating a book just because "you like it" is a road to nowhere. I've done that too. And you know what? Those books didn't sell. But when I worked from analysis, from the niche, from real demand — sales started almost immediately.

I hope this process has inspired you and provided a clear route for finding ideas for your books. Don't be afraid to try, dig deeper, and ask yourself questions.

See how one simple idea — "travel activity book" — suddenly leads us to a completely different topic, like weddings and honeymoons? This is how niche searching works: it's a chain, where each new finding gives birth to the next. No clear boundaries, just following the path that Amazon itself suggests, and being amazed at where it can lead.

But up until this point, all we have are ideas. And ideas without analysis are just thoughts in the clouds. So now, the most interesting stage begins: evaluating the potential of the niche. Let's take the "Honeymoon Planner" niche as an example.

So, I type "Honeymoon Planner" into the search — and see... about 200 results. This is very few by Amazon standards, and it immediately grabs attention. This means competition is minimal here. But now, we need to see: is there demand?

I open the first page. There are a couple of books with BSR around 50,000 – 200,000. These are good indicators. This means the books are being bought, although not in massive volumes. And at the same time, competition is almost zero. This is exactly what you want to see.

The next step is quality assessment. Honestly, the covers — not great. There are one or two nice ones, but overall, many look like they were generated in 15 minutes. The descriptions are standard, without much soul. The top books also have very few reviews — 30–50 max, and some have only 10–15.

All these factors — a green light. This means that you can try entering this niche with a more refined, aesthetic, targeted product and quickly take a position. Of course, before that, I would go deeper — read reviews to understand what people are missing. Maybe someone is complaining about an inconvenient format, lack of pages, or too generic content. All of this is feedback you can work with.

This approach — starting with a broad idea (like "travel"), and then narrowing down to something specific (like "honeymoon planner") — works best. We don't create a niche from scratch, we follow the audience's attention.

And now, you already know how to search for interesting directions. But now comes the critical stage. Because in one evening, you can gather dozens, if not hundreds, of niches, but most of them will be oversaturated. Everything boils down to one question: will you be able to break through in this niche?

There are directions where it simply doesn't make sense to enter. For example:

"Unicorn Coloring Book"
"Toddler Activity Book"
"Alphabet Workbook"

They sound cute, but unfortunately — they are too broad, too competitive. Thousands of similar books, hundreds of reviews, hundreds of thousands of dollars spent on advertising. A newbie can't compete with such titans. Even if you invest in advertising, you might not see a return.

So, the key to success is hyper-specificity. You don't just create an "activity book," you create, for example, "Plane Activity Book for Kids aged 6–9."

I enter this exact phrase into the search. And now, I don't look at the number of results at the top — it doesn't always reflect reality. What matters is the analysis of the results in depth.

On the first pages, everything is on topic:

"Plane Activity Book for Kids"
"On the Plane Activity Book"
"Travel Games for Kids"

"Airplane Coloring Book"
Great. Everything is still within the niche.
I scroll further. I see:

"Fun Activity Book"
"Unicorn Coloring Book"
"Maze Puzzle Book"

The focus starts to blur. By the third page, the search results are already straying from airplanes altogether. This suggests that the niche is narrow, and you can really take a prominent spot in the results. Especially if your book has good SEO and an attractive cover.

And here, I ask myself the main question:
Can I make it to the first page without large ad spend?

If the answer is "yes," the niche deserves attention. Because making it to the first page is the goal of all your work in the selection phase. That's where organic traffic lives, that's where sales come from without ads.

How do you figure this out? Let's look at the top books:

How many reviews do they have? If less than 50 — great.
What's their BSR? If it's over 100,000 — there's room for growth.
What does the cover look like? If the visuals are weak — you can easily overshadow them.

Here's a little life hack:

Take the title of the best book in the niche and type it into the search. See where it ranks. If it's not in the first spot, that means the book has poor optimization. And that means you can overtake it simply by choosing the right keywords.

When you train your eye and start instantly recognizing strong and weak niches, you'll have a huge advantage. Most authors just copy ideas or blindly publish books. But you — analyze and act consciously.

In the next part, we'll talk about the most exciting part — how to turn a niche into a full-fledged book concept. Because knowing where to shoot is half the battle. The important part is creating a product that will definitely hit the target.

Creating a Book Concept

So, let me tell you how I approach situations like this. Let's say I've analyzed a niche and I see that books related to it still appear on the third page of search results. This is an important point. It means there is competition — and it's noticeable — but not catastrophic. This means there is still a chance to break through to the top positions. You just need to approach it smartly.

At this stage, I ask myself the main question:
What can I do to stand out from the rest?

Because, honestly, just releasing another book on the same topic is a dead end. Especially in a competitive niche. You need to create something that people will want to choose specifically from all the other similar books. That is, come up with a reason for someone to say, "Oh! This book is for me."

Here are a few directions I usually think in:

Unique Angle

Can I look at the topic from a slightly different perspective, from an unexpected angle?
For example, if most books are regular planners, I think: who have they not been made for yet? Maybe for moms on maternity leave, young doctors, freelance designers? Or, say, a "Planner for Moms of Twins." It may seem narrow — but it hits the target perfectly. That's the point: you're speaking the same language as your audience.

Added Value

I open up competitors' books and see that they are all roughly the same. What if I add something that others don't have?

Pages with motivational quotes

A section for self-reflection

A step-by-step guide or useful tips

QR codes for additional materials or videos

People love useful features, especially when they make the book not just pretty but truly helpful in everyday life.

Bright, Unconventional Design

Visuals are the first thing a buyer sees.

If the cover is average, it'll just pass by unnoticed.

If it grabs attention, the person will at least click.

I try to:

Use bright, contrasting colors

Make unconventional typography

Include atmospheric illustrations

And most importantly — the design must match the audience. For teenagers — one thing, for businesswomen — another, for children — something else. It may seem like a small detail at first, but in reality, it's one of the main success factors.

Narrow Targeting

Sometimes, the niche is already quite precise, but you can go even further.

For example, you want to create a planner for girls aged 7-12. But what if you make it "Dance Planner for 7-Year-Old Girls Who Love Ballet"?

Yes, it sounds super-specific. But just imagine a mom looking for a gift for her ballerina daughter. And here she sees this exact book. Would she choose a regular planner? Of course not — she'll choose yours.

Better Quality

And finally — just make it better. Not more original, not brighter — but higher quality. People can feel it:

Thick paper that feels pleasant to the touch

Convenient navigation and a logical structure

Detailed instructions

Even small details like lines and grids — everything matters

This may not be an obvious advantage, but it always shows up in reviews. And that brings us to the next point.

Read Competitors' Reviews

If you're not doing this — you're missing out on a treasure trove of information.

I always, always read reviews on similar books.

And especially — negative ones. Because that's where people directly write:

"The paper is too thin, hard to write on"

"Too many blank pages"

"Not enough tasks, it ran out quickly"

Each such review is a clue to what can be improved in your book. And often, these are things that are easy to implement, but authors simply didn't think of them. But you will — and you'll collect your first five stars.

And lastly — don't be afraid to walk away from an idea if the niche is completely saturated. This is not a failure. It's just another step toward a more successful direction. Amazon is huge. There are still hundreds of niches you've never even thought of. You just need to keep searching, think outside the box — and success will definitely come.

In the next part, we'll talk about how to turn the chosen niche into an actual book, from structure to content, from the idea to the cover. And trust me, it will be a real creative adventure.

Creating a Book

Creating a Unique Book

Hi, it's Leslie Bishop again! Let's continue our conversation on how to make your books on Amazon truly unique and valuable to readers.

In the previous part, we talked about the importance of finding your special angle in a niche and adding value that competitors don't offer. Today, I want to dive deeper and share my thoughts on how to make your book listing genuinely attractive — because good content is important, but without a proper "packaging," no one will see it.

You know, many beginner authors underestimate the significance of the listing. They think the most important thing is the book itself: the text, illustrations, structure. And the title, cover, description — those are just formalities. But on Amazon, everything works differently. The listing is your showcase, your business card, your first and most important chance to capture the buyer's attention. It's what someone sees while scrolling through hundreds of similar covers. And if your listing doesn't work — it simply doesn't give the book a chance to be read, no matter how genius it is.

So, let's break down how to create a listing that will really sell. Here's what I always pay attention to:

Cover

This, without exaggeration, is the most important part of your listing. It's the first thing people will "judge" you by in just 2 seconds. It must be eye-catching, professional, and at the same time, match the content of your book. Don't try to make it yourself if you're not a designer. Seriously. It's better to spend a little money, hire a good designer, explain your idea, and set the style — this investment will pay off many times over. A good cover is not just beauty; it's conversion into clicks and purchases.

By the way, folks, it's not just about making a pretty cover — it's also important to test how people will react to it, especially compared to the competition in your niche. This is where Virtualibry always comes in handy for me. On the platform, you can test your cover — or rather, its prototype — in real-world conditions and see how it performs against your competitors' covers. This isn't just theoretical analysis; it's real audience testing.

How does it work? It's simple: you upload your cover and several covers from your competitors in your niche. Then, the platform gathers user feedback, and you can see which cover they choose most often. This doesn't just help you understand how attractive your cover is, but also gives you a chance to improve it in advance if necessary, before launching the book for sale.

← ↻ https://virtualibry.com/survey_library

VIRTUALIBRY GOOD ABOUT THE GOOD PEOPLE

Poll Library Book Library News & Updates 88 Dashboard ESSENTIAL 18590 Virt 550.00 USD

Pick Up a Poll Use filters →

Cover Poll Cover&Title Poll Title Poll Description Poll Mixed Poll English Spanish German 12 Polls 24 Polls

Cover&Title Poll #96-100
 Type: Cover&Title Poll
 Items: 4 Poll Items
 Created: 03-May-2025
 Language: English
 Time: 6 Hours
 Earnings: 120 Virt

Cover Poll #111-885
 Type: Cover Poll
 Items: 2 Poll Items
 Created: 17-May-2025
 Language: English
 Time: 3 Hours
 Earnings: 100 Virt

Cover Poll #118-992
 Type: Cover Poll
 Items: 4 Poll Items
 Created: 26-May-2025
 Language: English
 Time: 3 Hours
 Earnings: 120 Virt

Cover Poll #119-1020
 Type: Cover Poll
 Items: 4 Poll Items
 Created: 26-May-2025
 Language: English
 Time: 3 Hours
 Earnings: 120 Virt

Cover Poll #122-1132
 Type: Cover Poll
 Items: 3 Poll Items
 Created: 26-May-2025
 Language: English
 Time: 3 Hours
 Earnings: 110 Virt

Cover Poll #124-1154
 Type: Cover Poll
 Items: 3 Poll Items
 Created: 29-May-2025
 Language: English
 Time: 3 Hours
 Earnings: 300 Virt

Cover Poll #127-1186
 Type: Cover Poll
 Items: 2 Poll Items
 Created: 01-Jun-2025
 Language: English
 Time: 24 Hours
 Earnings: 200 Virt

Cover Poll #128-1192
 Type: Cover Poll
 Items: 2 Poll Items
 Created: 01-Jun-2025
 Language: English
 Time: 12 Hours
 Earnings: 200 Virt

Cover Poll #129-1207
 Type: Cover Poll
 Items: 3 Poll Items
 Created: 01-Jun-2025
 Language: English
 Time: 12 Hours
 Earnings: 300 Virt

Cover Poll #132-1228
 Type: Cover Poll
 Items: 3 Poll Items
 Created: 01-Jun-2025
 Language: English
 Time: 12 Hours
 Earnings: 300 Virt

Cover Poll #135-1275
 Type: Cover Poll
 Items: 2 Poll Items
 Created: 01-Jun-2025
 Language: English
 Time: 24 Hours
 Earnings: 200 Virt

Cover Poll #136-1284
 Type: Cover Poll
 Items: 2 Poll Items
 Created: 01-Jun-2025
 Language: English
 Time: 24 Hours
 Earnings: 200 Virt

Why is this so important?

It allows you to save money on advertising and avoid unnecessary expenses. If your cover isn't grabbing attention or sparking interest with your target audience, you'll be able to improve it before you start paying for ads. This really helps you understand how well your cover works and boosts its conversion rate without risking any money at the start.

So, before you launch your book, make sure to test its cover on the platform, see how it's perceived by people, and what covers your target audience prefers. It's awesome because you'll get feedback that helps you make the right choice before your book hits the market.

A little later, toward the end of the book, I'll share a couple of fantastic promo codes for this service.

Just a couple of weeks ago, I was getting ready to launch a new book on Amazon. I had a strong concept and a great manuscript, but I wasn't sure if my cover was going to grab attention in the saturated market. At first, I designed it myself, thinking it looked good enough. However, after testing it through Virtualibry, I realized the cover wasn't resonating with the audience as much as I thought it would. The platform allowed me to compare my cover with others in my niche, and the feedback was eye-opening. Armed with those insights, I quickly redesigned my cover, and when I re-launched it, I noticed a significant increase in sales. Virtualibry helped me fine-tune my cover before spending money on ads, which ultimately saved me both time and resources.

Using Virtualibry was truly a game changer for me, and it made all the difference in creating a book listing that actually sells. I can't recommend it enough!

Title and Subtitle

They must be clear, captivating, and at the same time optimized for key search terms. Don't try to cram everything in. Think from the buyer's perspective: "Will I understand right away who this book is for and why I

need it?" Successful titles always strike a balance between meaning and SEO. For example, "Mindful Planner for Busy Moms – A Guided Journal to Reduce Stress and Boost Productivity" — it includes keywords, and the benefits are clear.

Description

Here you have the opportunity to expand on your book. Don't just summarize the content — explain how it's useful. What will change in a person's life if they buy and start using your book? Formulate this in simple, lively language. Add structure: break the description into paragraphs, use bullet points, and highlight key elements. Make it easy to read and visually appealing — because no one wants to slog through a "wall of text."

Reviews

Social proof is incredibly powerful. The more honest, positive reviews your book has, the higher the trust, and the greater the chance it will be purchased. But reviews don't just appear on their own. Ask your first buyers to leave feedback. Include a reminder in the book. Use your social media. Yes, it takes effort, but one review can lead to dozens of sales.

Author's Bio

Yes, it's important. The reader needs to see that you're a real person. That you know what you're writing about. That you didn't just quickly put a book together, but put in experience and soul. Tell them why you created this book. How is it personally connected to you? Show yourself — this creates an emotional connection, and that means more trust and more sales.

Keywords

Oh, almost everyone forgets about these. But it's keywords that help your book show up in search results. Think about what someone would type into the search bar if they're looking for a book like yours. Use Amazon Suggest (search suggestions), tools like Publisher Rocket, or simply apply logical thinking. Then carefully weave those keywords into your title, subtitle, and description. Don't spam, but don't miss any opportunity either.

All of this isn't "trivia" — these are parts of one system that turns a book into a sellable product. And the more attention you give these details, the higher your chances of success.

And one more thing that's often forgotten — keywords. Properly chosen keywords will help your book appear in search results for relevant queries. So, take the time to research keywords and incorporate them smartly into the title, subtitle, and description of the book.

I know that all of this might seem too complicated and labor-intensive for some. But trust me, it's worth it! A quality listing is half the success of your book on Amazon. It can be the deciding factor that tips the scales in your favor when a buyer is choosing between your book and a competitor's.

So don't be lazy, invest time in creating a truly captivating and informative listing. This is your chance to shine and show readers why they absolutely must buy your book. Make the most of it!

Choosing Keywords

Hi, it's Leslie Bishop again! Today, I want to share with you a small but incredibly valuable secret. It's something that will help you better understand your audience and create books that will sell.

It's all about keywords. Yes, those very keywords that people type into the Amazon search bar when they're looking for books. Do you know why they're so important? Because they reflect the real needs and desires of your potential readers.

Let's say you decided to create a book in the Honeymoon Planner niche. What keywords might people be searching for if they need such a planner? Let's think:

"honeymoon planner book"
"wedding planner and organizer"
"bridal shower planner"
"engagement gift for bride"
"wedding planning checklist"

See how many different options there are? And each of them reflects slightly different needs and contexts. Some are looking for a gift for the bride, some for a bachelorette party organizer, and some for a wedding prep checklist.

And here's what I recommend: don't just gather these keywords for promoting your book (though that's important too). Also, analyze them to better understand your target audience.

Ask yourself questions like:

What drives the people searching for these keywords?
What problem do they want to solve?
In what context will they use your book?
What emotions and associations do they have?

Believe me, if you can answer these questions, you'll be ahead of your competitors. Because you'll be creating a book not just for an abstract niche, but for real people with their real desires and pains.

Let me give you an example. Let's say you noticed that people often search for "engagement gift for bride." This already gives you tons of insights:

Your book should look good as a gift — maybe consider gift packaging or premium design.

It should be useful not just for the bride, but also for the one giving the gift. Perhaps add a section like "Tips for Bridesmaids" or "How to Support Your Friend During Wedding Prep."

Focus on the emotional value of the book, not just the practical one. Highlight how your planner will help the bride enjoy the pre-wedding period, preserve fond memories, and so on.

See how many ideas you can come up with just from one keyword? And I'm sure: a book created with these insights will sell much better than another generic honeymoon planner.

So here's my advice: don't just treat keywords as a tool for optimizing your listing. Use them as a source of incredibly valuable information about your audience. Analyze them, put yourself in their shoes, think about how you can give people what they're looking for.

And then your books will be more than just a collection of pages — they'll become real helpers and friends for your readers. And that, believe me, is priceless.

Do you know what the most common question I get from new authors is? "How do I find my audience?" And I always answer — look for it in the keywords! Seriously, guys. You don't need to overthink creating an abstract portrait of your reader. Everything you need to know is already in the search queries on Amazon. People aren't just looking for books there. They're looking for solutions to their problems, answers to their questions, help with their situations. And if you can provide that — consider yourself to have found your audience.

So dig deep, analyze, put yourself in their shoes. Become detectives of your readers' desires. And create books that won't just take up space on a shelf but will become true helpers and friends. Believe me, this is the best thing you can do for your success on Amazon. And not just on Amazon — in any business where there are clients and an audience. Look for people's pains and desires. Solve their problems. Be useful and valuable. And then your books (and your business) will grow and thrive.

Until then — I wish you the best in finding those magical keys that will unlock the hearts of your readers. And creating books that will not just bring sales but also change people's lives for the better.

Creating a Listing

Hello, hello, friends! It's me again, Leslie Bishop. Today, I want to talk to you about where the love for a book on Amazon begins. And no, it's not the content, your deep thoughts, or the amazing plot. It all starts with... aesthetics. Yes, yes, with visual perception. Because when a person is scrolling through search results, their emotions kick in, not their logic. The first impression is everything — like it or not. And if you don't catch their eye within the first few seconds, you've lost. Even if your book is a masterpiece.

That's why the first thing you should pay the most attention to is the cover. Not just "normal," not just "pretty," but truly eye-catching. And it's not just about the large format. On Amazon, most people look at covers in a very small size — on their phones or as thumbnails on the category page. So your cover needs to "work" even in miniature. Clear font, contrasting colors, a solid composition — these aren't details, they're tools that make the difference between a click and a scroll.

The cover is your hook. And if it works, the person will glance a little lower. And what will they see there? That's right, the title. This is the second most important element of your listing. The title should speak for itself. It should grab attention, intrigue, and explain who the book is for and what benefit it will provide. No abstraction, no vagueness. If you just write "Honeymoon Planner," you'll blend in with dozens of others. But if you write "The Ultimate Honeymoon Planner: Your Step-by-Step Guide to the Perfect Romantic Getaway" — now we're talking. This has structure, a promise, clarity. It's clear: this book will help plan the perfect romantic trip. The reader gets interested, trust is built, and they want to click to learn more.

If the reader is intrigued, they'll open your book's page. And here's where the third element comes in — the description. You might think that no one reads it. But that's not true. Those who've made it this far are already warm, nearly ready buyers. And it's the description that can convince them to complete the purchase. This is your chance to "close the deal" and show why they shouldn't leave without your book. So don't write dryly and boringly. Your description should speak the language of benefits. Not about how great you are, but about how the book will help the reader, what will change in their life after reading it. Convince them that you understand their needs, pain, and dream. Explain how your book solves their problem or helps them achieve what they want.

A good description isn't just text. It's structure. First, grab attention, then explain the value, show why you can be trusted. If you have experience in the field, mention it. If there are positive reviews, add one or two. Social proof works wonders. And always end with a call to action. Remind them that now is the best time to start preparing for the wedding or vacation. Push them toward the purchase. The person shouldn't close the page thinking, "I'll think about it." They should say to themselves, "That's it, I'm buying!"

Finally — keywords. This is a technical but very important element. They determine whether your book will even show up in search. Try to choose words and phrases that your audience is actually typing in. Think about what you would type in search if you were looking for such a book. Use these words in the title, subtitle, description — but naturally, without hurting readability. Amazon doesn't like keyword spamming. Everything should be natural, not overdone. Ideally, the keywords should fit seamlessly into the text, not just be inserted "for the sake of it."

Now that you see how all this works — from the cover to the description and keywords — you start to understand: a listing is not just decoration. It's a complex tool that should work like a well-oiled machine. All elements support each other, enhance the effect, and move the reader toward the purchase. And if even one element falters, the whole structure loses effectiveness.

Don't treat the listing as something secondary. It's not "after the book is ready"; it's part of the book itself. It's your salesperson, your marketer, your agent. It works for you around the clock, without weekends. It can either bring in clients or scare them away. So give it the attention it deserves. Look at how bestsellers in your niche are designed. Analyze what works for them. Try different versions. Think of your book as a product — and imagine how you would want it to be presented in a store.

And most importantly — don't be afraid to be creative. Add a little soul, a little emotion, a little story to your listing. Let the reader feel that there is a real person behind the pages who genuinely wants to help. This creates a connection, and connection is what turns browsing into a purchase.

That's all for now, folks! In the next episode, we'll talk about promotion and advertising — how to give your book maximum exposure and kick off sales. I'll share with you the most effective tricks that you can apply immediately. But for now — create, improve your listings, and polish them to perfection. I'm sure you can do it. And remember: aesthetics aren't about "pretty," they're about "effective."

First of all, let's talk about the visual perception of your listing as a whole — not just the cover, but how the entire book page looks in the eyes of the buyer. We live in an era of visual noise, where users have literally a few seconds to decide: click or scroll past. So, everything has to work to grab attention immediately. Scrolling through Amazon is like scrolling through a social media feed: attention is caught by something bright, clean, and professional. That's why the aesthetics of a listing aren't just a "nice bonus," they're the foundation.

Your A+ Content banner (if you use it) is a great opportunity to stand out. Think about it: you could show spreads from inside, visually explain the book's structure, insert reviews in a nice format, demonstrate how the book will be used. All of this creates a sense of value and quality. Moreover, good A+ content doesn't need to be overloaded with text. On the contrary — it should be concise, visually balanced, with good layout. Let everything look as though your book is being published by a large, professional publishing house.

Another advanced technique is emotional positioning. What does this mean? Not just telling what the book does, but speaking in terms of feelings. For example, not "this book will teach you how to save money," but "imagine never worrying about every purchase again and feeling in control of your finances." Notice the difference? The second option evokes an image and emotion. And emotions sell. The buyer should feel how their life will change after reading your book, what they'll gain not just in terms of knowledge, but in terms of their state — peace, confidence, inspiration, energy.

Now, let's talk about reviews. Many people think reviews are something that come on their own over time. And yes, in part, that's true. But successful authors don't sit idly by. They ask for reviews. They insert subtle requests within the book itself. They thank the reader for their purchase and ask them to share their impressions. Some even add a QR code or link at the end. All of this works because every additional review contributes to trust. And trust is the foundation of any purchase. One sincere, real review from a genuine reader can convert into dozens of new sales.

Next — the language of your description. How often do you see descriptions on Amazon that start with the phrase “this book is...” followed by a dull summary of the content? Such text doesn’t spark interest. It’s boring. Your job is to grab attention from the very first lines. Start with the reader’s pain, a question, or a provocation. For example: “Tired of your mornings starting in a rush and chaos? Imagine waking up peacefully, drinking your coffee, and already knowing that your day will be productive.” That’s it — the reader is already in the context. They already want to know how you’re going to help them.

Don’t forget about structure. A large block of text without breaks is hard to read. Use paragraphs, bold text, highlights. The description should be easily scannable. Even a quick glance should convey: here’s the essence, here’s why this matters to me, here’s why I should click “Buy.”

Now let’s look at keywords from a slightly different angle. It’s not just about search queries that help show up in search results. It’s about matching the language. People buy what “sounds like them.” Use terms, expressions, and phrases that are typical for your audience. If you’re writing for young mothers, write like a young mother. If your book is for beginner investors, make the language simple, confident, friendly. This creates the effect: “Oh, this is about me. This author understands me.” And that means the book will be useful.

And finally, don’t be afraid to test. Amazon allows you to make changes to your listing, which means you can and should try different options. Change the title — see if it affects click-through rates. Add or rephrase the description — monitor conversion changes. Compare data, draw conclusions. It’s an ongoing optimization process. The best listings aren’t born on the first try, but through iterations and careful analysis.

That’s why I always say: treat your listing not as a formality, but as your best salesperson. You’re not just putting your book on a shelf and hoping it’ll be noticed. You’re creating a storefront, inviting, persuading, closing the sale. And the better your storefront is designed, the more people will want to look inside.

Tip #1: Use "Magnetic" Words in the Title and Subtitle

We’ve already discussed how important it is for your book’s title to catch attention and spark curiosity. One of the most effective ways to do this is by using so-called “magnetic” words. These are words that trigger curiosity, promise benefits, and evoke an emotional response. It’s these kinds of words that make the reader stop and say, “Oh, this sounds interesting!”

Here are a few examples: “secret,” “hidden,” “underground” — they create intrigue and hint that there’s something inside that not everyone knows. “Fast,” “easy,” “effortless” — promise results without a significant investment of time and energy. “For the first time,” “innovative,” “revolutionary” — emphasize novelty and uniqueness. And finally, “shocking,” “scandalous,” “forbidden” — play on the edge of provocation and stimulate interest.

It’s important not to overdo it — don’t turn the title into a marketing mess. But if you add one or two of these “magnetic” words in the title or subtitle, the result could be pleasantly surprising. For example, a book titled simply “Honeymoon Planner” becomes far more appealing if we enhance it slightly:

“The Ultimate Honeymoon Planner: Secret Tricks to Easily Organize Your Dream Getaway.” Admit it, this title already makes you want to peek inside. It’s no longer just a planner, but a source of secret tricks and an easy path to your dream.

Tip #2: “Warm Up” the Reader in the Description

A book description is not just a dry list of contents; it’s your chance to ignite interest, evoke emotion, and push the reader toward making a purchase. Your goal is not simply to mention that the book includes a calendar,

checklists, and charts. Your goal is to create an atmosphere, immerse the reader in an imagined experience, and show how exactly this book will change their situation or improve their life.

Try guiding the reader through a short mental journey. For example: “Imagine opening this planner, and in front of you is a blank page, ready to absorb your dreams. Page by page, you begin filling it out with your partner: choosing locations, creating itineraries, planning every day of your ideal vacation. The whole process becomes a pleasant ritual, anticipation grows, and with each passing day, you move closer to the moment when your dream becomes a reality. This planner is not just a book, but your personal guide to the best trip of your life...”

Instead of just listing sections, you allow the reader to feel what it's like to use your book. This creates that emotional connection, which often makes all the difference.

Tip #3: Add Social Proof — Even if There Are No Reviews Yet

Reviews are a powerful sales tool. But what do you do if your book is new and doesn't have any reviews yet? Don't worry — social proof can be added in other ways. The key is to show that you're trustworthy and that there's a real person with experience and expertise behind your book.

First, add an "About the Author" section. A couple of sincere paragraphs about your personal experience will already work in building trust. For example: “As a wedding coordinator with 10 years of experience, I've organized over 200 honeymoons — from luxurious resorts to intimate getaways. This planner is a distilled version of all my proven, practical advice.” This immediately creates the sense that the book is written by a professional with something valuable to say.

Second, add testimonials from friends, colleagues, or beta readers. Even a few quotes from those who've skimmed through the book and said, “This is exactly what I needed when preparing for a trip” already creates the feeling that the book has been tested and approved. People love when someone has already “walked the path.”

Third, mention anything that boosts your credibility: degrees, awards, media coverage, involvement in professional communities. Any little detail that shows you know your stuff.

The main thing is: don't be modest. If you don't tell the reader why your book is worth their attention, they'll just pass it by. Social proof is the foundation of trust, even if it's not yet in the form of stars on Amazon.

Tip #4: Constantly Test and Improve Your Listing

Let's imagine you've created a fantastic listing: a good title, “magnetic” words, an emotional description, social proof. Is it time to relax? Unfortunately, no. This is where the real work begins.

Amazon is a dynamic marketplace, and your listing needs to constantly adapt. Try different variations of titles and subtitles. Change the wording in the description. Rearrange blocks. Add and remove keywords. Sometimes even one small tweak — like replacing the word “trip” with “getaway” — can affect your CTR and search rankings.

And be sure to track results. Watch how views, clicks, and purchases change. If one version shows improvement — stick with it. If not — analyze what went wrong and try another. This is an ongoing optimization process, and it's what turns a good listing into a truly profitable one.

So, are you ready to apply these tips and take your books to the next level? Remember: a listing is not just a description. It's your digital salesperson. It works for you 24/7, greeting every potential reader and answering their question: "Is this book worth buying?" Make sure the answer is obvious — "Of course it is!"

If you need help — feel free to reach out. I'll be happy to look at your listings, give recommendations, or just offer support. We're in this together: creating great books, helping people, and building our stable income. Together — it's always easier and faster.

You know, guys, I've been through this entire journey. I've faced these mistakes myself: bad listings, weeks without sales, disappointments, and moments when I wanted to give up. I know how hard and scary it is — when you pour your soul into your book, but don't see any return.

But I also know that it all works. If you don't give up, if you believe in yourself and keep learning — the results will come. Maybe not immediately. Maybe you'll have to go through many failures and mistakes. But at some point, you'll write that perfect listing, find your niche, and build your loyal audience. And that's when the real magic will begin.

I've been through this. And I've seen hundreds of other authors go through it. Those who didn't give up — they all eventually succeeded. It's not always millions of sales (though that does happen). But stable income, creative self-fulfillment, and recognition from readers — that's what matters most.

So my main advice is: believe in yourself. Believe in your books. Keep writing, keep publishing, keep experimenting. And don't expect instant results — this is a marathon, not a sprint.

But I promise you: if you don't give up, if you apply the knowledge I'm sharing — you'll succeed. Time will pass, and you'll look back, amazed at how far you've come. How many books you've written, how many lives you've changed, how many people you've helped.

And then you'll realize that it was all worth it. All those sleepless nights, all those listing edits, all the failed attempts. Because you've found your calling, you're doing what you love, and you're making money from it.

Isn't that why we're all here? So don't give up, friends. Write. Publish. Learn. Grow. You'll make it — I believe in you.

Software for Activity Books and Beyond

When it comes to software for activity books, I have several programs that I use and consider useful. They are from the same company that produces software for hand-drawn mazes, and they will help you create various puzzles, including word search puzzles. If you're looking to create such books, I recommend you don't outsource this process but use the software yourself. Why? Because with these programs, you'll be able to do it quickly and efficiently. I will leave links to all the necessary resources in the description, so you can check them out on your own.

But here's something important to understand: yes, this is a kind of advertisement, but it's all about the real benefit for your business. If you're considering purchasing software as part of your publishing expansion strategy, be realistic. For example, if you buy a maze-making program, don't think that simply spamming Amazon with maze books is enough. The market for these books is too small to build a stable business on it. However, if you plan to use this software to create broader projects, like activity books with a variety of puzzles, then it will be worth it.

The same goes for word search creation programs. Sure, you can sell these books separately, and yes, with this software, you can create them quickly and easily. But I still recommend using them as part of more

comprehensive books. It's important to remember that these programs aren't a means for "quick money." They should be part of your long-term strategy and serve to improve the quality of your publishing business. Don't use them if they don't inspire you to create something new and cool or if they simply make your life easier and fit into your current strategy.

Now, let's talk about another tool I use often in my work — Helium 10. I've talked about this tool several times on the channel, and for good reason — I really love it. It's powerful software, but it's expensive, and I would recommend it only if you already have a stable income from publishing. Helium 10 is a great tool to take your business to the next level. However, if you're a beginner or don't have a sufficient budget yet, I strongly advise against buying this software right away. Don't spend all your funds hoping it will "work miracles" — it won't. Helium 10 is a tool that enhances your work but doesn't replace it. Use it only if you can afford it.

Why do I say this? Because Helium 10 is an amazing tool, but it's not for everyone. I use it to analyze traffic for a niche, check if keywords are working, and set up advertising campaigns. All of this helps me optimize my business and get better results. But remember: this tool is for those already in the business and looking to take the next step. If you decide to buy Helium 10 and are interested in how I use it, you will get access to my private Facebook community, where I post about 15 videos showing how I personally use this tool for publishing business. But it's important: if you buy Helium 10 and want access to the group, you must reach out to me. This is not an automatic process. The best way to contact me is on Facebook — find me by the name Chris Ray Dog and send me a message.

And remember, every tool should be part of your overall strategy, not the one-size-fits-all solution. After all, success depends on how you approach the work, not on what programs or software you use.

The next service I highly recommend, especially if you're just starting and have a limited budget, is Creative Fabrica. I know that many beginner authors try to start their publishing business without extra expenses, and it's possible. However, if you really want to accelerate your progress, especially in creating low-content books, I highly advise using Creative Fabrica. And you know what? The first month of the subscription costs just \$1, and after that, it's relatively affordable. This is a real gift, especially for getting started.

The main "feature" of Creative Fabrica is its fonts. For low-content books, such as notebooks, journals, calendars, and others, a large part of the cover is text. And it's the font that often determines whether your book will look appealing to the buyer. On Creative Fabrica, you get access to 89,000 fonts, which gives you incredible opportunities to find the perfect font for any niche. You can experiment and find something unique that will make your book stand out from the competition.

But that's not all. A+ content is an important component of successful Amazon listings. It's the visual presentation of your book's page that makes it more attractive to buyers. And this is where Creative Fabrica helps even more. They have fantastic mock-ups that you can use to create visual images for A+ content. You just insert your cover or pages into these templates, and you get professionally looking images for your listing. This really changes how the book is perceived by buyers because visual appeal is a key part of making a purchase decision.

They also have lots of useful templates. For example, if you're creating coloring books, you can download ready-made mock-ups, insert your cover or pages, and add them to your A+ content. There are even interior mock-ups that make the book even more attractive. Everything looks professional and allows you to significantly improve your chances of making a sale, especially with such a great start — just \$1 for the first month.

However, I want to point out right away that not everything on Creative Fabrica is worth using. I don't recommend using the section with ready-made KDP interiors. I've said many times that buying ready-made templates for interiors is not the best route. Yes, Creative Fabrica is a great service, but this part I would avoid. It's best to create the interior of your book yourself or hire someone to do it, and use Creative Fabrica for adding visual elements. For example, if you're doing a word search on animals, find images of cats, dogs, or

other animals and add them around to liven up the pages. This will make your book unique and visually appealing. But never buy someone else's template and sell it without changes — it doesn't work and could affect your sales.

So, if you want to really take a step forward in your publishing business, try Creative Fabrica. The first month for just \$1 is a great opportunity to get started. The link will be in the description, and I highly recommend checking it out.

Now, two final tools I highly recommend, and what's nice — both are free. These are two Chrome extensions, and I've mentioned them more than once, though they're not installed on this computer right now, but that doesn't change the essence.

The first extension is DS Amazon QuickView. It allows you to immediately see the BSR (Best Seller Rank) on Amazon's search page without going into individual book pages. This really saves time since you can see how popular a book is directly in the search results. No extra clicks and waiting. Be sure to install this extension — it will make your work much easier.

The second extension is AMZ Suggestion Expander. This extension expands the standard search suggestions on Amazon. Normally, Amazon shows you only the standard white suggestions, but with this extension, you get additional suggestions: both before and after the entered word, as well as a whole list of related keywords. This is super useful when you're looking for a niche for a book or picking keywords for advertising. It's a tool that will definitely help you!

If you don't like this particular extension — no problem. Self Publishing Titans has a similar tool that you can also try. But in any case, I'm sure this extension will help you find new ideas for books and ads.

And finally, I want to emphasize the most important software — it's your brain and common sense. All these programs, extensions, and tools are great helpers. They can help you increase sales and make your books more attractive to buyers. But none of this will work if you don't have a solid understanding of Amazon and what buyers really want. And that's the main goal of this video — to teach you to sell books to people, not just rely on software. Programs are just tools that make your job easier. It all depends on you, how you think and approach the process.

I hope this video has helped you understand how to properly use tools for your publishing business. I hope now you have a clear understanding of which direction to move forward, and you'll be able to apply this knowledge to succeed in publishing.

QR Codes for Books

Okay, let's talk about an important — but often overlooked — topic: QR codes for books. I know, it might sound a little "technical" or even boring. But trust me, if you're in the publishing business and want to grow your audience, collect subscribers, offer bonuses, and truly understand what works — QR codes are an essential tool.

I use QR codes in every one of my books. Why? Simple: they allow you to connect your physical or digital book with your sales funnel, website, social media, or bonus page. Just imagine: a reader opens your puzzle book and sees a message like "Scan this to get 5 bonus puzzles for free." Boom — you get a click, a new subscriber, and potentially a future customer.

But for any of this to make sense, you need one thing — stats. You need to know how many people are actually scanning your codes, which links perform better, and which ones should be replaced. And this is where the magic happens.

I've tried a bunch of different tools, but the one I've stuck with is the QR Code Generator from Puzzle Generator. First of all, it's free and doesn't require any login. Second, it lets you create not just stylish codes, but trackable ones — so you can actually see how many times your QR code was scanned, what device was used, where the person is from, and when it happened. That's powerful. You're no longer just guessing — you're building a system.

For example, I make different QR codes for different books, or even different pages within one book. One code leads to my website, another to a free bonus PDF, another to a sign-up form. Then I just log into the analytics dashboard and see: okay, the maze book got twice as many scans as the Sudoku one. That means I can make real decisions and grow — not by guessing, but by understanding my readers' behavior.

Here's another cool feature: you can customize your QR codes with your logo or match the colors of your book cover. It looks clean, professional, and trustworthy. And yes, this tool lets you do it in just a couple of clicks.

But let me be clear: QR codes are not a magic bullet. They won't replace a proper funnel, email sequence, or valuable content. They're a tool that works when you understand what you're using it for. Don't just slap a link to your Instagram "because everyone does it." Give your reader something of real value — a bonus, a guide, an extra puzzle, or a discount. That's when people will scan, click, and stay with you.

And the best part — it's simple. The generator from Puzzle Generator is super easy to use. Even if you've never made a QR code before, you just go to the site, paste your link, customize the look, and download the PNG. That's it. No logins, no subscriptions, no headaches. That's exactly why I recommend it. I use it myself — and you should too.

One last thing: build your audience. QR codes are a bridge between your book and your business. Don't miss the opportunity to turn a one-time buyer into a long-term follower. Use that bridge wisely.

Link to the generator is in the description. Give it a try — you'll thank me later.



Running Ads: Principles

So, let's talk about advertising for low-content books. This is a topic I often touch on because it's so important to approach the promotion of such books correctly. In fact, for these types of books, the advertising strategy shouldn't be complex. It should focus on a single goal — getting your book to the first page for a specific keyword. That's it. That's the main and only benchmark you need for success.

When we talk about low-content books like notebooks, journals, planners, crossword printables, and the like, you need to understand that, first and foremost, success comes from visibility. People are searching for such books, and for them to buy yours, it needs to be visible, including through advertising campaigns.

But here's the important thing: don't aim to hit the top 3 search results on Amazon. Many publishers, especially beginners, think that advertising should get their books to the top positions, as if that's the only path to success. But that's not the case. Set more realistic goals. If your book is already in the top 15 results, that's a success. That's the point where you don't need to do anything else. Just stop. Trust me, that will be enough.

An important point: for low-content books, don't expect your book to land in the top positions. Why strive for the top 3 when your main focus should be visibility? For these books, it's important to be on the first page of the search results. Everything else doesn't matter as much because people searching for, say, "funny notebooks for writing" or "planners for organizing" are unlikely to scroll beyond the first 15-20 results.

That doesn't mean you should neglect the rest of the work. Of course, your book should be attractive, its cover should be high quality, and the description should be well-structured with the right keywords. But what you really need for successful advertising of a low-content book is to make it to the first page.

And here's where an important point comes in: you don't need to spend money trying to get to the top 3 or top 10. Your goal is simply to get your book on the first page, and for that, a modest advertising budget will suffice. You need to understand that advertising isn't magic. It works, but its power is limited. Your goal is to get what's called "visibility" for your target keyword. If you've made it to the top 15, don't try to improve your position. Stop.

Amazon ads work on an auction basis. You can set a bid and offer a price per click, but that doesn't mean you'll pay for every click that helps you get to the top. In most cases, you pay for a click that leads to a purchase, and that's enough to get you to the first page.

When your book makes it to the first page, you'll see an increase in sales. This happens because buyers often don't go past the first page. So, just being there puts you in a good position. If people see your book in the first 15 results, the likelihood of them buying it is significantly higher. But here's the important thing — once your book is on the first page, don't keep raising your bids. It won't bring you any additional benefit.

Why is this so important?

Because the higher your bid, the higher your advertising budget. And that doesn't necessarily lead to more sales. Your goal is to optimize ad costs while minimizing your bid. Just let the ads give your book the visibility it needs and keep it there. That's it. You don't need to keep trying to get into the top 10 or top 3 once your book is already in the first ten results. It's enough for your book to be visible on the first page.

Many publishers, trying to achieve the best results, get too caught up in high bids and unnecessary competition. They start spending huge budgets trying to land the top positions. But that doesn't always work. Instead of aiming for the top 3, focus on maintaining a stable presence in the first 15 results. This will give you much more with fewer expenses.

It's important to remember that advertising is not the only factor for success. Besides advertising, you need to work on improving your products. Your books need to be attractive and of high quality, not just hidden among many others. Quality and visibility are the two most important aspects that will ensure your success.

The main goal of advertising for low-content books is to show your book to the user. All you need is for the person searching for a book with your keyword to see yours in the search results. And here's where the important part begins: once the user sees your book, it all depends on how it looks. Your job is to make sure they choose your book.

At this stage, the importance of your listing and cover becomes critically important. These are the moments that determine whether a person will buy your book or keep looking. Once your book is on the first page of search results, you just need to be confident that you've prepared it correctly. That's why the cover and listing are so important.

The cover is the first thing a buyer sees. It needs to be attractive, professional, and meet the expectations of your target audience. This is especially important for low-content books, where visual appeal plays a significant role. If your cover stands out from the competitors, the chance that the buyer will click on it increases significantly.

Next, the listing. The book description needs to be clear, appealing, and as informative as possible. It's not just a collection of words, it's your chance to convince the buyer that this book is exactly what they need. The description should highlight its features, usefulness, and maybe even use keywords so that it's well-indexed by Amazon's search engine.

Thus, your task with advertising comes down to ensuring that your book gets seen. After that, it all depends on how it's presented: the cover and listing need to be so attractive and professional that anyone who sees your book in the search results just can't ignore it.

You need to be sure that your book is not only visible but also makes the buyer want to purchase it. So, all advertising needs to do is bring the user to your book. And for it to be chosen, it needs to look like a book that the user would be willing to spend their money on.

The whole process works like this: advertising is simply a tool to get your book on the first page, and then it needs to be so appealing that the buyer picks it out from the many others. Don't chase after top positions — being in the first 15 results and offering a bright cover and convincing listing is enough to sell your book. Everything else depends on how well you can present your product.

Quick and Effective Ways to Get Book Reviews

Here, I'll share my personal experience — it's priceless, and I think some of what I'm about to tell you will be completely new. I'll show you the websites I currently use to speed up the process of getting reviews for my books, and teach you how to use them. Believe me, it's pretty cool.

But before I tell you which specific sites I use, I need to take a step back and give you some context.

Imagine you're a new author on Amazon. You've released your book, uploaded it to the platform — and what's next? Right, you need reviews. But how do you get them?

When KDP was just starting to gain popularity, things were easier. I give you my book, you give me yours. I leave a review on your book, you leave one on mine. Everyone's happy, both with reviews. But Amazon quickly realized that these schemes were turning into closed circles for review exchanges. They started blocking these practices because reviews need to be honest and independent.

Then there was a time when people — mostly from Pakistan and India — called themselves “virtual assistants.” Even on platforms like Upwork or Fiverr, you could find ads like “I'll be your virtual assistant.” But in reality, they were offering paid reviews. Yes, simple and crude. I remember this well: an unverified review — \$1.50; a star — \$0.50. It was super convenient, especially when you were just starting out. A dozen reviews and 50 stars — great.

But here's the truth: these people and the authors who used their services were violating Amazon's rules by artificially inflating fake reviews. That's bad. And, of course, Amazon fought this decisively and wiped out those guys — they're gone now, so don't waste your time searching for them.

The last time someone I knew ordered such a service, yes, the reviews and stars appeared quickly — but about a month later, Amazon removed all those fake reviews. Fortunately, the account wasn't banned, but I've heard of cases where accounts were blocked. I'm telling you this just so you don't look for shortcuts. It's too risky for your business.

When the era of virtual assistants ended, new websites emerged that use specialized systems to manage reviews without violating Amazon's rules. This can be called the evolution of review exchanges — but with a structure that helps comply with the rules.

How does it work?

It's very simple.

There's me, there's you, and there's a whole bunch of other authors. We all upload our books to one platform. The platform creates a shared pool — a list of available books. I can choose any book (except my own), read it, and leave a review. Once I leave a review, the book disappears from my list of available books. For reading and reviewing, I earn, let's say, 2000 points. I can spend these points to place my book in the pool and get reviews from other participants.

The system is pretty simple, and it avoids direct one-on-one exchanges, which is exactly what we need.

You don't have to leave a review specifically on my book, and I don't have to leave one specifically on yours.

The exchange works in a chain: one person takes a book, another takes someone else's, and so on.

This creates a healthy, mixed system where all authors gradually earn points and reviews.

In short, the concept is this:

- You earn points by leaving honest reviews.
- You spend points so that others leave reviews on your book.
- You never exchange reviews directly with one person — it always happens in a cycle.

Is this the safest method? Probably not 100% — there's always a slight risk. But as of spring 2025, I personally haven't heard of any cases where reviews disappeared or authors were punished by Amazon for using such systems. With normal and stable operation, you can realistically collect 20–40 reviews per month.

This system helps authors gather reviews quickly and in large volumes without directly violating Amazon's rules. Yes, it takes time, effort, and attention — but if you want your book to actually sell, not just sit dead on the shelf, this tool is worth trying.

And by the way — soon I'll be sharing a promo code that you can use on Virtualibry to start and test this system for yourself. Stay tuned!

Now About the Three Main Sites I Use

- The first one is called Get Books Reviewed.
- The second is called Pubby.
- And the third — my personal favorite — is Virtualibry, and yes, I have a promo code for it that I'll share with you later!

Get Books Reviewed — Decent Platform, Though the Design Could Be Better

Let's dive into Get Books Reviewed. Imagine you've already registered on this review exchange platform, and you're all set to add your first book. Where do you start? It's pretty simple.

On Get Books Reviewed, you have the option to add bonus tokens to your listing to make your book stand out and attract more reviewers. The way this works is that when you publish your book, you pay a certain number of tokens — let's say 2,450 tokens — to get it added to the system. But here's where it gets interesting: you can also add a "daily double bonus," which makes your book far more enticing to reviewers.

Get Book Reviews for amazon.com®

125K+
Reviews

A Book Review Site for
Like-Minded Authors and Reviewers

WATCH THE VIDEO & SEE HOW IT WORKS 

Not an author? You can earn access to free books to review! [Join the reviewer wait list.](#)

For example, when I add the daily double bonus, the reviewer who picks up my book and leaves a review will now earn double the tokens. So instead of just 2,450 tokens, they'll earn 4,900 tokens for a review. This instantly makes my book way more appealing than others in the pool that aren't offering such bonuses.

But I don't stop there. If I want to make my book even more attractive, I can throw in an extra bonus. Let's say I add another 1,000 tokens to the pot. I click "Submit," and now I'm down to 12,150 tokens from my original 13,000 because I've spent part of my tokens on the bonus.

Now, when I scroll through the list of available books, I see that the reviewer will get 5,900 tokens for reviewing my book. This makes my book stand out even more because I've incentivized reviewers with additional tokens. But of course, there's a catch — if I'm giving out more tokens, I need to keep reviewing other books myself to earn tokens, so I can continue to offer bonuses like this.

Now, let's head over to the Review Library. This is where you can see all the books currently being promoted on the site. There are tons of options — 38 pages of books in fact! It's quite an extensive collection, offering a wide variety of books and tokens.

As I scroll through the available books, I come across titles like the Geneva Bible which offers just 1,650 tokens for a review — that's not a lot. Then, I spot another book that's only offering 700 tokens. But then, I see How to Play (I have no idea what that book is, but it's offering 2,000 tokens thanks to the bonus).

I can pick any book I want from this list. Typically, I look for books that offer the most tokens. For example, if a book is offering 3,000 tokens for a review, and I only spent 2,450 tokens to publish my own book, I'm left with extra tokens that I can use for the next round of reviews.

To keep track of everything, I can go to "Books I've Reviewed." Here, I can see all the books I've reviewed so far. There are multiple pages — like four pages of past reviews — so I can easily look back at everything I've contributed. This helps me track my progress, see how many reviews I've left, and how many tokens I've earned along the way.

Overall, the platform is pretty simple and straightforward, but the design could definitely use some improvement. It's functional, but the user interface could be a little more intuitive. Still, it's a solid tool that helps authors like myself quickly gather reviews while maintaining a system that rewards both reviewing and being reviewed.

With Get Books Reviewed, you not only get to promote your own book but also get access to a community of reviewers who are incentivized to leave honest feedback, ensuring a fair exchange for everyone involved. The platform is great for speeding up the review process, but it's important to keep an eye on your token balance and continue engaging with others to keep the cycle going.

So, there you have it: a review exchange platform that lets you offer and earn tokens in exchange for reviews, making it easier to get feedback for your book while following a more structured system that stays within Amazon's guidelines.

Pubby — The Original Review Exchange Powerhouse

Let's move on to another platform I regularly use — Pubby. Out of all the review exchange services I've tried, Pubby is the one that has consistently delivered the most reviews for my books.

Sure, you'll hear mixed opinions. Some users complain it's too slow. Others say it doesn't always function perfectly. But honestly, every platform has its pros and cons, and your experience often depends on how you use the tool — not just the tool itself.

pubby Features FAQs Pricing Log In Try For Free

Get 5 to 10 Reviews Every Week for Your Books

Pubby provides authors with visibility and credibility on the largest online bookstore through verified reviews.

Add more books to get reviewed at any time

Your Books

- Author
 - The Shape Of Love
 - 12 reviews
 - 4.9 avg rating
 - GET REVIEWED
- Reader
 - Chasing Clouds
 - Find Book

Your Activity

- Your book The Shape Of Love has been reviewed. 3 hours ago
- Your book Wandering About Wind has been reviewed. 2 days ago
- vkr 1200 Your book The Shape Of Love was upped to be reviewed. 6 days ago
- vkr 1200 Your book The Shape Of Love was upped to be reviewed. 3 weeks ago
- Your book The Shape Of Love was approved. 2 weeks ago
- Your book The Shape Of Love was submitted for approval. a month ago

Review History

	The Shape Of Love	Wandering About Wind
June	10	3
May	2	-

The best way to get reviewed

- ✓ Unlimited
- ✓ No charge per review
- ✓ Proven by 100,000 reviews

Try For Free Cancel anytime.

Pubby operates on the same basic principle as other review platforms: you review other authors' books, earn points, and then use those points to get reviews on your own books. On Pubby, those points are called Snaps (instead of "tokens" like on Get Books Reviewed).

But here's an important difference:

Pubby doesn't let you offer any extra incentives, bonuses, or multipliers to promote your listing. This creates a more even playing field, where books succeed based primarily on their quality, not just how many points the author throws at reviewers.

That might sound like a downside, but in reality, it means one thing:

If your book is actually good, you don't need to game the system.

Reviewers will choose it because they want to read it — and they still earn a fair number of Snaps for doing so.

Now, let's talk about money. Pubby costs just \$20 per month. That's it. For the price of two lattes, you unlock access to a huge network of readers who will leave verified reviews on your book. Think about it: getting honest, verified Amazon reviews for \$20/month is an insanely good deal — especially when those reviews can dramatically improve your sales and search ranking.

Amazon is a competitive marketplace. Without reviews, your book is invisible. With even a few dozen solid reviews, you instantly gain social proof, credibility, and higher conversion rates. Pubby helps you reach that critical mass faster.

How It Works: Step by Step

Once you sign up, adding a book is simple.

Just click Add Book, enter the title and author name, and hit Continue. Then fill in all the usual stuff: upload your book cover, add a short description, paste your Amazon link, and select relevant categories.

After that, submit it for approval.

In my experience, the review team usually gives you a decision within 3–4 hours. Once it's approved, your book appears in the Library — and now it's live and visible to thousands of other users.

Finding Books to Review

To earn Snaps (so you can “pay” for your own reviews), just go to the Reader tab and scroll down to the Library. There, you'll see dozens of books available for review — each with a number indicating how many Snaps you'll earn by reviewing it.

Snaps vary. Some books offer 1,000 Snaps, others go up to 2,500+. I always sort the list by “Most Snaps” first — because why not get the biggest return for your time?

Let's say I find a book offering 2,770 Snaps — that's a top-paying listing. I click to claim it. At this point, I'll need to purchase the book on Amazon, usually for around \$4.99.

Is It Worth Paying \$5 Per Review?

Some people hesitate here: “Wait — I have to buy the book?” Yes, you do. And honestly, that's the beauty of the system.

Think about it like this: if you spend \$5 per review, and you get 50 real reviews, that's just \$250 total. Those 50 reviews could easily make you back \$1,000+ in increased sales, especially if you're following a smart long-term launch strategy.

For me, it's a no-brainer. Every \$5 I spend is part of a long-term investment. I know from my own stats and analytics that the book will earn it back — and more.

A quick note: on Pubby, you can have up to three active reviews at a time. If you've claimed three books, you'll need to finish and submit at least one before you can grab another. That helps keep the system fair and active.

Virtalibrary — My Favorite, with More Power and Control Than Any Other Site

Let me tell you straight up: Virtalibrary is my absolute favorite review platform. Nothing else even comes close. Why? Because it gives you something no other site does — real control over the speed and visibility of your assignments. That's the game-changer.

The screenshot shows the Virtalibrary website interface. At the top, there's a navigation bar with links like 'Poll Library', 'Book Library', 'News & Updates', 'Dashboard', 'FREE', '18290 Virt', '\$50.00 USD', and 'Logout'. Below this is a 'Genre Filter' sidebar on the left with categories like 'Cookbooks, Food & Wine', 'Literature & Fiction', 'Young Adults & Children's', etc. The main area displays a grid of book assignments. Each assignment card includes a book cover, title, description, due date, read time, earnings, and purchase requirements. For example, 'Quick & Easy Diabetic...' offers 1120+20 Virt and a free file download. Other books like 'Murder aboard the...', 'Gluten-Free Cookbook', 'Baofeng & Quans', 'Core Skills For Young...', 'Easy & Delicious...', 'DASH Diet Cookbook', 'Start Djing: The Short Guide', 'Magical Cat Adventures', 'Sports Trivia & Fun Facts', 'Summer 3000 Word...', 'Leadership Through Self Improvement', 'The Unconnected Roots', 'Warbound', 'RAY TAYLOR', 'Forged of Fire', 'The Complete Low...', 'Sudoku Book for Adults...', 'Diabetic Diet After 60 f...', and 'Way of the Wolf' are also visible.

Let's start from the top.

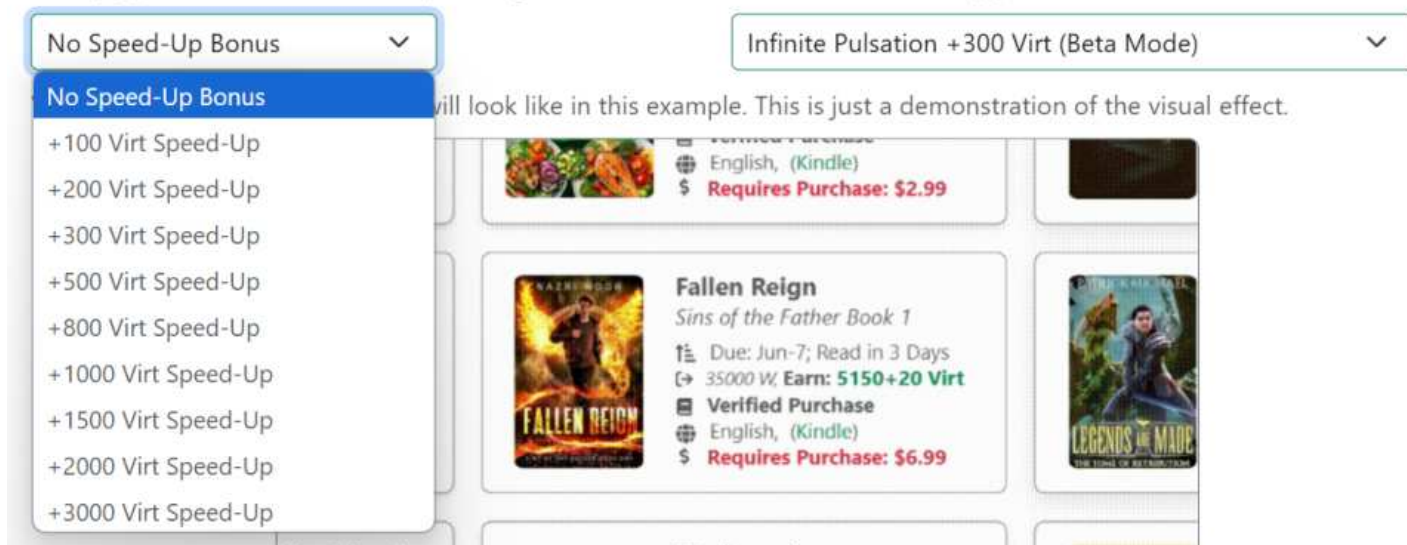
First of all, Virtalibrary lets you add one book completely free. Yep — zero cost, full functionality. You can start getting reviews right away without paying a dime. That alone makes it worth trying.

But here's where it gets even better.

Unlike other platforms, Virtalibrary is the only site that allows you to increase the reward (price) on your review assignment at the time of posting. You want to attract reviewers faster? Just bump up the reward — and you're done. More Virts = more visibility and quicker turnaround. You don't have to wait around and hope someone picks your book. You control the pace.

Speed-Up to Boost Competitiveness:

(Optional) Readers pick higher-paying assignments first. Add a bonus to help yours stand out and get done faster. You can also apply visual effects, such as a pulsating animation or a bold color frame, to help your offer stand out even more.



And that's not all.

Virtalibrary also lets you add visual effects to your assignment — like colored highlights and animation — so your listing really stands out in the library. That kind of attention-grabbing presentation? Totally unique. It makes your book impossible to ignore.

That's why I call it the best of the best — because no other service gives you this level of fine-tuned control over both speed and appearance. You're not just hoping someone picks your book — you're steering the whole process.

But let's go deeper. Virtalibrary also offers:

Country-specific filtering — Need reviews only from Canada, the UK, or Italy? No problem. You can choose exactly who sees your listing.

Photo reviews — Want reviewers to upload real pictures of your book? That's an option too — and it works wonders for credibility.

Keyword-search tasks — You can require reviewers to find your book by searching Amazon. This mimics natural organic discovery and boosts your book's algorithmic ranking. Total pro move.

Virt transfers — Got multiple accounts? Need to borrow tokens from a friend? You can freely transfer Virts between accounts. No restrictions.

And Virtualibry keeps getting better. They recently added a feature where you can rate the quality of the reviews you receive. That way, both you and the platform can track which reviewers are delivering helpful, thoughtful feedback — and which ones are just phoning it in.

All in all, Virtualibry is my go-to, every single day. It's the most advanced, customizable, and results-driven review exchange site out there. I use it not just because it works — but because it gives me control over how it works.

Ready to give it a shot? Here's your bonus:

Promo Code: **LESLIE30** — Get 30% off any paid plan for a full year.
Or use **LESLIE50** — for 50% off your first payment (monthly or annual, your choice).

And no, these aren't affiliate links — I don't earn a cent from your sign-up. I recommend this because I genuinely use it and believe in the value it delivers.

If you're serious about growing your reviews and sales on Amazon — Virtualibry is the tool you need.

Final Thoughts & Recommendations

Looking back at my experience as a self-published author, I can confidently say that platforms like Get Books Reviewed, Pubby, and especially Virtualibry have been absolute game-changers for me. Thanks to them, I've managed to get hundreds of reviews across multiple books — and those reviews have done far more than just decorate my Amazon pages.

They've helped me build credibility, dramatically improve my conversion rates, and, most importantly, generate consistent income. These platforms became the foundation for scaling my author brand and treating publishing like a real business.

But let's answer the big question:

Are Amazon reviews really that important?

The answer is simple — absolutely, yes. They can literally make or break your book's success.

Here's a real example from my journey: I had a book sitting comfortably with around 80 reviews, performing well and converting browsers into buyers. Then, out of nowhere, Amazon removed about 50 of them. No warning, no explanation — just gone. Overnight, my book dropped to about 30 visible reviews.

The book itself hadn't changed. Same cover, same content, same price. But the impact on sales was immediate. Without that crucial layer of social proof, the conversion rate nosedived. Sales slowed to a trickle. Within weeks, that book — which had once been a solid performer — became practically invisible and stopped generating income.

So yes, reviews matter. A lot.

That's why I urge you to treat review collection as an essential part of your publishing strategy — not just a nice-to-have. Of course, always do it ethically and within Amazon's guidelines. Avoid shortcuts, fake reviews, or anything that could jeopardize your account. Losing your Amazon publishing privileges isn't worth it.

Sure, the process can feel slow. You won't always get 100 reviews in a month. But even if you only get 10 or 20, and keep stacking more month after month, in three months you can hit that golden milestone of 100 reviews — all while staying completely compliant and sustainable.

Here's the honest truth: publishing on Amazon KDP is not easy money. It's not instant. And it's definitely not passive — at least not at the beginning. But it is real. It is possible. And if you approach it with patience, strategy, and a willingness to learn and adapt, it can change your life.

And guess what? Those three months are going to pass anyway. Whether you take action or not, the time will move. So why not invest that time in building long-term momentum?

Every legitimate review you earn is doing heavy lifting for your business:

- It improves your conversion rate
- It builds trust with new readers
- It increases your organic rankings
- And it brings in more sales and royalties over time

That's the kind of snowball effect every author wants — and it all starts with reviews.

So here's my recommendation:

Start now. Stay consistent. Be strategic.

Use trusted platforms. Offer readers genuine value. Focus on long-term gains, not quick wins. If you treat your publishing career like a business, and understand how important reviews are in that ecosystem, you'll set yourself up for real, lasting success.

Because when your book earns trust — it earns readers. And when you earn readers — you earn revenue. It's that simple.

Conclusion

First of all, thank you for taking the time to read this book. Whether you've just started exploring the idea of publishing on Amazon KDP, or you're already knee-deep in your publishing journey, I genuinely appreciate that you gave these pages your attention. I wrote this guide not as a blueprint for overnight success, but as a realistic, no-fluff roadmap that reflects the actual experience of building a self-publishing business in today's market.

If there's one thing I want you to take away, it's this: it's possible. It really is. You don't need to be a marketing genius, a bestselling author, or someone with a huge budget. But you do need to be patient, curious, and — most importantly — persistent. Most people give up too early. They publish one or two books, see no sales, and assume the market is dead. It's not. But success on KDP requires strategy, creativity, and a willingness to keep testing and improving.

Yes, you'll face challenges. Some books won't sell. Niches will get saturated. Ads might flop. But every failure is a step closer to figuring out what does work. If you approach KDP like a long-term business, not a get-rich-quick scheme, you'll eventually build a strong foundation.

Don't be afraid to experiment. Don't be afraid to fail. Every top publisher once sat exactly where you are now — unsure, uncertain, maybe even a bit overwhelmed. What made the difference was that they kept going. They kept learning, kept publishing, and kept adapting.

So here's my final encouragement to you: Fight. Try. Adjust. Repeat. Make something you're proud of. Don't rush. And above all — don't give up. Success rarely comes in a straight line, but if you're consistent and keep taking steps forward, you'll look back in a year and be amazed at how far you've come.

I wish you all the best on your publishing journey. You've got what it takes — now go make it happen.