

# **The 8 Common Mistakes that Kindle Publishers Make**

## **MISTAKE NUMBER 1: POOR NICHE SELECTION**

This is the mistake that I see most Kindle publishers make, and it's also the reason why most people who self-publish a book don't make much money!

If you're publishing a book in a niche that nobody is interested in, then it doesn't matter how good your book content is; it simply won't sell!

In fact, it's a lot easier to sell a low quality book in a good niche, than it is to sell a high quality book in a bad one.

By good niche, I mean that you're picking a topic that people are already searching for on Amazon. This means that there are already hungry customers looking for books just like yours, and they're ready to buy!

You can tell how good a niche is by actually checking out how your competition is doing. Before deciding on a book topic, have a look at the bestseller ranks of the books already published in that niche.

Are there a few books with a bestseller rank of 100,000 or better?

If not, then move on. There simply isn't much money to be made on that topic.

By better than 100,000, I simply mean a lower number. With a bestseller rank on Amazon, the lower the number is, then the better it's selling. For example, if you see a book with a bestseller rank of just 10,000, that means it's selling really well!

So mistake number 1 is not picking a good niche. Make sure you avoid this by doing your research before you begin to publish!

## MISTAKE NUMBER 2: BAD BOOK COVER

The second common mistake that I see publishers make, is they have bad book covers! A book cover should stand out to the potential customer and catch their attention. It should be different than the other books in that same niche, and it should look professional.

Too often I see badly done covers that look like they've been created by the author in 5 minutes. These covers are pixelated, bland, or simply the same as everybody else's!

For people that don't make their own covers, a lot of them use [www.fiverr.com](http://www.fiverr.com) to outsource the creation. Now Fiverr can be both good and bad. I've used Fiverr for several of my book covers with great success, but other times I have been less than impressed. Instead of settling for the first cover you get made on Fiverr, maybe try 3 or 4 different sellers, and see which cover you like best. Also, don't be afraid to ask for revisions of the work if you don't think what they produce is up to standard.

If you have a bit more to invest and don't want to make the mistake of having a bad cover, then you can always head to [www.upwork.com](http://www.upwork.com) where you can hire a professional graphic designer to work on your cover.

Whether you make your cover yourself, use Fiverr, Upwork, or any other service or software out there, make sure that you don't settle for a regular, bland, cover like everybody else! Don't stop until you get your cover done right!

### **MISTAKE NUMBER 3: POOR TITLE**

The third mistake that I see too often is authors making poor use of their titles! I believe that the title serves two key purposes:

1. To attract the customer and make them click on your book
2. To rank your book higher in search results through using specific keywords within the title itself

So, when choosing a title for your book, you need to make sure that it's catchy, grabs the attention of the reader, and also tells people what your book is about.

However, you also need to use your title to help rank for different keywords that you want to target.

So, for instance if your book was on the topic of fitness, and it was specifically aimed at women, you may want to include some keywords within the Title and Subtitle of your book. These could be keywords such as 'fitness, weight loss, tone, training for women, lose weight fast, slim down, etc.)

By including these keywords in your title, you're going to now show up in the search results for those particular words.

A sample Title for a book on this topic could be:

*Fitness for Women: 10 incredible workouts that will help you to slim down, tone, and lose weight fast!*

As you can see, the main Title is 'Fitness for Women'. This tells people what your book is about. Then in the subtitle we have include keywords such as 'workouts', 'slim down', 'tone' and 'lose weight'.

This tells the Amazon search algorithm that those particular words are related to the book topic, and now whenever somebody searches for those words your book will show up.

All the time I see people making poor use of their titles, be it by making a bland title that doesn't grab attention, not using keywords in their title, or sometimes by not having a subtitle at all!

Make sure you avoid these mistakes and you'll be well on your way to selling your book!

## **MISTAKE NUMBER 4: BAD KEYWORD SELECTION**

When you publish a book on Amazon, you get to choose 7 keywords you'd like to have associated with your book.

These keywords are the primary way that people will actually find your book in the first place. So it's clearly quite important that you choose these keywords carefully! When you select a keyword, it becomes linked with your book. This means that if someone searches for that keyword on Amazon, your books going to show up somewhere in the search results!

It's not enough to just choose any old keywords that you think are related to your book topic, you actually need to do some research.

What you need to do first is brainstorm a bunch of potential keywords. These are words and phrases that are related to your book topic, and also that you think people will be typing in the search bar.

Once you have this list, go ahead and search them on Amazon. Have a look at what books show up. Are these books on the same topic you're publishing about? Are these books selling well?

From this, you should get a good idea of what keywords result in book sales, and from that be able to choose 7 great keywords.

Of course, you can always change your keywords at any time if they aren't working for you. Testing your keywords out, analysing the results, and then making any necessary changes is a key part of this process.

As you can see, there is a little bit of work involved in choosing the right keywords. Perhaps, that is why lots of people the mistake of choosing bad ones! However, regardless of the amount of work involved, this step is crucial to selling your book – so don't rush through it!

## MISTAKE NUMBER 5: BAD DESCRIPTIONS

Another key mistake that rookie publishers make is having a poor quality description! Your description is your chance to tell the potential customer about what they will get if they decide to buy your book.

You need to explain the benefits of your book, what's included inside, and why it's so much better than the other books out there.

You also need to have some good sales copy in there. That means you need to really 'sell' your book, and make it seem like an unbelievable deal that's only available for a limited amount of time. This creates some urgency for the customer, and makes them rush to buy your book before it's too late.

You also need to make sure that your description stands out, and encourages the customer to read it in the first place.

On Amazon you can use HTML code in your descriptions. This allows you to do things like bold your text, change the sizing, add italics, space your description out, and use bullet points.

All of these things are tools at your disposal that will help to make your description look appealing and readable.

When writing a description for your book on Amazon you're allowed to use up to 4000 characters. These 4000 characters can be used to engage the potential customer and convince them to buy your book right on the spot!

Now, go take a look at Amazon and browse through some of the self-published books.

You'll quickly notice that most people scarcely use 1000 of these characters, let alone 4000! By being different than everyone else, and actually making use of these 4000 characters to really sell your book, you're going to be a lot more successful in convincing someone to make a purchase.

So in conclusion, make sure that you really make the most use out of your description as possible. Use your 4000 characters, use HTML formatting, and make your description compelling with good sales copy! Don't fall in to the trap of putting together a quick, average description in 10 minutes! Take the time needed to master this step!

## MISTAKE NUMBER 6: NOT ENOUGH REVIEWS

If you haven't noticed, on Amazon reviews are King!

If a book has 0 reviews, it could be the best book in the world but it's very unlikely that it will sell, let alone even show up anywhere relevant in the search rankings!

Unfortunately, very few people on Amazon actually leave reviews for the books that they download and read. For most authors it's around 1 in every 500 people actually bother to post a review. So not only are reviews the King on Amazon, they're also super hard to get!

If you look at the books in a competitive niche, normally the ones that show up highest in the search results have the most reviews.

You used to be able to simply ask a few family and friends to review your book, get a quick 5 or 6 reviews, and that was enough to sell your book. This is not the case anymore.

Now, if you want to sell your book you need to have **at least** as many reviews as your competitors just to sell your book over the short term. If you want your book to dominate and continue to make great sales then you need to aim for **even more** reviews than everyone else in your niche!

Now when you get these reviews, keep in mind that simply getting reviews is not enough. These reviews need to average at least 4 stars, preferably 5.

They also need to be high quality, in good English, and really help the other people that are thinking of purchasing your book.

Too many people have poor quality reviews that are in broken English and simply look like they're fake!

Nowadays to get reviews, a lot of authors engage in review swaps. This is simply where you contact another author, and agree to download each others books. You simply read each others books and leave an honest review on Amazon. I show you how to organise these review swaps with in my Kindle Training Course: Freedom Self Publishing. You can check it out [here](#).

So obviously, the first step to getting good reviews is actually having a good quality book! If it's bad quality, then you'll begin getting a bunch of negative reviews. And make no mistake about it, negative reviews kill sales!

Now don't take the easy route and make excuses about how hard it is to get reviews. Go and do what it takes. Ask friends and family, give out free books to people in return for reviews, organise review swaps, if you have a following online then ask them to download and leave a review. Do whatever it takes!

Without enough good quality reviews you will really struggle getting sales and keeping those sales coming in.

This is a step that I see the majority of authors skip. Get enough reviews at the start, and continue getting them as your book sells, and your book will become a long-term money making asset!

## **MISTAKE NUMBER 7: NOT RUNNING PROMOTIONS**

When you publish your book on Amazon you get the option of enrolling your book into the KDP Select program. I recommend that you tick the box and choose to do this! Enrolling your book in KDP Select allows you to run price promotions for your book, and these will help to sell more copies and improve in the search rankings.

The only catch with enrolling your book into KDP select is that you're not allowed to publish the title on any other platforms.

Don't worry about this though, as Amazon holds about 80% of the e-book market already, and by using the promotions in the KDP Select program you will be able to increase your sales on Amazon to make up for the 20% you're potentially missing out on.

Amazon allows you to run a free promotion for 5 days out of every 90. This can attract between hundreds and thousands of downloads when it's free!

A lot of people don't like doing this though, as they feel that they should be charging for every copy of their book, and if they're giving it away for free then nobody will be left that's willing to pay for it!

Don't fall into the trap of thinking like this!

There are literally millions of people buying books on Amazon.

Giving away a few hundred or thousand copies of your book won't dry up the market of potential readers.

What it will do however is help you to rank higher in the search rankings, gain more exposure, and as a result sell way more copies when your book returns to its regular price!

I recommend running a free promotion for your book as soon as you have a few reviews. Doing this will help to boost your book while it's still new, and gain some ground in the search rankings.

The other place that people go wrong with running their promotions, is they think it's okay to only run the 1 free promotion for your book.

Don't forget, the KDP Select program allows you to run 5 days of free promotion every 90 days.

Make sure that every 90 days you're setting up a new promotion.

Books will naturally drop in the rankings and sales will slow down after a few months of being published. By running these free promotions regularly, you're actually able to refresh your book a bit, and get it selling once again.

So in conclusion, don't be stingy with your book! Give it away for free, and do so regularly. It may seem counterintuitive, but this one strategy will really help to make your book profitable over the long term!

## **MISTAKE NUMBER 8: NOT BUILDING A LIST**

The final common mistake that I see people make when publishing a book, is not building a list!

When I say list, I'm talking about an email list of your readers.

Having this list allows you to stay in contact with the people that read your books, build up a great following, promote affiliate products, and promote future books to!

If you're simply selling your book on Amazon, you're missing out on a heap of extra income by not getting your customers email addresses and building a list!

So, how do you build a list?

Firstly, you need to give away something extra for free! You need to create a free bonus that your reader will be interested in. This could be a free report, a video series, a podcast, whatever! As long as it's something your customer will be interested in, then give it away!

However, you need to get something from them in exchange for this free bonus, and that's their email address.

How you do this is simple. Mention inside of your book that as a thankyou for downloading, you're going to give them a free bonus. Direct them to a website where they have to enter their email address in order to receive this bonus.

Then, you give them their bonus, and you get their email address.

This is called an opt-in page, and it's a really simple process to create. There are free websites that allow you to do this, so there's no excuse for skipping this step.

Once you have their email address you should email them regularly. Give them free information, and build a relationship. If your customers like the information you give them, they're much more likely to buy the things you promote to them – including your future books.

Can you imagine having 1000 email addresses of your customers? And you've been regularly contacting them and giving them free value on the topics they're interested in? They would have a fair amount of trust in you now, and respect what you have to say. Now, if you were to release a new book and you told your email list about it, how many do you think would go and download it?

A lot, would be the correct answer!

What about if you asked them not to only download it, but also to leave a review if they liked it?

Of course they will leave a review! You have a good relationship with them!

If you follow this strategy and actually build a list of your customers, it's going to be so much easier to promote your future books and get them selling. Having a fan-base for your books is invaluable.

The longer you wait to take this step, the more email addresses and the more money you're missing out on. Particularly if you're running free promotions and getting thousands of people downloading your books.

That's a huge opportunity you can't afford to miss out on. So don't make mistake number 8, and ensure you start building a list from your book ASAP!

## CONCLUSION

I hope you found this report to be helpful.

Keep these 8 mistakes in mind when you're publishing your next book, and do whatever you can to avoid making them!

If you're interested in starting or growing your own publishing business, then check out the best self-publishing training course [here](#).

It's available now for a limited time discount, so get it while it's cheap and you will not regret it.

Once again, I'd like to thank you for taking the time to read this report and I hope you have found it to be helpful. I wish you the best of luck in your journey with self-publishing!

All the best,

Theresa Smith

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