

Affiliate Marketing Kindle Plan

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I don't want to take up space convincing you that traditional affiliate marketing is frustrating or that you should try this great new way to make sales – let's just get down to the action steps, okay?

Pick a Niche for Good Affiliate Sales

There are a million niches you can make both tangible and info product sales in. I want you to forget about competition. That's such a ridiculous mindset and I know so many people who have made such good money ignoring that one worry.

Here are some examples of niche topics where you'll find lots of info products AND tangible products:

- Diet
- Cooking
- Exercise
- Fishing
- Travel
- Pregnancy
- Parenting
- Self Help
- Home Repair
- Computers
- Holidays
- Automotive
- Anti-Aging
- Gardening
- Lawn Care

... you get the picture. Every single one of those has both tangible items you can promote as an affiliate AND some sort of info products – whether it's an eBook or a print book.

Let me show you how I find these niches so you can dig in on your own. You can do it one of two ways (or both).

1. Go to Amazon and look in the categories on the left. While looking, ask yourself if there are books or courses on those topics.

Unlimited Instant Videos
MP3s & Cloud Player
20 million songs, play anywhere
Amazon Cloud Drive
5 GB of free storage
Kindle
Appstore for Android
Get High Tech Racing free today
Digital Games & Software
Audible Audiobooks

Books
Movies, Music & Games
Electronics & Computers

Home, Garden & Tools

Home, Garden & Tools

Kitchen & Dining
Furniture & Décor
Bedding & Bath
Appliances

Patio, Lawn & Garden

Home Improvement
Power & Hand Tools
Lamps & Light Fixtures
Kitchen & Bath Fixtures
Hardware
Building Supplies

So, for instance, when I hover over the Home, Garden & Tools section, I see to the right that there are all sorts of categories separated by each room or area of a home.

2. Go into the Kindle book section of Amazon and see if there are books on those topics. I go into Kindle Books à Lifestyle & Home à Home & Garden to see what's there.

The first thing there is a book on organization in your home. Hmm – I wonder if Amazon sells tangibles for organization? Well of course they do!

3. Go to Amazon's main page again and type in organization. You'll see this lovely section:



Home & Kitchen

Home Storage & Organization
Clothing & Closet Storage
Kitchen Wine Racks
Storage Baskets & Bins

Kitchen Storage & Organization
Lunch Boxes
Commuter Mugs & Tumblers
Cookie Jars

What this tells me is all of the various products Amazon has in the organization niche. You want there to be a lot. Feel free to browse around and make notes of what you'd like to promote.

4. Next, I would go to my free Google keyword tool and type in home organization (<https://adwords.google.com/o/KeywordTool>) - I'm just seeing what people are looking for real quick. Don't waste time!

I want to see if there's a good volume of searches. There's no set number. You don't want 80 people, obviously. A good 10k or more I'd say personally. This niche has a lot!

5. Then I would go back to Amazon.com's home page and as I type in the words home organization, I would look to see what people are searching for. Look what I find:

The screenshot shows the Kindle Store search interface. The search bar at the top contains the text "home organization". Below the search bar, the results are displayed under the heading "Kindle Store". The first result is "home organization" in bold black text. Below it is "home organization in Tools & Home Improvement" in a smaller font. Further down, there are several related search suggestions: "home organization books", "home organization declutter your home and life fast", "home organization and storage", "home organization declutter your home", and "home organization and decluttering". The sidebar on the left shows navigation links for "Reading Apps" and "Kindle". The bottom of the screen features a small advertisement for "Get It Together's Just Organized Home Organization".

I see that people want FAST decluttering. So, there's a possible slant.

6. Look at a combination of what people buy and what they rate well. For example, the titles that sound like "one girlfriend to another" look to do pretty well. The boring ones look like they don't. These are all rated well and have a kind of sassy attitude:

- 28 Days to Hope for Your Home (Not for the Mildly Disorganized)
- Get It Together Girl! A 28-Day Guide to Practical NOT Perfect Home Organization
- If I'm So Smart, Why Can't I Get Rid of this Clutter?
- Clutter Rehab: 101 Tips and Tricks to Become an Organization Junkie and Love It!

This one isn't titled well at ALL – someone who is already overwhelmed with clutter sure doesn't need some monster book to deal with:

- The Big Book of Organization [Tons of Helpful Tips on Getting Your Life Organized!] (It's rated 3 stars while the others have high rankings).
7. Once I know there's a healthy combination of information buyers and tangible buyers, I then know my niche is solid and I would move on to the next step in my Affiliate Marketing Kindle Plan.

QUICK NOTE: Feel free to also go to your favorite online eBook marketplaces and see if there are infoproducts available for you to promote from there as well, such as ClickBank.

When I went to ClickBank and typed in the word organization in the marketplace, I found lots of products, including this one, which pays out a whopping \$45.74. And the site is good, too. You can check it out [here](#).

Make a List of Products You Want to Promote

You don't want to have to do this after everything's up and running. Do it ahead of time. Make a file of tangible and digital products you want to promote. You can always add to it.

I would include the following information:

- Name of product
- Affiliate link to it
- Reasons why I like it
- Price

- Image URL

So, for example, take our organization niche idea. I would do something like this:

- Seville Classics Resin-Wood Composite Utility Shoe Rack
- 5-star rating, 254 reviews, Free Shipping, Save 33%, stackable, no tools or assembly, folds for storage, expands.
- \$26.97
- <http://ecx.images-amazon.com/images/I/51ca5NxOm3L.jpg>

This will give you a quick guide to use whenever you start to create your content. Don't promote things that are rated poorly.

If you promote info products from ClickBank, you might email the site owner and ask for a review copy. It won't always work, but it might.

Research a Short Book to Create for Kindle

Before we go further, we need to have our book idea cemented. You're going to be creating a non-fiction Kindle book to release. It's very easy to do! Right now, we're in the research stage only!

What you want here is to nail down your slant and create a title for your book. We already have our sample idea mapped out – fast home organization.

1. Go to the book section on Amazon and look at similar books in the niche to see what comments people are leaving.

Here, I simply begin going through the comments in the various books to see what stands out. For example, in the book *Get It Together Girl! A 28-Day Guide to Practical NOT Perfect Home Organization*, I read that many people loved how she put it in 15-minute increments.

In *Clutter Rehab: 101 Tips and Tricks to Become an Organization Junkie and Love It!*, I go through the 1, 2, and 3 star ratings to see what's missing or disappointing and what I could do differently.

I discover that the book contains common sense tips. Many of these books appear to be for beginners. It's disappointing for the readers if it's not unique.

2. Go to Google and look up the main idea to see if there are any news or blog posts that spark an idea for you.

I type home organization into Google and look at the results. I click on the left sidebar and go to various categories like blogs, news and even images to see what shows up.

I notice many of the bloggers are Moms. I might twist my slant to something like this:

25 Unique Home Organization Tips for Busy Moms

Surely, I could find unique organization tips! I'd have to research (or I might know some of my own). This pairs the comments on Amazon with the research Google quickly showed me.

Okay I'm realizing this example is definitely NOT one I'll be doing myself because I'm the official President of Slobs United. I have no organizational tips in me at all – but I know they're out there because Pinterest has a ton of unique ones.

Looks for the most common organization tips people need, like toys or drawers.

3. Brainstorm your outline.

For a book like "25 tips" I will create an outline that includes 27 items – an introduction, 25 tip chapters, and the conclusion.

Jot down your outline – it doesn't have to be lengthy. A short tip reminder will do for now. I'll give you a sample of how I would get started:

Intro

- o Clutter = stress
- o Clean first
- o Supplies needed

- Avoiding emotional overwhelm

Tip #1: Kitchen Drawer Space Savers

- Trash items
- Separate & group items (dangerous knives/junk)
- Best organizers (link to blog or lens that reviews in depth)
- Rubber bands
- Small containers
- Dividers

...etc.

Okay so that was in no way a “unique” tip. See? I suck at that niche. But I would ideally come up with something to Wow people and then put a few bullet points to make the writing process really fast and easy.

When you write your Kindle creation, don't overdo the references to your own sites. Personally, I would do the main links at the very end as additional resources, but I would link to specific pages whenever it warranted it (like with the organization reviews).

Don't worry about page count and perfection. This is an editable file, remember – you can upload corrections and republish, even while your Kindle creation stays live (if you want it to).

I write my Kindle books as long as they need to be. If I think of additional information later, or if readers comment about needing some idea expanded, then I'll go back and add it.

For example, with my vegetarian guide, a few buyers mentioned wishing that I would expand in my recipes, so I have plans to do that.

A Word About Covers

I'm a cover snob. I see a TON of amateur ecovers on there – some of them a do-it-yourself job by the author, and some they have hired a marketer to do who is promoting themselves as a cover person, but really they're just DIY hacks who own some software.

There is a HUGE difference between a graphics designer and someone with cover software. Trust me on this. The problem is, on Amazon, you're only a thumbnail and a title until you get that clickthrough.

Now you might be able to persuade someone to click through using your title, but for me as a consumer, it doesn't matter how curious I am – if the cover looks like a DIY job, I'm not even clicking.

Create a Free “Go To” Page

We're keeping costs non-existent, right? So, you can create a couple of options – I'll share two with you here – and I want to talk about how we're going to set these up, because it's possible that it will be different from how you're used to running them:

- Facebook Fan Page

The Facebook fan page is great for socializing with your target audience and making affiliate sales. Most people are on Facebook anyway, so when you log in, you can toggle between the usernames of the fan pages you run, seeing notifications, interacting with your visitors, and more.

Go to create a page here: <https://www.facebook.com/pages/>. In the upper right corner, you'll see a link that says +Create a Page.



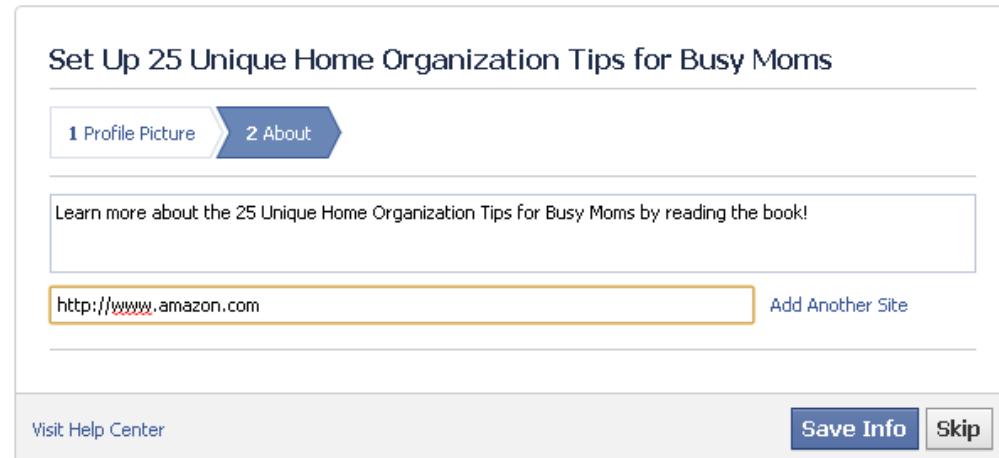
You can choose the Brand or Product page and then select either by the niche or just use the Service/Product option:

The second line should have the name of your Kindle creation (and ideally your Kindle creation has some basic keyword in there). Click Get Started when you're ready.

It will allow you to add an image. You'll want to add your Kindle cover image here. For now, I'll just upload an image I got on a free stock photo site called <http://www.freedigitalphotos.net>.

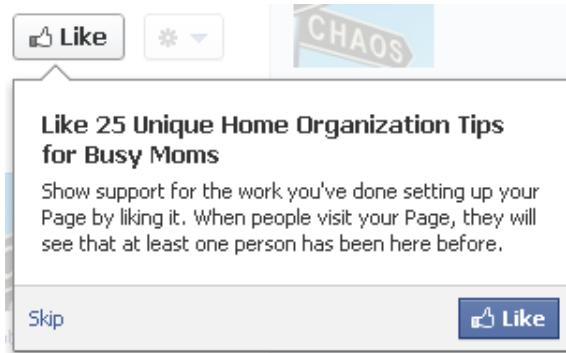


Click the Next button and then fill out the About section with some information about your book. Also add the link to this section.



Save the Info and then “Like” your own page:

If you want to, you can invite your friends on FB or via email. If not, scroll down and look for the Admin panel to pop up. Click on the name of the group and you'll be on your dashboard.



This is where you'll log in and interact with your members, post Notes to them, post on the Timeline, and share affiliate products. You may want to create a free or paid blog and review products on Amazon and then on the FB fan page, write a little message on your post and link to your blog, like this:

"Who else loves the way Jeff Lewis clears out clutter? I have some great tips on home organization today here: <http://www.homeshoppingaddicts.com/jeff-lewis-put-my-spring-cleaning-into-gear/> - and please share if you know a slob who could use some help!"

The reason you don't JUST want a blog is because many people are FB addicts. Not only can they see your post on their feed, but there's that nifty Share button below the post that helps you make your promotions go viral. Here's an example:

Upload a cover image, since the FB fan pages are all on the Timeline layout. Your cover image should be 851 pixels wide, 315 pixels tall and less than 100 kilobytes. I use Paint to make mine. And stock photos – no need to get all fancy if you can't afford it.

Whenever you have your Kindle cover image, you might put that there. As time goes on, make posts there – I would do it daily or weekly, but don't spam the people with update after update all day long or they'll "unlike" your page.

Post some images, like organization pictures. Link to some Pinterest pages on organization. Pull out a tip from your book and expand on it, linking back to your book as the original source.

Some of the people who find your FB fan page will already own it. Some won't – and then they'll go find and buy your book because of your updates.

Be sure and link to the Facebook fan page in your Kindle book.

- Squidoo Lens

I love Squidoo because they welcome Amazon promotions. So if some affiliate income is your goal, you won't have a problem here.

It's another great free tool to drive traffic to your book and interact with people via a Guestbook module. I built a Squidoo lens for my vegetarian book, *Becoming a Vegetarian Against Your Will* here: <http://www.squidoo.com/becoming-a-vegetarian-against-your-will>.

Make sure you register the name of the book as your lens URL. Basically, you'll want to brand your book's cover in the first module. It lets people know it's about a book. Use your introduction to let them know what slant the book takes.

Link to the book in the introduction module and use your Amazon Associates affiliate link.

I did a poll, because I know people like to sound off, but you could use a Duel module or something else to generate participation. Note: I see people putting guestbooks smack in the middle of their page. Don't do that – that's an exit module of sorts. Let them go to the end before signing off.

I like to put two more text modules about the topic, and then an Amazon module spotlighting the book itself for sale on Amazon.

I end it with a guestbook and don't just let my comments pile up – I interact with them! People who don't know you and find your book on Amazon will be impressed about your title as published author much more than the IM community who already knows how it's done.

They'll be thrilled that the author actually takes time to interact with their readers, and it helps foster a loyal reader if you develop more books in a series on your niche topic.

A good series for this one would obviously be a series on different areas within your home:

- 25 Unique Kitchen Organization Tips for Busy Moms
- 25 Unique Bathroom Organization Tips for Busy Moms
- 25 Unique Drawer Organization Tips for Busy Moms
- 25 Unique Garage Organization Tips for Busy Moms
- 25 Unique Toy Organization Tips for Busy Moms

You get the picture...

With a Squidoo lens, you'll be able to set and forget it except for approving and commenting on Guestbook comments. But with the FB fan page, you need to be more active.

As a side note, you can create tons of Squidoo lenses on topics related to your book's subject matter and drive traffic to Amazon for both tangibles AND your book.

I would do one on kitchen organization, and then kitchen drawer organization, for example. I always like to start broad and then narrow it down. Since it's free, why not?

Be sure and link to the Squidoo lens in your Kindle book.

- Blogger Blog

In his Kindling course (the best marketing course I have EVER taken, by the way), Geoff Shaw instructs us to use Blogger blogs with our book publications. At first, I was hesitant. But now I have the hang of it.

I still prefer WordPress blogs on my own domains, but if you're keeping it 100% free, then you want to use Blogger.

The problem with something like this is that they can shut it down without warning in an instant.

Squidoo at least gives you the courtesy of letting you download your content if they decide to lock your lens for a rule violation.

Fill out the blog creation form, using the title of your book as the title of the blog. Try to get the same address.

If it won't let you, try to get as close as possible. In this case, I had to remove the number 25.

Then click Create Blog.

As soon as you create it, it will ask you if you want to start posting.

The kinds of posts you give there should be informative and helpful, but not the same tips you give away in your book.

Don't spam the blog with an overload of promotions and sure don't make them spammy. Be "'Mom to Mom'" or "'Homeowner to Homeowner'" and conversational. Share real stories and insight.

Be sure to link to the blog in your Kindle book.

On all three of these options – your FB Fan Page, Squidoo Lens, and Blogger Blog, you'll want to review real products you feel are worthy – not just everything and anything. I know that just went in one ear and out the other to some of you, but I hope I'm reaching those who don't know any better.

You want to build your reputation up in a niche as someone who doesn't steer people wrong – whether it's with organization supplies, fitness equipment, toys or whatever.

One thing I might consider right around now is doing a non-fiction guide for \$0.99 that was something like "The 2012 Christmas Gift Guide for Everyone You Know" and in it, go through how to shop for certain people in their lives – like their co-workers, or their child's teacher or their mother-in-law. Make it a fun, viral read. Link to your lenses or blogs that showcase items for each category, like a toy blog for toddlers, etc.

Maybe break each section down into "Homemade," "Inexpensive," "Moderately Priced," or "Splurge" items. A little something for everyone!

Choose Your Next Step

You have two choices you can go after this step. You can continue on creating a series of books in the same niche. This helps position you as an expert. Or, you can branch out and create a new Kindle book that leads them to your promotion pages.

If the niche has enough potential, I would probably exhaust what I could with a series of books on Kindle. Set the first one at \$0.99 and link to the other books inside of that one.

You can also use a variety of pen names to dominate in many niches, if you don't want to spread your "expertise" thin.



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