

10 Tips

For Earning the
Highest Royalty Income



Michelle Brubaker

www.MichelleBrubaker.com

1

RESEARCH FIRST

Begin by searching Amazon for what books in your genre are already selling.

Next look for topics with fewer than 1,000-2,000 results returned in your search.

Check the Best Sellers Rank for similar books. A BSR of 500,000 and under is great!

Design your book theme to stand out within the results.

Publish first for profitability and you will set yourself up for success!



2

A STAND OUT COVER

A book is indeed sold by it's cover. Make yours stand out!

Look at other covers in your genre. Are they solid color or gradient? Is the font thin or bold? Emulate successful themes (don't copy).

View your cover in the Amazon search results. Make sure it's easily readable. Be sure to check the mobile version too.

It's easy to upload a new cover to KDP. Be willing to change the cover to get more sales and earn more royalties!



3

KEEP IT SIMPLE

Create your books the easy way!

Learn to be proficient in the fundamentals of creating your covers and interiors.

Turn all of your designs into templates so they can be used again in your future publications and save valuable time!

Use PowerPoint – it's simple and fast. Plus, the shortcuts and hacks are amazing!



4

FOLLOW THE RULES

ALWAYS follow the Amazon KDP terms and conditions!

Be original. Don't copy another book (design, layout, content, anything).

Quoting another person or publication is considered infringement too.

For all images:

- Pictures
- Photos
- Illustrations

Use Royalty-free only!



5

A STELLAR LISTING

Your book listing is what buyers see right after clicking on your book cover. Make it stellar!

Create a compelling book description for your Amazon listing. Use headings, bullet lists, and bold & italic text to stand out.

Have a call to action such as “click the buy button now to order your book today!”



6

LITTLE EXTRAS

It's those little extras that give your book a higher perceived value to your buyers.

Instead of plain interior pages for your journals, add a small illustration to the bottom or corners of the lined pages.

Jazz up basic heading text. Test different font combinations with serif, sans, script, decorative and display fonts. Pair them together to create unique combinations. Make a key phrase or specific word stand out such as the word "snow" with a beautiful snowflake font.



7

BE DIFFERENT

It's ok to be different. Unique themes can sell big! Be open to stepping outside the box.

Considering pairing two completely different themes together to create something brand new and unique (really, farting unicorn coloring books are a thing!)



Always be on the lookout for new ideas.

Write down or keep a file of new topics. Then when you are ready to publish your next book, you'll have a fresh list of ideas ready to create.

8

BOOK MARKETING

Set up your Author Central page on Amazon.

Share your book listing and author page links online and offline.

Create mockups and take pictures of your books to use for promotions and on social media.

Use Amazon Sponsored Advertising to give your books a boost in the rankings, and put them in front of targeted buyers.

In the back of your books add a page titled “You might also like...” and promote your other books.



9

PLAN FOR SUCCESS

Time invested as a publishing entrepreneur will pay you back in royalties for years to come.

Create a schedule for working your business, such as an hour a day. What you put in, is what you will get back out.

Protect your time. Block it on your calendar and stick to it.

Set a goal for the number of books you want to publish. For example, one activity book per month. Check it off when complete. Then celebrate your success!



10

SUPPORT

Get valid support when you need it. Hire a coach or join a mastermind group.

Follow real experts who have demonstrated successes!

Connect with other entrepreneurs in the publishing community.

Stay in the know with new trends and technology.



The perfect coaching experience for publishers to get real answers and earn more royalty income!



Publishing Entrepreneurs

MASTERMIND


- Expert Support
- Live One-on-One Coaching
- Set Goals and Stay on Track
- Like-minded Community
- Accountability
- Motivation and Inspiration

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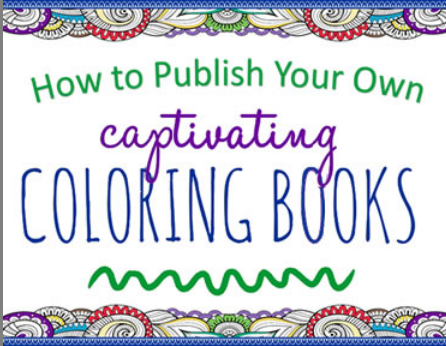
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