

# Ebook Empire



If you are something of a compulsive writer (*raises hand*)... or even if you are **not** a writer (*yes, seriously!!*) - then this could be a perfect opportunity for you!

**Ebooks** (digital books, typically in PDF format) can be sold on **multiple platforms** including not only the major outlets but via your own website and / or social media.

Visualize for a moment having a big portfolio of your own books for sale, continuing to make money for you, completely on auto pilot.

Congratulations, you've made it.

*What would you then do with your time?*

If you find yourself imagining sitting in your conservatory, continuing to write more ebooks – then this is definitely for you! ;)

**But if you don't feel that all this writing is within you, don't despair:** You don't even need to create the content yourself, as it is entirely possible to hire outsource writers to do **all** the writing for you!

## True Passive Income Potential

One of the great benefits of ebooks is that once the work is done, it is done - and the ebook can continue to generate income for as long as people continue to gain value from the content!

The books of great authors continue to get sales perhaps *centuries* or even *millennia* after their passing. Of course, by then the work has entered the *public domain*, but can you think of anything else that has such long lasting value? It could be argued that books are one of the best passive income streams of all.

However it is not only books by famous authors that continue to sell for many years...

Below is an amazing screenshot that illustrates the incredible passive income potential of this arena. You can see that the money is still coming in even after several years of doing no more work!

From a post in a Facebook group for ebook publishers:

Conversation starter · 1 hr

I wrote my first book in a weekend to prove to my self it was possible (i was dead fucking broke)

I was inexperienced didn't have a mentor to follow and back then \$10,000 a month was ALOT.

I crossed \$15,000 a month in June or July - Amazon made a change from "borrows" to page reads and I decided to shift my focus away to other business opportunities. (MISTAKE)

\*\*\*\*\*

For 4 years after that I didnt touch my books.

Guess what?

\* they continued paying my rent every month - month over month over month.\*

The BIGGEST value I can give you guys is this.

The people who continue to publish DESPITE CHANGES will make 100's of thousands if not millions.

Don't let your account look like mine - this could have easily been a 200k per month business.

\*\*\*\*

Biggest take away - be an investor and business owner don't be so short term focussed.

This account will be here in another 5 years.

What does 10 years of sales look like to you?

-D



(Note that the figure on the left column ([KENP Read](#)) stands for “Kindle Edition Normalized Pages” read by customers who borrow your book from Kindle Unlimited and the Kindle Owners’ Lending Library. You earn a [royalty](#) based on the number of pages read. This is in addition to sales figures! More details [here](#). At the current rate of around 0.47c per KENP, 10,000 KENP works out to around \$47. KENP calculator [here](#).)

## My Own Writing Journey

I still have *mountains* of writing from decades ago – an entire filing cabinet drawer full of journals and loose pages, filled with my writing. And that was before I got a computer, which only sped things up. From my teens through to the current time, I’ve been writing – and it made me a millionaire.

I find myself writing *without even deciding to* - and then realize that I just spent hours writing, sometimes when I was meant to be doing other things!

I even get distracted from my writing by other writing, with multiple files on the go.

And I have gotten really fast: On a good day I have been known to turn out 15,000+ words. That’s not an exaggeration.

At the beginning of my venture into making money online, I wrote articles and published them as **free content** on my own blogs and websites, collecting ad revenue from visitors to the pages. I did “SEO” (search engine optimization) to try to get them ranked in Google, Yahoo and the other search engines. I wasn’t *massively* successful in that and my typical monthly earnings from 2009-2012 were around \$300-\$500.

But then in 2013 I discovered social media, learned how to put my content in front of an audience and that made my income **explode** – going from peanuts to five figures a month in under a year! My best day earned over \$6,800 *in one day*

from ad revenue.

I still have some of those “ancient” websites from 2009-2012 and they still make money, completely on auto pilot. If a website is “unattended” its income will generally gradually drift down, but it’s amazing to make money from work that was finished over 10 years ago. Even if the ongoing residual income is small, it all adds up and it really feels like “free money” now!

I’ve also ventured into **ebooks** – selling tutorial-based downloadable PDF ebooks via **Clickbank**. One of the great things about Clickbank (aside from their being a very reliable company that has paid me on time every single time for over 10 years), is that they have an automated **affiliate system** which allows anyone worldwide to promote your ebooks and earn commissions for selling them!

## The Amazing Power Of Free

Another possibility with ebooks is to turn them into **free giveaways**, which can be used to build an email list. If you have a good number of ebooks, offering one as a free giveaway can then be used to promote the other ebooks. This is a tried-and-tested means of email marketing. A valuable free product gives you an opportunity to demonstrate both value and goodwill.

I would definitely say that in the online world it’s generally much better to give too much away for free than too little and this technique does work especially well if the free giveaway is “too good to give away for free”. It sounds counter-intuitive but it works!

## Where To Sell & Distribute Your Ebooks

You can of course publish the same ebook on multiple platforms!

Here are some lists of top ebook outlets. Many of these cross over, so I would recommend to make your own master list on a [Google Sheets database](#), which you can then use to keep track of your efforts:

<https://publishdrive.com/best-platforms-to-sell-ebooks.html>

<https://www.hongkiat.com/blog/websites-sell-publish-ebooks/>

<https://bloggingwizard.com/platforms-to-sell-ebooks/>

<https://publishdrive.com/best-audiobook-services.html>

It's also worth looking into **distributors** who can help you list your ebooks and audiobooks on multiple platforms, including perhaps some that you did not know about or did not have time to deal with:

<https://draft2digital.com/> - one of the top platforms that takes care of publishing, distribution, print on demand and more. Their model is to provide free formatting and only take 10% of the retail price from each sale.

<https://insights.bookbub.com/ultimate-guide-to-self-publishing-book-distribution-tools/>

<https://scribemedi.com/audiobook-distributors/>

<https://blog.reedsy.com/guide/ebook/ebook-distribution/>

<https://selfpublishingadvice.org/going-wide-ebook-distribution/>

## Audiobooks

Another option to derive an additional income stream from the same content is to have it turned into audiobook format. Some authors report their audiobook income is greater than their ebook income!

### **How to Make Money Publishing Audiobooks on Audible (\$16,751 Per Month)**

<https://www.youtube.com/watch?v=qe6gKFxU-Sc>

Sean Dollwet illustrates how to publish Audiobooks and create that additional big revenue stream from audio versions of existing books!

# Translation

A further option (I know, the possibilities are overwhelming!) is to have the work translated into multiple languages. A.I. translation tools such as [DeepL](#) are getting good, but in my view have not yet reached the point where they are “good enough”. Although that might just be my opinion! You could also hire translators from freelancer sites such as Fiverr (more freelancer sites listed in the Freelance work module [ ]).

Translation of course gives you the opportunity to scale your income and reach a much bigger audience. Unless the content is aimed specifically at a certain geographical or cultural audience, aim for the [most widely spread languages](#) first. I would also suggest to wait until a product has success before investing a portion of the returns into translations.

## Top Tutorials (With Insights)

### **\$1.6 MILLION with ONLY 20 Books - INSANE Amazon KDP Success Story**

<https://www.youtube.com/watch?v=MoPSEpIKdlk>

Sean Dollwet (millionaire by the age of 26 with Amazon KDP!) interviews a KDP writer / publisher based in India who has also had extreme success.

### **This is a \$3.14 Million Dollar Amazon KDP Business...**

<https://www.youtube.com/watch?v=ILlgXBX0XhU>

Another one from the same channel; this time featuring a business which is generating \$65,000+ monthly PROFIT and being offered for sale on [Empire Flippers](#) (one of the top online marketplaces for buying and selling online businesses) for **\$3.14 Million**.

This is certainly a more advanced business model. The Empire Flippers listing is valuable because it gives some useful intel – and Sean gives us a very useful

rundown and interpretation of the statistics. You can see that the owner of this business is spending a large amount in advertising in order to drive sales to his books. The overall costs are way more than 50% of his monthly revenue – but we don't know how much of that is ad spend and how much goes toward content creation.

The business has generated 450 books in 3 years (some of which are also in physical book format) and also employs 5 people in addition to outsource writers and designers.

Sean also explains how to create multiple KDP accounts using **separate business entities** – which makes sense if you are publishing in different niches or for risk management purposes.

A further key insight is that the business owner has an email list of 15,000. My “educated guess” is that this is collected from buyers at the end of a book (probably by offering them a free ebook in return for their email address). It then seems that the email list is used to offer further free ebooks in return for reviews (or perhaps just requesting a review.) I am not sure what Amazon's guidelines are regarding incentivized reviews so there is something to look into here.

What's especially interesting about this tutorial is that not only is it based on **real numbers** as opposed to “projection math” (i.e. “this was achieved” rather than “you could earn”) but it highlights that a KDP brand can be sold for many times its current revenue (at least 40X). Selling the business is essentially a way to **take profit early** and if you can use a portion of that profit to build another brand up to the same level then you have found an effective way to grow your overall business.

This is an extremely good rundown and there is a ton of value in this Youtube video. Full marks.



I could give more examples from this channel but there's no need – just take a look at Sean's [Youtube channel](#). Well actually, just one more... it's a good one. :)

### **5 ways to sell more books by writing better book listing descriptions for your kindle books:**

<https://www.youtube.com/watch?v=5cWCG4SkeYg>

Now *this guy* is worth soaking up as much intel from as you possibly can. **Ty Cohen** has been in the KDP game for a number of years and gradually built up a reported **six figure per month** income. I believe him, knowing what I know about internet business. As far as I remember he has over 1000 Kindle books and although he started by writing them all himself, when he got to a certain income level he started hiring writers to take on some of the work. The above video is just one example from his channel, I would line 'em up and learn as much as possible!

### **1 Book \$72,108.29 on Amazon Kindle Direct Publishing (KDP)**

<https://www.youtube.com/watch?v=6qWIGjmWaP0>

This is a valuable reveal. He's selling this book not only in ebook but also in physical book form. He emphasizes (5:50) that the **cover design** was a key reason for the success of the book; as with all online success, **getting the click** is of supreme importance. Amazon's algorithm will take note of the most successful products and give them greater visibility - so once Amazon sees a product is "converting well" they will give it big visibility and that's "when the magic happens".

Of special interest is that he has converted his ebook into an **Audible audiobook** and added a very profitable income stream. He's made more (\$52,950) from the audiobook than from the physical and ebook versions!!!

This highlights beautifully the concept of developing multiple revenue streams from one piece of intellectual property!

Even more interesting is that this is only a 15,000 word book – which cost him around \$300 to make and \$65 to have the audio version made. It also looks as though he outsourced the content creation!

He champions **evergreen topics** and I agree in full, using topics that will still hold value over several years leads to ongoing sales.

This is not his only book and he has numerous other “5 figure books” in his portfolio.

Interestingly also he has done this without an email list or social media following! Further proof that there is more than one way up this mountain!

Combine the different success strategies of numerous winners to build a powerful model!

### **I Made \$120,000 From Amazon KDP & Learnt These VITAL Things:**

<https://www.youtube.com/watch?v=SK2gJNyYrJI>

In depth tutorial “from the trenches” with full reveal of actual stats. Interesting to note that he has made 555 books in total but now has only 40 live on his account.

Great section on book covers (23:20) where he illustrates clearly the differences between a winning and a losing book cover. Vital info!

This is a great tutorial – although I **absolutely disagree** with his stance on social media. It’s simply not his world and he doesn’t understand it – but social media is by far and away the most powerful way to create runaway success in the modern day.

He’s using the model of **paid ads** to drive traffic to his ebooks but it’s only one method.

Social media marketing is certainly more challenging but the rewards can be sky high! I made most of my \$2M+ online income from social media! **Learning to build an audience** is probably one of the most vital moneymaking skills in the modern world - and if you can do this you can create success for pretty much any future project you put your mind to!

Read module #14 on **Low Content Books** for a deep dive into how social media campaigns are creating the biggest successes in this field.

There's more than one way to do it – but one way or another, to achieve massive success you need to:

- a) create stuff people want
- b) create lots of it
- c) put it in front of them.