

Amazon Royalty Generator

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Overview:

Let me show you just how easy this is to do. Even though this is very simple to do, it's also very powerful. This method works so well because we are combining four things:

- a - Amazon's reputation
- b - The *power of free*
- c - The power of *entertainment*
- d - Ads directly on Amazon

People trust Amazon. Amazon has got your back, and they won't let you down. That means people tend to trust what they see on Amazon. We don't have to win customers over, Amazon does that for us.

People love free stuff! Why? Because there's no risk. It's like accepting a little gift. This means there's no barrier to entry. People will take a chance and connect with us.

People love to be entertained. They want to relax and have fun. Top 10 Lists are all about fun and entertainment. But on the backend, we connect that entertainment to product offers.

Our little ads are directly on Amazon's website. They don't fade away. They are permanent. In fact, most customers will not even consider

them ads. This works greatly to our advantage. By the way, these ads cost us nothing.

These four things combined add up to a very effective method of gaining customers, leads, and royalties. Now that you know the formula, let's go over this step by step:

■ **We are going to target a niche by creating a Top 10 List.** Our list will be fun and useful. But some of the items on our list will relate to an affiliate product, or one of our own products.

■ **We are going to turn our Top 10 List into a one-page Kindle book.** This gives us incredible reach and traffic on Amazon. We are going to make our book free because free books are able to bring in thousands of customers.

■ **We will put links in our one-page Kindle book that lead back to our website.** We will put all our affiliate links on our website. We can also put links to our own products on our website.

■ **We will promote our one-page Kindle book directly on Amazon for FREE.** Yes, we will be promoting our book right on Amazon's website. This is absolutely within Amazon's TOS (Terms Of Service). It's extremely effective, and it lasts basically forever.

That's it! It sounds simple because it is. But it's also extremely effective. And this method basically lasts forever. Your free book and your promotion are part of Amazon's website forever. Now let's go over each step in depth:

1 - Target a Niche

When you target a niche, you are actually targeting a crowd of people gathered around that niche. They love that niche. They live for that niche. And they have no problem spending money on that niche.

A good example is the Diet Niche. People who love the Diet Niche don't just buy one diet book. They buy diet book after diet book. They also buy vitamins, supplements, and all kinds of exercise equipment.

Or how about the Romance Niche? It's the same thing here. Fans of the Romance Niche don't just buy one romance novel. They buy romance book after romance book. They also buy romance movies, soundtracks, posters, mugs, shirts, plush toys, more.

Any business you create is based on three simple things. It's the same for a physical business as it is for an online, or virtual business. Here are those three things:

a - Gather a Tribe

b - Help Them

c - Sell Them Stuff

That's it. You are gathering a group of people and doing something good for them. You are helping them lose weight, or you are helping them make money, or you are simply entertaining them.

The beauty of our method is that your little one-page book gathers a tribe for years. And the ads we post on Amazon do the same. Your book stays live for years on Amazon, gaining you customers the whole time.

An online business is the easiest business to start. And selling affiliate offers is the easiest online business in the world. It's as close to a 'set it and forget it' business as you can possibly get.

As an affiliate, you don't have to Gather a Tribe. And the 'help' you are giving customers is already built in to your one-page list. Your only job is sending customers to an affiliate offer. And your list does that for you.

To start an affiliate business you really only need a website and a domain name. That's it. Your traffic and customers will come from Amazon. And that's what this training is all about.

As an affiliate, you don't deal with refunds. You don't deal with much customer support at all. You are not the teacher: The person who created the product will handle training and teaching the customers.

That's not to say you don't care about your customers. You definitely do. And you want things to be smooth and high quality for them. But as an affiliate, you almost always refer the customer to the creator of the product.

If you are selling your own products, then you want to Gather a Tribe. You want to make the customers YOUR customers. This is also called Building a Customer Base. We go over exactly how to do this in Section 3 of this guide.

If you are an author, this is perfect for you. You can use this method as a 'set it and forget it' way to sell your books. Or you can build a tribe and interact with your fans.

People get confused about what type of product they are selling to a tribe. Should you sell physical products? Should you sell virtual products?

The type of product doesn't matter. It's the THEME of the product that matters. Pleasing the tribe and giving them something useful is what matters.

For me, the obvious first thing to sell customers is a book. Why books? Because books are pure information. They are always useful. And they orient your customer to let them know where they stand and what they need.

If you are selling physical fitness products, your customers will also want books about physical fitness in order to educate themselves. In

order to understand the landscape. In order to figure out what they need.

If your customers want an audiobook instead of a paper book, does it matter? Give them what they want. We now live in the Information Age. Therefore, much of what you sell people is pure information.

How do you find a profitable niche to target? Amazon makes this easy for us. They've categorized products into niches, and then they've told us exactly which items the customers want most:

<https://www.amazon.com/Best-Sellers/zgbs/>

Choose a niche you have at least a little passion for. Let's say you love alternative medicine and health food. Or maybe you love technology. Maybe you're a big book reader. Find a way to connect yourself to a profitable niche.

How do you find an affiliate product to sell to a particular niche? This is also very straightforward. Affiliate products have been categorized into niches to make things easy. You simply find affiliate products that relate to your niche:

<https://prosociate.com/high-paying-affiliate-programs/>

What about high-paying affiliate programs? There are plenty of those. You might be surprised at just how much affiliates are getting paid:

<https://www.capitalism.com/high-paying-affiliate-programs/>

Affiliate Marketing Basics:

<https://www.lilachbullock.com/affiliate-marketing-guide/>

2 - Your One-Page List

People love lists. They are short, they are easy to read, they are fun. Top 10 lists are especially attractive because people want to see if their favorites are included in your list. They also want to see if they've missed any of the favorites that other people love.

Lists are also extremely easy to create and you can create them very quickly. Just because you can create a list very quickly, that doesn't mean it has low value.

It's quite the opposite. A list has high value to people because it's targeted at a subject (niche) that they love. Lists are fun and entertaining. They are also desirable because they are short and get to the point.

Your Top 10 List will target a niche and your list will connect to affiliate products or your own products. Your list is useful and fun, and it leads the reader to useful affiliate products they can buy.

Picking a List Title

This is very important. It's really the secret to making this work. Let's say you are in the Diet Niche. You are an affiliate for health and diet products. Here's a list title for you:

Top 10 Fastest Ways to Lose Weight for 2020

Will that title get attention? You better believe it! This title tells people that you have ten solutions for them, those solutions work fast, and those solutions are the latest ones.

A list with a title like this will get a lot of attention. And that's exactly what we want. Your list **MUST** be useful to people, but the most important element of your list is **THE TITLE**.

The title of your list is everything. Your title must hook people, or they will never see your list. So always ask yourself: How can my list help

people? How can my list make their lives better? How can my list solve a problem for them?

Let's say you write mystery novels. Your list must appeal to people who love mystery novels. So what should the title of your list be? How about this:

Top 10 Most Intense Mystery Novels of 2020

Let's say you are in the Work From Home niche. You want to entice people with what will help them, with what they don't have, with information they don't know about. Here's a title for you:

Top 10 Quickest Home Businesses to Start - Pandemic Edition

You can also be more direct and more aggressive with your list titles. You can directly mention the money aspect of having your own business. And you can talk about the speed which they can get that money rolling in:

Top 10 Quickest Emergency Cash Ideas for 2020

Always go for a direct, dynamic, energetic title. You want to show people that you are confident that you can help them. You want your title to let them know that you have something that can really help them.

3 - Your Portal Book

We are going to turn your one-page list into a book. Yes, you heard that correctly. There are many extremely short Kindle books on Amazon, they are called Short Reads. Here they are:

<https://www.amazon.com/Best-Sellers-Kindle-Store-15-Minute-Short-Reads/zgbs/digital-text/8584458011>

There is no minimum page count nor word count for Kindle books. Your book could be a page or two, and you will be fine. This is perfect for us.

We are going to create something called a Portal Book. A Portal Book is an open doorway that brings people into your tribe. It causes people to connect with you, to trust you, to buy from you.

Definition of a Portal Book: An open doorway that brings people into your tribe.

Portal Books should always be short. Why? Because the purpose of a Portal Book is to get people connected to you and to make sales. We don't want readers scrolling through page after page to get your links.

Attention spans are getting shorter. Let's keep it tight, with the fewest words possible. Otherwise, readers will get distracted. We don't want them to lose momentum. We don't want them to abandon the book.

The links in your Portal Book will go to a page on your website. Each link in your book goes to a separate webpage on your website. Each page is dedicated to a different topic, and a different product.

You will be selling your own products on your website, or affiliate products. I recommend you sell both. The reason these little books work so well is because they tap into the massive flow of Amazon customers. There is nothing quite like it.

Why does a Portal Book work so well? Because you are not directly promoting anything at all. You are offering something that everyone

who loves the niche will want. You are not seen as a salesman. You are seen as a helpful adviser.

People can smell a salesman. And they don't like what they smell! A Portal Book is NOT a sales pitch. It is fun, it is useful, it is helpful. This is why Portal Books work so well. They are open doorways that are easy to walk through.

Of course, the selling happens on your website. But by the time people click through the book and arrive at your website, they are very open to purchasing the what you have to offer.

Your List is Quite Simple

Your list consists of 10 short paragraphs explaining the benefits of 10 solutions that you are offering people. At the end of each paragraph, you tell people to click through to your website if they want to read your in-depth review of the solution.

That's it. If your list is about weight loss, you write a short paragraph about a certain weight-loss technique. At the end of your paragraph you tell people to click through to your website if they want to go deeper into this weight-loss strategy.

You don't need to have all 10 paragraphs lead to your website. Some can lead to YouTube videos that are helpful to your readers. These don't have to be your videos. They only need to be helpful to your readers.

Your book is tiny, but it's a real book. It is useful, it is helpful. Think of it as a compact tool that can help people solve their problems. Your book is valuable!

You have two options for generating royalties inside your Portal Book:

a - Set It and Forget It

b - Build a Customer Base

Set It and Forget It

This is the easy way. As we explained above, you are simply writing 10 short paragraphs that explain the 10 things on your list. And you are putting a link a link to your website after some of those paragraphs.

You can push all your readers toward one affiliate offer, or you can promote multiple affiliate offers that relate to the items on your Top 10 List.

The reason to feature just one affiliate offer is because that link is a real moneymaker, or it goes to a high-ticket item.

The reason to promote many affiliate offers is because you will make money no matter which link the reader chooses.

If you are an author, you can also directly promote your own books inside your Portal Book. But I recommend you also promote affiliate products along with your book. We want your Portal Book to be a real revenue generator.

Build a Customer Base

This is the second method. Also called Lead Capture. In this method you are not directly selling. You are giving people 10 different solutions to their problem, and then you are offering them the chance to sign up for your in-depth guide.

This means that the customer signs up to your email list. It is your email list that will do the selling for you instead of your website. This is the way to build a long-term business that will generate royalties for years.

You can create more than one Portal Book! That's why I mention the Customer Base method. When you get your first Portal Book generating income, I strongly suggest you create a second Portal Book. This is why Portal Books are so wonderful: They are easy and quick to create, and they are powerful cash machines.

Your Landing Page:

<https://www.websiteplanet.com/blog/best-really-free-landing-page-builders/>

Your Lead Magnet:

<https://optinmonster.com/9-lead-magnets-to-increase-subscribers/>

Your Email Sequence:

<https://www.meerakothand.com/how-to-write-email-sequence/>

The Power of FREE

This is why Portal Books are so effective. Making your book free lets it grab a whole bunch of traffic and customers from Amazon. The flow is constant and quite strong. The job of our Portal Book is turning this massive flow into sales. Month after month and year after year.

Make Your Book Free:

<https://www.twodoctorsmedia.com/home/a-book-builders-blog/2019/7/9/making-your-book-permanently-free-on-amazon-lessons-from-first-of-their-kind>

4 - Advertise Directly on Amazon

There is a way to advertise on Amazon for free. Yes, you heard me right. Not only is it free, it's extremely effective, and basically permanent.

The reason that it is so effective is because most people will not consider it advertising. They will simply think you are being helpful. Especially because you are offering them something free that they actually want.

Let's say you've created a Top Ten List that's all about rapid weight loss. What if you could post a quick review of the top twenty books in the Weight Loss category? And what if all your reviews contain live links that lead directly to your free Portal Book? You would then have a guaranteed flow of customers to your Portal Book.

The reason this works so well is because you are offering people something helpful and FREE. Never underestimate the power of this. You are directly targeting people who are very interested in weight loss. You are offering something them something that they really want, and you are just GIVING it away to them.

Of course, the actual selling will take place on your website. But you are truly, honestly giving something away that is really helpful. This is an unbeatable combination.

What makes this work is what Amazon calls a Product Link. A Product Link is just simple code that you paste into your review. That code will turn into a live, clickable link to your Portal Book.

The Product Link code is simply the ASIN of your Portal Book, and the title of your Portal Book, in this format:

[[ASIN:asin text for link]]

Simply replace the small letters *asin* with the ASIN from your Portal Book. And replace the words *text for link* with the title of your Portal Book. Like this:

[[ASIN:B07PCJD5DZ Instant Loss: Eat Real, Lose Weight]]

Your review is two simple paragraphs: The first paragraph reviews the book. The second paragraph lets people know about your Top 10 List. Your review would look like this:

This book taught me a lot about balance in my diet, while still losing weight. If you don't eat what you love, you will give up on your diet!

I'm kind of a fanatic when it comes to diets. I wrote my own Top 10 List about the quickest, newest ways to lose weight. And made it free:

[[ASIN:B004Y0V9G6 Top 10 Quickest Weight Loss Diets 2020]]

Your reviews don't have to be long, they just have to be targeted. Actually buy the books you are targeting and mention one of the things you learned in that book.

In your second paragraph you are simply telling people that you are a fan. You love diet books, just like they do. Then you let them know, in a friendly way, that you've put together a helpful list of all the quickest, newest diet methods for 2020.

Your reviews will be a part of Amazon for years. And they will keep bringing customers to your Portal Book. Now you have your very own net to capture sales on the planet's biggest store.

5 - Free Promotional Boost

You now have a free Portal Book on Amazon. Free books tend to go to the top of the charts. People love free! In addition, you've placed your reviews (with live links) all throughout the book category you are targeting.

On top of that, let's do some free promotion. This adds a third way that we are promoting our Portal Book. I always like to make sure my Portal Books get a good start in life!

It doesn't take much to do this. Your book is already free. But I recommend at least one day where you use as many of these free promotion resources as you can. Even an hour or two of work can make a huge difference and get your Portal Book off to a great start.

Facebook Promotion Groups (Free)

With these groups, you are advertising your book's website. You are not advertising directly. But sending people to your site where they can click on through and buy your book.

These groups can be quite effective, if you use them all! I highly recommend you join and then submit to every single group in this PDF.

Advertise Your Businesses, Pages, or Groups (101,000 Members)

<https://www.facebook.com/groups/1573201092931491/>

Advertise Your Business Here (227,000 Members)

<https://www.facebook.com/groups/604906636280396/>

Advertise Your Businesses (98,000 Members)

<https://www.facebook.com/groups/007ENGLISH/>

Advertise Your Site for Free (49,000 Members)

<https://www.facebook.com/groups/timewillsell2/>

Work From Home - Business Opportunities - USA (51,000 Members)

<https://www.facebook.com/groups/WorkFromHomeBusinessOpportunitiesUSAGroup2/>

Promote Your Website Here (32,000 Members)

<https://www.facebook.com/groups/1394759100793737/>

Work at Home Moms & Dads (32,000 Members)

<https://www.facebook.com/groups/2237298620/>

Work From Home UK & Beyond (26,000 Members)

<https://www.facebook.com/groups/136211813153622/>

Advertise Your Website (23,000 Members)

<https://www.facebook.com/groups/1477593792546952/>

Work From Home 2016 and Beyond (78,000 Members)

<https://www.facebook.com/groups/workfromhome2016andbeyond/>

Promote Your Business Here (40,000 Members)

<https://www.facebook.com/groups/419808741386626/>

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I Will Submit Your Ebook To 60 Kindle Promotion Sites

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Training I Highly Recommend

When authors ask me for advice on how to sell books, these are the greats that I always refer them to. These are the proven winners: Effective, tested, and easy to implement.

One Page Publishing Profits

This is great stuff because it shows you that it's not about how much content you create, it's about creating the exact right content. This training proves that tiny content can be quite profitable. And it definitely inspired me to get involved with Etsy and sell micro-content at multiple online stores:

<https://amyharrop.com/pages/1ppp-wp/>

Breadcrumb Book Promotion

This is a brilliant free method by Bill Platt. It shows you that you don't need money to promote your book, you just need a little bit of hustle. Elbow grease still hasn't gone out of style:

<http://professionalbookmarketing.com/breadcrumbs-method/>

Godspeed to you! If you need any further guidance or help, you can always contact me:

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(9) Our details

In this disclaimer, "we" means (and "us" and "our" refer to) Paul Coleman trading as Bookpumper.com, which has its principal place of business at 219 East Mills Ave #1891, El Paso, Texas 79901.

PS: I love life! :-)