

Micro-Series Bestseller Royalties

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Contact me: paul@bookpumper.com

1) The Power of Micro-Series

A book series is basically a "net" of books. Some books will sell more, some books will sell less. And this will change day by day. You will always have books increasing their ranking, and other books decreasing their ranking.

That means you will always have passive royalties rolling in. And you can easily add another short book to the net when you have some spare time. This is the beauty of having a micro-series.

And when you launch a new book, many of the previous books in your series will rise in rank. They will start generating more sales. That's another big advantage of having a micro-series.

But what makes the book series possible is the fact that we are writing VERY short books. We are able to create a series of books quite rapidly. We are also able to change direction rapidly, and go where the royalties are.

It's a good feeling having a series of books bringing the money in even when you are not working on them. And knowing you can easily add a few more books whenever you feel like it.

2) Jessie Ash

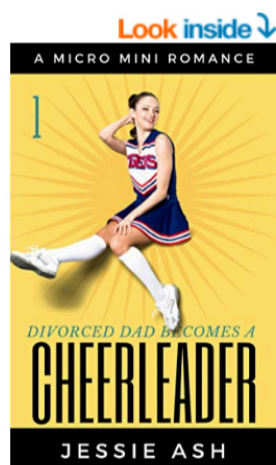
Can you simply write tiny books, upload them, and be a success? YES, you can. And Jessie is definitely proof of that. We have come to believe that you could only have a relatively easy success back in the early days of Kindle. But that is just not true.

All Jessie does is write and upload. That's all. Believe it or not, he doesn't even build an email list! That's right. There are no links in his books to sign up for an email newsletter.

Jessie relies on three things for his success. All three are extremely powerful, and all three are absolutely free to use. We will go over all of them in this report. But first let's take a look at his success. Here is one of his books:

<https://www.amazon.com/dp/B07YVMJG9R/>

Notice that he puts the word "micro" right in the title of his book? Very smart. This lets people know that they are getting a very short book. People want short. People want a quick hit of fiction.



Divorced Dad Becomes a Cheerleader: A Micro Mini Romance Kindle Edition

by Jessie Ash (Author)

> See all formats and editions

Kindle
\$0.00 kindleunlimited

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Unlimited to also enjoy
access to over 1 million
more titles
\$0.99 to buy

(A high school romance, sorta) Carl is a divorced dad who is severely down on his luck. To make matters even worse, he was splashed with nuclear waste at work. So how did he go from being pathetic to becoming a popular cheerleader? It's a micro mini romance series with an age regression, gender transformation twist.

Length: 10 pages Word Wise: Enabled Typesetting: Enabled Enhanced

Page Flip: Enabled

Similar books to Divorced Dad Becomes a Cheerleader: A Micro Mini Romance

Kindle Price: \$0.99

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Also notice the page length, just 10 pages. And you can see that the book is enrolled in Kindle Unlimited. That means he's getting Page Reads in addition to people buying the book directly for 99 cents.


The beauty of a short book is that people will read every single page. Many longer books get downloaded via Kindle Unlimited, but they are not actually read. Or very few pages are read.

Jessie targets LGBT Short Reads. And you can see that he is basically dominating this sub-niche:

Amazon Best Sellers





Our most popular products based on sales. Updated hourly.


- ◀ Any Department
- ◀ Kindle Store
- ◀ Kindle Short Reads
 - 15 minutes (1-11 pages)
 - Arts & Photography
 - Biographies & Memoirs
 - Business & Money
 - Comics & Graphic Novels
 - Computers & Technology
 - Cookbooks, Food & Wine
 - Crafts, Hobbies & Home
 - Education & Reference
 - Health, Fitness & Dieting
 - History
 - Humor & Entertainment
 - LGBT**
 - Literature & Fiction
 - Mystery, Thriller & Suspense
 - Parenting & Relationships
 - Politics & Social Sciences
 - Religion & Spirituality
 - Romance
 - Science & Math
 - Science Fiction & Fantasy
 - Self-Help
 - Sports & Outdoors
 - Teen & Young Adult
 - Travel



Best Sellers in 15-Minute LGBT Short Reads

Top 100 Paid Top 100 Free

<div style="text-align: center; font-weight: bold; font-size: x-small; background-color: #f96; padding: 2px;">#1</div>  <p style="font-size: x-small; margin-top: 5px;"> Bikini Changing Room: A Micro Mini Romance > Jessie Ash Kindle Edition \$0.99 </p>	<div style="text-align: center; font-weight: bold; font-size: x-small; background-color: #f96; padding: 2px;">#2</div>  <p style="font-size: x-small; margin-top: 5px;"> Stocking Stuffers > Clare London Kindle Edition \$2.99 </p>
<div style="text-align: center; font-weight: bold; font-size: x-small; background-color: #f96; padding: 2px;">#3</div>  <p style="font-size: x-small; margin-top: 5px;"> Divorced Dad Becomes a Cheerleader: A Micro... > Jessie Ash Kindle Edition \$0.99 </p>	<div style="text-align: center; font-weight: bold; font-size: x-small; background-color: #f96; padding: 2px;">#4</div>  <p style="font-size: x-small; margin-top: 5px;"> Logan Goes to Prom: Micro Mini Romance X > Jessie Ash Kindle Edition \$0.99 </p>



New Releases
in 15-Minute LGBT Short Reads

Three out of the top four books are by Jessie Ash. This is what I would call very successful targeting of a sub-niche! You can dig deeper into the top 50 bestsellers in his target niche, and see that he is absolutely dominating it:

<https://www.amazon.com/gp/bestsellers/digital-text/8624111011/>

Secret #1




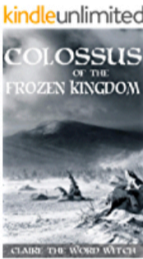


Also note that two out of the three 'New Releases' are by Jessie. When you write extremely short books, you can release more often than authors who write longer works. This means you can keep your books almost constantly in the New Releases section.

New Releases is basically free advertising from Amazon. They are telling their customers that there are plenty of fresh books flowing into their favorite niche. Amazon is helping their customers, and you also benefit.

I recommend you write three tiny books, and then just release the first one. Wait until it gets into the New Releases section. See how long it stays there. And then release your second book. You will be able to time exactly when to release your books by doing this.

The goal is to always have at least one of your books in the New Releases section. That means free exposure, free clicks, and plenty of book sales.

Jessie is dominating the Best Sellers List for the sub-niche he has chosen. We go over sub-niches a little later in this report, but for now take a look at how many times you see his name on the Best Sellers List:

<p style="text-align: center;">Allen Ginsberg</p> <p>Thoughts Sitting Breathing: A poem by Allen... Allen Ginsberg Kindle Edition \$0.99</p>	<p style="text-align: center;">JESSIE ASH</p> <p>Divorced Dad Becomes a Cheerleader 3: A Micro... Jessie Ash Kindle Edition \$0.99</p>
<p>#13</p> <p style="text-align: center;">kindleunlimited</p>  <p>Agree to be She: The Ultimate Gender Dare > Jessie Ash Kindle Edition \$0.99</p>	<p>#14</p> <p style="text-align: center;">kindleunlimited</p>  <p>Gender Shifter Prom Date: A Photo Comic... > Jessie Ash Kindle Edition \$0.99</p>
<p>#15</p> <p style="text-align: center;">kindleunlimited</p>  <p>I Turned into a Prom Date (Gender Bender Tales) > Jessie Ash Kindle Edition \$0.99</p>	<p>#16</p> <p style="text-align: center;">kindleunlimited</p>  <p>Colossus of the Frozen Kingdom Claire the Word Witch Kindle Edition \$0.99</p>
<p>#17</p> <p style="text-align: center;">kindleunlimited</p>  <p>Gender Bender Spells: Woman > Jessie Ash Kindle Edition \$0.99</p>	<p>#18</p> <p style="text-align: center;">kindleunlimited</p>  <p>Oops > Erik Schubach ★★★★☆ 4 Kindle Edition \$0.99</p>

Secret #2

Now let's reveal Jessie's second secret. It's a free feature in the Amazon Kindle app. When you finish reading one of Jessie's books, this is what you see:

Follow the author



JESSIE ASH

Jessie Ash

✓ FOLLOWING

More by Jessie Ash



Do you see the big feast of short books awaiting the reader? This feature lets the reader know instantly that there are a whole bunch of books from the same author, in the same sub-niche.

This is a big deal. If the reader liked Jessie's book even a little bit, it's extremely easy to buy another one of his books. All of these books have the same core theme, all of these books are in the same sub-niche.

Remember, his books are extremely cheap, or 'free' with Kindle Unlimited. I call this the Lay's Potato Chips Effect. It's very hard to eat just one potato chip and then stop!

And all the reader needs to do is click on one of those book covers and make a purchase. They can make the purchase instantly right inside the app.

This feature is a money machine. The more books you upload, the more money this feature generates for you. It's all about momentum. And quickly writing tiny books gives us a ton of momentum.

But did you notice the little button in the upper right hand corner of the app? That button has the word 'Follow' on it. That little button is another moneymaker.

When people click that button and begin following you, Amazon will notify all your customers about every single new book you release. And since we write series of short books, Amazon is going to be sending out a lot of notifications to our fans.

Amazon is a trusted authority figure. When Amazon sends your fans an email about your new book, people will respond. They will go check out your latest release. This is pure gold for us.

Here's more information on the Follow Feature:

<https://www.amazon.com/gp/help/customer/display.html?nodeId=201813230>

The more we learn about Jessie, the more amazing he becomes. It turns out he actually has 25 books that are all only 10 pages long. He is a micro-content machine!

3) Picking Profitable Niches

Niches are important, but the real action happens in the sub-niches. In this section, I go over what is popular and what sells. These niches are broad and general.

With sub-niches, everything changes. Sub-niches are where the miracles happen. We go over sub-niches in the next section of this report.

Rule Number One: Find hungry people!

It amazes me how many authors completely dismiss this rule. Especially when what you write will probably fit at least partially into a money-making niche.

You need to find some connection between what you write and a profitable niche. There is always a connection. It may be some small aspect of your book that you could beef up for the niche. But you will find something.

Part of the success of Jessie is that he is so incredibly focused on his niche. No matter what he does, everything centers on his target niche. It's all variations on a theme.

That means he is constantly pleasing his fans. He is constantly feeding a hungry crowd. He is giving them exactly what they want. He is fulfilling the promise of the niche. Everybody wins.

We've already discussed the quality of his books. The quality is not great. It's actually pretty rough. But he is still making money! Why? He is giving people the heart and soul of the niche.

He is giving the readers exactly what the niche promised to give them. If you go to a steak restaurant and they serve you tofu, you might be very disappointed. But if they serve up a steak, you are going to be happy.

Let's take a look at the basic profitable niches. First non-fiction, and then fiction. These are the broad categories. But the action happens in the sub-niches. And we will go over that in the next section.

Non-fiction

[Health and Diet](#)

[Weddings](#)

[Pregnancy](#)

[Family and Kids](#)

[Moving House](#)

[Divorce](#)

[Funeral](#)

Fiction

[Romance/Erotica](#)

[Crime/Mystery](#)

[Religious/Inspirational](#)

[Science Fiction/Fantasy](#)

[Horror](#)

Surf through these niches and start brainstorming. What do you love to write? What interests you? What are you passionate about? What do you have a 'knack' for?

If you already have a book written, how can you adapt your book to one of these niches? Can you add a sub-plot? Can you add a new character?

Be open minded and you might have a lot of fun doing this. Your story is a living, breathing thing. It wants to adapt. It wants to reach out. It wants to change.

The next step is being even more specific and targeting your readers down to the sub-niche. This is where the energy is. This is where the passion is. This is where the gold is.

4) The Sub-Niche Funnel

You already know the number one rule when it comes to picking a niche: Find hungry people! But there's a second rule when it comes to picking a sub-niche:

Rule Number Two: Find picky people!

People want what they want and you can never change their minds. People are very specific about what they want. They are picky and stubborn. But this is actually good news!

You have two choices. Give people exactly what they want. Or find the sub-niche that best matches exactly what you write. Usually it will end up being a combination of the two.

Sub-Niches are where readers are on fire. They are obsessed with their favorite sub-niche. This is a guaranteed audience, these are guaranteed sales. These are the easiest people to sell to on the planet.

Why is that? Because Amazon has gathered all the fanatics into sub-niches and you are giving those fanatics exactly what they want!

By the way, fanatic isn't a bad term. It simply means: A person who is extremely enthusiastic about and devoted to some interest or activity. In other words, a superfan!

Secret #3

Jessie is using a technique called the Sub-niche Funnel. Think of this as targeting the sub-niche of the sub-niche of the sub-niche. Yes, you are drilling down and getting more and more specific.

The first niche Jessie is targeting is the Romance Genre. This is a huge genre. So he narrows it further by targeting LGBT Romance. Then he narrows it even further by targeting Transgender Erotica.

So he starts with a big funnel, adds a second more narrow funnel, and then adds a third funnel that is even more narrow.

Or you can think of this as *filtering*. We don't want just general romance fans. We want to find a smaller crowd that is very passionate and even obsessed with a very specific genre. In other words, a sub-niche.

When you target like this, you will find the fanatics. You will find the superfans. You will find people who are obsessed with these books and these themes.

You are basically selling water to a man in the desert. He absolutely must have that ice cold water. He doesn't mind parting with his money at all. As long as he gets exactly what he wants.

Another advantage of writing extremely short books is that there is little risk to you trying out a new genre. There is also not much of a time investment.

You can quickly write a short book in a sub-niche and see how it does. You can also quickly re-write it if it's underperforming. And you can rapidly create a second book when the first book catches on.

My advice: Target down to the passionate people. Filter out the general readers. Find the fanatics. This way you will guarantee that you have superfans that will buy your books for years to come.

The Method:

How do we find the best sub-niche to target? Let's start with Best Sellers in 15-Minute Short Reads. We are writing short books, so let's see what's popular in very short books:

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





Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

- ◀ Any Department
 - ◀ Kindle Store
 - ◀ Kindle Short Reads
 - 15 minutes (1-11 pages)**
 - Arts & Photography
 - Biographies & Memoirs
 - Business & Money
 - Comics & Graphic Novels
 - Computers & Technology
 - Cookbooks, Food & Wine
 - Crafts, Hobbies & Home
 - Education & Reference
 - Health, Fitness & Dieting
 - History
 - Humor & Entertainment
 - LGBT**
 - Literature & Fiction
 - Mystery, Thriller & Suspense
 - Parenting & Relationships
 - Politics & Social Sciences
 - Religion & Spirituality
 - Romance**
 - Science & Math
 - Science Fiction & Fantasy
 - Self-Help
 - Crafts & Outdoor

Best Sellers in 15-Minute Short Reads

Top 100 Paid Top 100 Free

<p>#1</p>  <p>Securing Kalee (SEAL of Protection: Legacy Book 6) › Susan Stoker Kindle Edition \$4.99 Release Date: September 22, 2020</p>	<p>#2</p>  <p>Securing Zoey (SEAL of Protection: Legacy Book 4) › Susan Stoker Kindle Edition \$4.99 Release Date: January 14, 2020</p>
<p>#3</p>  <p>The Duke's Embrace (12 Dukes of Christmas...) › Erica Ridley Kindle Edition \$2.99 Release Date: December 3, 2019</p>	<p>#4</p>  <p>Cancel Kindle Unlimited: How to Cancel your... David Garcia ★★★★☆ 8 Kindle Edition \$3.99</p>

Now look to the left of the page. You have a whole bunch of niches to choose from. Pick one, and scan through the books. What's selling? What are people buying?

Next, pick a book to emulate. Find a book that is doing well and is very similar to the book you want to create. Now take a look at its sub-niches:

Now dig down into those three niches and take a look at the competition. See which books are winning, and figure out why. What can you include in your book that will cause it to rank well in your chosen sub-niche?

That's all there is to it. You are looking at short books that are already doing well. And you are using a bit of detective work to see why these books are doing so well. And to see what readers are hungry for.

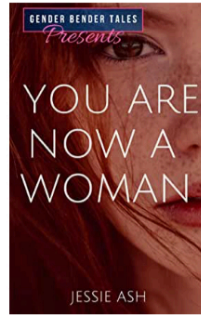
5) Book Cover Strategies

Your book covers are a big part of your success. And I want you to stay on track with your covers. They need to relate directly to your target sub-niche, and directly to the theme of your sub-niche.

Jessie mercilessly hits his audience over the head with the core theme of his sub-niche again and again. This is the secret to his success. He never quits pushing that core theme.

His theme is Gender Transformation. The stories are about men who are transformed into beautiful women by some type of magic spell. He puts this theme in his book title, book cover, book description, and of course inside his books.

You'll notice that his book covers contain the image of a beautiful, feminine, young woman. They have long hair, high heels, feminine lingerie. These images visualize the core theme of turning into this feminine ideal that so many desire. Take a look at his covers:



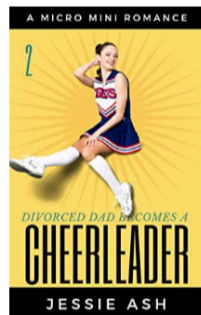
Gender Bender Tales Presents You Are Now a Woman
by [Jessie Ash](#) | Sold by: Amazon Digital Services LLC
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Gender Bender Tales Presents The Professor is Now a Woman
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Divorced Dad Becomes a Cheerleader 2: A Micro Mini Romance
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QB Mermaid
by [Jessie Ash](#) | Sold by: Amazon Digital Services LLC
★★★★☆ ~ 5
Kindle Edition

Make sure the core theme of the sub-niche you are targeting is reflected in your book cover. This is a simple thing to do that will help you sell a lot more books.

6) Gather Your Superfans

My one big complaint about Jessie is that he's not building an email list. This is the equivalent of leaving thousands of dollars on the table.

That's your money that you've decided not to pick up. You earned that money. You wrote the books, you gathered the fans to your books. But you didn't connect to them!

Don't leave your superfans in the hands of Amazon. Make sure you get their email addresses and make a real connection with them. These are your people. They love your books, and they love you.

Offer them a high-quality free gift in exchange for their email address. That gift could be as simple as a checklist. Or as complicated as a video series.

But I recommend creating something simple. A checklist that relates directly to the core theme of your sub-niche. Something that your readers will really desire.

In Jessie's case, I would recommend a Gender Transformation checklist: *Are you a woman inside? Three steps to make the change. How I accidentally became a woman.*

Connect with your fans! All you need is 1,000 true fans to be a full-time author and live the life you really want. I refer you to this classic essay:

<https://kk.org/thetechnium/1000-true-fans/>

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.

Geoff Shaw

Pretty much anything by Geoff is great. He has a way of making everything very clear and simple. Plus, he's a great motivator. After listening to Geoff, you will get your butt in gear and your Butt In Chair (BIC)!

<https://www.udemy.com/user/geoffshaw4/>

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:

paul@bookpumper.com

Paul J Coleman

Paul J. Coleman
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PS: I love life! :-)