

AN IMPORTANT MESSAGE FOR KINDLE AUTHORS...

# WHAT YOU NEED TO KNOW ABOUT THE KINDLE PLATFORM

---

## Are YOU Killing Sales with One (or More) of These Deadly Mistakes?

Let's face it: Writing and publishing on the Kindle Platform is easy, and there's plenty of money to be made, so why are so many people who are trying to profit from Kindle failing?

It's very likely that those who are failing to earn good money each month are guilty of making one (or more) of these deadly mistakes - mistakes that kill sales:

1. Not Writing in the Correct Genre
2. Forcing the Issue in a Particular Genre
3. Not Publishing a Lot of Quality Books on a Regular Basis

Let's talk about each of these, so you can be sure you know how important they are, and how to avoid them.

---

## **Mistake #1: Not Writing in the Correct Genre**

Not all Kindle books are equal, nor are all of them what readers crave.

The very first rule of being a successful, profitable Kindle author is writing in a POPULAR GENRE.

For years, the top spot has belonged to ROMANCE and its sub-genres. Next comes COMING OF AGE fiction, after that comes MYSTERY and its sub-genres.

What does that mean for you?

Well, it means that if you want to make great money on the Kindle platform, writing ROMANCE, COMING-OF-AGE, or MYSTERY books is an excellent way to get started.

Of course, both romance and coming of age stories have fairly narrow parameters when it comes to what you can and can't put into them.

When it comes to romance, there's got to be a love story of sorts, and while the variations on that theme are plentiful, the bottom line is that if you aren't interested in writing about romantic relationships, that's not a category that's right for you.

The same problem exists in the coming-of-age genre. This is a very narrow area in which to write as well, and if you aren't interested in taking readers on a story of discovery - specifically the discovery of self - then coming-of-age fiction simple is NOT for you.

Which brings us to MYSTERIES!

Mysteries have only one rule: A crime has to be committed, and a solution has to be revealed, but other than that, the entire landscape is open.

If you aren't already aware of this, there are SO many sub-genres in the Mystery category, your head will spin.

There are hard-boiled mysteries, cozy mysteries, mysteries with women sleuths, mysteries with kid sleuths, police procedurals, and something you'll learn more about in just a bit: Reader-Solves-It Mysteries.

That means that just about any writer can feel "in-tune" with the mystery genre because the options within the category are nearly boundless.

And that means you can EASILY avoid...

---

## **Mistake #2: Forcing the Issue in a Particular Genre**

If you aren't personally interested in a particular genre, you probably haven't spent a lot of time reading books in that genre.

Trying to "force" your way into a genre just because it's popular is a recipe for disaster.

Not only will your heart not be in it, but also readers will know you aren't really invested in the type of story you're trying to write.

Trust me (and trust the other experts out there): If you aren't an avid reader in a genre, don't try to be a writer in that genre.

For a lot of writers, that means both romance and coming-of-age stories simply aren't a good fit, but remember: *Mysteries* are a great place to dig in for almost any writer!

But, there's still one mistake we have to discuss...

---

### **Mistake #3: Not Publishing a Lot of Quality Books on a Regular Basis**

This is such a universal Achilles heel, I'm shocked more Kindle authors don't recognize this mistake and correct it.

There are SO many books and SO many authors publishing these days, it's hard to stand out from the crowd.

But good writing WILL win the battle.

Of course, we all know that winning a battle does NOT mean winning a war, which is where this mistake really bites authors - and bites them right in their earnings.

Let's say you publish a book - a really good book. You start to gain readers, and those readers tell their friends, which means you sell even more copies of that book.

That's great! Or is it?

What do you think is better: Selling one thing or two things?

Wait, before you answer me, what about selling one thing or three things?

Of course the answer is always going to be selling MORE than one thing, and the MORE things you have to sell the better!

That's the reason so many promising Kindle authors have limited success: Because they simply don't have enough books to keep those hard-won readers happy.

Look, earning that first purchase is the HARDEST part. After that, readers who enjoy your work are going to want to get their hands on more of it - as much more of it as you can throw at them.

Of course, you're only human, right?

Which means you can only plan, write, and publish so fast.

Sure, you could outsource the work to speed things up, but that costs a lot of money, and it takes time to find a really good writer.

Then there's the very real problem many people who do outsource face: Losing the person (or people) who've been writing for them and having to start over trying to find someone new.

What's the solution?

Well, what if I told you there was a way to write GREAT stories in a few HOURS and not weeks or months? And, what if I told you using this method you could easily learn to publish ONE BOOK EACH WEEK without having to outsource, stay up all night, or give up every moment of your time?

I'm talking about a popular type of mystery story that's only 300-1,500 words long. A type that's fun to write and that readers love to read.

The stories I'm talking about are called Reader-Solves-It Mysteries.

Here's an example:

## **DRINK UP!**

© Shawn Hansen

The sound of applause slowly died down as Chairman Judy Lender raised her hands asking for quiet.

"And now, I'd like to introduce the guest of honor for this month's Mystery Writer's Club, the one and only Helen Reynolds. As you're all well aware, Ms.

Reynolds is known for her uncanny knack in solving some of the most puzzling crimes around the country. She's been called to consult with numerous law enforcement agencies here and abroad, and today, she's agreed to let any among you attempt to stump her with a crime! Please join me in giving a warm welcome to Ms. Helen Reynolds."

The writers seated around the banquet tables stood, and a roar of applause rose to greet the guest of honor.

Stepping out from behind the curtained stage, Helen Reynolds waved to the crowd, gave a short bow, and walked to the podium.

"Thank you all so much for that warm welcome. I'm honored to be here today, and I look forward to facing your crime challenges. So, who's first?"

Hands shot up around the room. Helen looked around and spotted a young woman in a floral dress who seemed to be bouncing in her seat.

"How about you," said Helen, pointing at the bouncing woman. "What's your name?"

"Thank you so much for choosing me Ms. Reynolds! My name is Francine Thomas, and I'm a huge fan."

Helen smiled and nodded. "Well thank you. It's always nice to hear my writing's appreciated. Now, what crime do you have in mind that you think will stump me?"

"Well, let's see..." Francine paused and put a hand over her half-full glass of iced coffee as a waiter pushing a beverage cart came past with more ice and drink refills at the ready.

The waiter waited briefly for Francine to move her hand, and when she didn't, he started to move off. As he took a step away from the table, the two women sitting on either side of Francine held up their empty glasses indicating they each needed more iced coffee. He quickly obliged them by removing their empty glasses and filling new glasses with ice over which he poured chilled coffee.

Once the waiter had moved on, Francine continued, "Down the road from the Burnett's farm, there's an old gas station. Late one night..."

From her place at the podium, Helen saw Francine's face drain of color after which she watched helplessly as the young woman collapsed to the floor.

It took a few seconds for the rest of the room to respond to what had happened, but at the podium, Helen was using the microphone to ask anyone with a phone to dial 9-1-1 for help.

As she repeated her request, a reflection from outside grabbed her attention. She watched as the waiter who'd just stopped at Francine's table shoved the cart he'd been using toward the nearby pool. The cart rolled to the pool's edge and rocked forward tipping beverage pitchers and a bowl of ice cubes into the water before falling in.

It was too late by the time the paramedics arrived. Francine had been poisoned, and two of the other club members who'd been sitting at her table were ill as well.

The only common thread between Francine and the two others at the table is each had been drinking iced coffee, but Francine had only finished half of her glass in the time the others had had several refills.

"What do you make of it, Ms. Reynolds?" asked a man from the stunned crowd.

"Well, it's clear to me who's guilty and what happened here, but we'll need to wait for the police before the guilty party can be tracked down."

**TURN THE PAGE TO FIND OUT WHAT HAPPENED,  
AND HOW HELEN REYNOLDS KNOWS**

**ANSWER**

*Helen knew immediately from the waiter's actions that he was the killer, but the method of the crime was cleverer. She noticed that while more COFFEE was consumed by the two people at the table, their ICE hadn't had a chance to melt before fresh glasses of iced coffee were served to them. On the other hand, Francine had been sipping her drink, and almost all of her ice had melted into the same beverage glass. Helen concluded the poison was in the ICE and not in the COFFEE, so by sipping her beverage, Francine's drink had a full dose of poison in it while the others' drinks had only trace amounts.*



Believe it or not, that 619-word story took just over 30 minutes to plan and write.

Now, multiply that by 10, 15, or 20 stories, and you've got a WHOLE BOOK!

That's 5 hours, 7.5 hours, and 10 hours of time respectively, so you can see how FAST you can go from having NO book to having SEVERAL.

Writing Reader-Solves-It Mysteries is an easy way to ramp up your writing and publishing timelines, so you can avoid making the mistake of not publishing a lot of quality books on a regular basis.

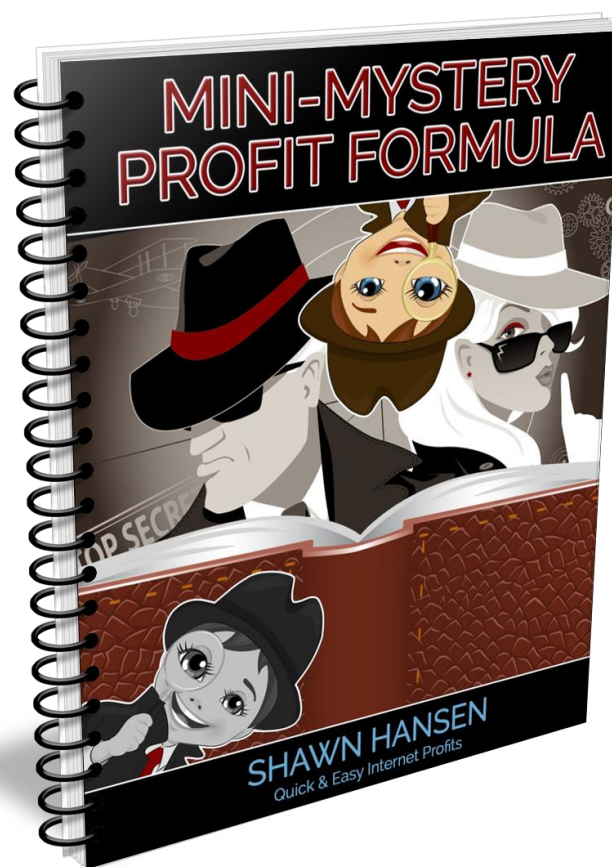
Your readers won't lose interest because they can't buy more of your books, and that means greater profits for you.

And because Reader-Solves-It Mysteries are so easy to create, even those new to writing can take advantage of this opportunity.

Now, I have a question for you...

## Are You Ready to Skip the Mistakes and Jump Right to Earning the Money You Deserve?

If you are, then you're going to want to take a look at the course that breaks it all down and shows you EXACTLY how to plan and write Reader-Solves-It Mysteries: The Mini-Mysteries Profit Formula.



## Step-By-Step Training in 8 Modules

Whether you're a new writer or a seasoned pro, what you'll learn in the Mini-Mystery Profit Formula will change the way to approach writing.

You'll learn how to write great fiction fast, and you'll be publishing books in no time.

Just take a look at the modules that are included:

### **MODULE #1: THE BASICS**

- What Reader-Solves-It Mysteries Are
- Why They're Popular
- Why They're Profitable

### **MODULE #2: PUBLICATION ADVANTAGES**

- Short & Fast
- Few Illustrations Needed (Kids' Stories)
- Excellent Entry-Level Option for New Writers

### **MODULE #3: CASE STUDIES**

- Encyclopedia Brown (Children)
- Two-Minute Mysteries (Adults)
- Meg Mackintosh (Children)

### **MODULE #4: BUILDING BLOCKS**

- Creating Your Sleuth
- Planning Your World

## **CLICK HERE TO LEARN TO WRITE FAST, PROFITABLE MYSTERIES**

---

-Adding Extras (Characters & Locations)

### **MODULE #5: CONSTRUCTING CRIMES & SOLUTIONS**

-Crimes & Solutions for Young Readers

-Crimes & Solutions for Adults Readers

### **MODULE #6: PLANTING CLUES**

-Planting Clues in Kids' Reader-Solves-It Mysteries

-Planting Clues in Adults' Reader-Solves-It Mysteries

### **MODULE #7: PLOTTING YOUR READER-SOLVES-IT MYSTERY**

-The Formula

### **MODULE #8: DEVELOPING LINKED STORIES FOR A BOOK & LINKED BOOKS FOR A SERIES**

-Recurring Characters and Settings

-The Mystery within the Mysteries

---

## **[CLICK HERE TO LEARN MORE](#)**

Your opportunity is waiting for you, all you need to do is click the link above, and in no time, you could be planning and writing your first (or next) Kindle eBook!