



EZ Pub Profits

JANUARY 2020

Your monthly guide to successful Kindle Direct Publishing.

EFis

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TABLE OF CONTENTS

Monthly Niche Spotlight.....	8
American Heart Month.....	9
Black History Month.....	12
Dog Training Education Month.....	16
National Bird Feeding Month.....	18
National Cat Health Month.....	20
National Children’s Dental Health.....	21
Monthly Niche Mentions.....	22
Important Date Highlights.....	23
January Book a Day.....	27

WHAT CAN YOU EXPECT FROM THIS GUIDE?



CREATIVE CONCEPTS

Every month you will get a list of ideas which you can work through during the month. This will help enrich your Kindle Direct Publishing inventory.



ACTIONABLE ADVICE

For every concept mentioned in the guide, you also get instructions on how to best utilize those ideas and create books that have a high chance of selling that month.



INCREASE YOUR PROFIT

The main goal of this guide is to help you get your Kindle Direct Publishing business to the next level, and increase your sales and profit month-by-month.



NETWORKING

Connect with likeminded people that are in the Kindle Direct Publishing business through our EZ Pub Profits Facebook group.

WELCOME

This is the first edition in the new year of 2020 of our EZ Pub Profits Success Guide (Formally KDP EZ Profits). It is also the 8th edition since the guide started.

First, I want to start off the year with some big news! Stacy has done an excellent job with the previous versions of this guide which have been incredibly helpful and thoughtful. The guide that follows is a little bit different than past guides, because I have now taken over the writing, editing, and research to help you push your KDP business to new heights in 2020.



WELCOME

The last 12 months I have been able to make the switch completely to low content books which have caused my KDP journey to skyrocket in earnings with less time spend on the overall book creation process (no more formating chapters) and much more time spent on niche research on what sells, how to get the products to sell, and getting in front of the right audience.

Through really understanding niches and diving deep, I have been able to create NEARLY a 6 figure income from KDP in 2019, and hope to increase these earnings through the platform in the new year.

WELCOME

I hope to continue what Stacy has started by taking questions that I had, as well as questions that you have had or WILL have and turn everything into a learning opportunity where we can make money together publishing low content books. KDP is always changing and I will be keeping you posted on those changes as well.

I will be publishing a success guide each month, which will be delivered to you on the 1st day of each month. It will be packed with tips, tricks, recommendations, lessons learned, and will evolve with you, as the readers, work your way through your KDP business.

So, without further ado, let's get you on the road to KDP profits!



MONTHLY NICHE SPOTLIGHT

If you are running out of ideas of what to create a journal/notebook/diary for, check out this list of holidays, special events, niches to get your creative juices flowing.

ACTION STEP: Take the examples provided below, do some research, and set a goal to publish at least 1 book each day. At the end of February, if you do only 1 book per day, you'll have 29 new publications up on KDP (it's leap year and you get a bonus day). PLUS, a lot of these are evergreen niches! But before we get into that, here are some events that are marked throughout the whole month of February.

AMERICAN HEART MONTH

Heart disease is the leading cause of death for both American men and women. In December 1963, president Lyndon Johnson issues a proclamation designating February as American Heart Month. The first American Heart Month took place in February 1964. Since then, it inspires us to examine one of the most pressing health concerns in the United States and to make positive changes to our lifestyles.

What does this mean for KDP? We can create low and no-content books about heart health and lifestyle. Here are some ideas to get you started.

AMERICAN HEART MONTH

Heart healthy cookbook/recipe book to write in

People with a heart condition have to be careful with what they eat, and maintaining a healthy diet is very important. There are a lot of heart healthy recipe books, and every person with a heart condition has more than one of these cookbooks in their kitchen. A recipe book to write in, would be a great addition to complete their collection of heart healthy cookbooks, where people can compile their favorite recipes from different cookbooks, and have them handy whenever needed.

AMERICAN HEART MONTH

Heart rate/blood pressure journal

Managing and controlling blood pressure and heart rate is of essence for people with a heart condition. A journal/tracker to log down daily weight, blood pressure levels, blood sugar level and pulse rate. We have created a custom interior for this, which you will get for free along with this month's newsletter.

Action Step: Take the included interior with this month's guide, and create 5 different covers related to the niche. When uploading, change the title for each unique cover but use the same interior. This should give you a larger chance to increase sales by reusing the same interior, but offering the market different unique covers that appeal to different audiences within the same niche.

BLACK HISTORY MONTH

February is the most important month for African Americans to celebrate their heritage and history. You can help mark this month by creating low and no-content books to celebrate successful African Americans. Creating journals in different niches with the focus on African Americans can help you niche-down and increase your chances of making more sales during this period. Think of some creative quotes that celebrate African Americans, and scale them for different jobs for covers. For interiors, you can choose whatever you think fits best for that certain niche.

Action Step: You can often times find great sayings/ phrases by looking up the niche on Google Images. For this, start with Googling “African American pride sayings”, and look at the images tab. From there, pick out certain phrases you like and research if they are up on Amazon and can be used.

BLACK HISTORY MONTH

Here are some examples and ideas about low-content books for Black History Month:

- **Dope Black Nurse Living Her Best Life** – a nurse journal/log book
- **Young Gifted Black Teacher** – a teacher planner
- **49% Pianist 51% Black Excellence** – music sheets notebook
- **49% Guitarist 51% Black Talent** – guitar tab notebook

BLACK HISTORY MONTH

A wise nation honors and learns from its past, and it's of paramount importance to take this month and learn as much as we can about black history. Teaching African American children about Black History Month is an untapped niche, for which you can create prompt journals with cute covers that engage kids further to learn about what Black History really means.

BLACK HISTORY MONTH

A simple prompt journal to start with would have 29 prompts, one for each day. Here are some prompts to use as an example:

- Why do we celebrate black history month?
- The importance of Martin Luther King Jr.'s "I have a dream" speech is...
- Harriet Tubman's story is significant because...
- George Washington Carver is an important figure in history because...

It does not necessarily mean to limit your journals to 29 prompts, but one per day is the easiest way to get started.

DOG TRAINING EDUCATION MONTH

We all know that one person whose dog is not fun to be around. They either bark all the time, jump on furniture, or get into fights with other dogs. Since February is also marked as Dog Training Education Month, it's a good opportunity to offer dog owners material that would help them train their dogs. A dog training log book would also be a good addition to any dog trainer. Once you've created a good interior for your dog training journal or log book, you can continue by creating covers for different dog breeds.

DOG TRAINING EDUCATION MONTH

Here's a list of top ten dog breeds in America:

1. Labrador retriever
2. German shepherd dog
3. Golden retriever
4. French bulldog
5. Bulldog
6. Beagle
7. Poodle
8. Rottweiler
9. German shorthaired pointer
10. Yorkshire Terrier

If you're a big fan of dogs, don't stop with the top ten. Make a top 20, and include some covers about puppies.

NATIONAL BIRD FEEDING MONTH

In February, many bird species return from warm places to their homes, and the intent of this event is to spread some seeds and ensure that our flying friends have enough to eat. With the return of the birds, a very popular hobby gains traction this time of the year - you guessed it: **Bird Watching**.

Believe it or not, a lot of people consider this more than a hobby, and do it professionally by investing a lot of time and money into their bird watching passion.

Action Step: You can follow the same outline as above with the dog breeds. There are hundreds of species of birds. Illustrations of these birds could create MANY unique covers for the bird watching enthusiast giving you much more than just 1 cover for each interior.

NATIONAL BIRD FEEDING MONTH

More than 45 million people watch birds around their homes and away from home, according to the preliminary findings of the *2016 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation* produced by the U.S. Fish & Wildlife Service, joining other wildlife watchers in contributing a total of nearly \$80 billion to the U.S. economy.

Birding in the United States: A Demographic and Economic Analysis, an addendum to the 2011 National Survey, shows that bird watchers spend nearly \$41 billion annually on trips and equipment. This obviously shows that bird watchers are willing to spend money on anything that adds value to their bird watching experience.

NATIONAL CAT HEALTH MONTH

Cats are the second most popular pet in the US (after freshwater fish). Since we love them so much, we have to make sure our feline friends have all what they need to keep living their best life. To mark the National Cat Health Month, we can create cat health care journals with interiors containing visits to the veterinarian, feeding, grooming, chores, training commands, etc.

NATIONAL CHILDREN'S DENTAL HEALTH

Dental hygiene is one of the most important things we can teach our children. Unfortunately, for a lot of parents, getting kids to brush and floss their teeth can be very problematic. But if we want to protect our kids from having their teeth actually pulled at some point in their lives, we have to show them the ins and outs of proper dental health. Making journals about dental health can help kids create a routine by keeping logs of their dental hygiene procedures daily, and improve their dental health.

MONTHLY NICHE MENTIONS

February might be the shortest month of the year, but it's packed with holidays and events. Some of the holidays/events we didn't go into detail, but are still worth mentioning:

- Canned Food Month
- Great American Pie Month
- National Bake for Family Fun Month
- National Cherry Month
- National Children's Dental Health Month
- National Embroidery Month
- National Grapefruit Month
- National Hot Breakfast Month
- National Macadamia Nut Month
- National Snack Food Month
- Pet Dental Health Month
- Responsible Pet Owners Month

IMPORTANT DATE HIGHLIGHTS

Apart from the monthly highlights and events, every month has at least one date that marks an important event or holiday. I am going to list all of them, but will also go into a little more detail for some holidays/events that are more popular.

Groundhog Day - February 2nd

February 2, when the groundhog is said to come out of its hole at the end of hibernation. If the animal sees its shadow—i.e., if the weather is sunny—it is said to portend six weeks more of winter weather. Marking this event with lined journals and groundhog covers can help you generate some more sales for the month of February.

IMPORTANT DATE HIGHLIGHTS

World Cancer Day - February 4th

World Cancer Day is an international day marked on February 4 to raise awareness of cancer and to encourage its prevention, detection, and treatment. Journals can help people going through cancer by writing their daily thoughts, tracking their mood/energy, symptoms, food, or anything else that comes into your mind and would help people with cancer.

IMPORTANT DATE HIGHLIGHTS

Valentine's Day- February 14th

Valentine's Day started as a feast day for St. Valentine, the patron saint of love and affection. Now, 200 years later we are celebrating this day by buying chocolates and cards for our loved ones.

Valentine's day cards as covers for lined journals would make a great gift to mark the love of two people. Unlike a card that would land in a box, a journal can be used daily to write your thoughts and be reminded of your love while looking at the cover. Couple journals with prompts are also a great gift for this occasion.

IMPORTANT DATE HIGHLIGHTS

Singles Awareness Day - February 15th

It is okay to be single. Recent figures show that over half of all Americans, ages 16 and older, are single, so Singles Awareness Day on February 15 is a fantastic day for people to celebrate their independence.

Even though it's called Singles Awareness Day, the best performing low-and-no-content books are still the ones with jokes about being single. Here are some examples of funny quotes on covers:

- I'm single by choice. Not my choice. But it's still a choice
- Single - Taken - IDK Cursed or something
- Single September - Only Me October - No Men November - Don't Date December

JANUARY BOOK A DAY

Time to get into our book a day mindset.

Take the examples provided below, do some research, and set a goal to publish at least 1 book each day. At the end of February, if you do only 1 book per day, you'll have 29 new publications up on KDP (it's leap year and you get a bonus day). PLUS, a lot of these are evergreen niches!

- 1-Feb** National Dark Chocolate Day
- National Eat Ice Cream for Breakfast Day
- National Freedom Day
- National Get Up Day
- 2-Feb** Candlemas Day
- Groundhog Day
- National Hedgehog Day
- National Hedgehog Day
- National Ukulele Day
- Super Bowl Sunday

JANUARY BOOK A DAY

- 3-Feb** Doggy Date Night
 - National Carrot Cake Day
 - National Golden Retriever Day
 - National Women Physicians Day
- 4-Feb** World Cancer Day
- 5-Feb** National Chocolate Fondue Day
 - National Signing Day
 - National Weatherperson's Day
 - World Nutella Day
- 6-Feb** Bob Marley's Birthday
 - National Frozen Yogurt Day
- 7-Feb** Give Kids A Smile
 - National Black HIV/AIDS Awareness Day
 - National Bubble Gum Day
 - National Send a Card to a Friend Day
- 8-Feb** National Boy Scout Day
 - National Kite-Flying Day

JANUARY BOOK A DAY

- 9-Feb National Pizza Day
National Toothache Day
- 10-Feb National Umbrella Day
- 11-Feb International Day of Women and Girls in Science
National Clean Out Your Computer Day
National Guitar Day
National Inventors' Day
- 12-Feb Abraham Lincoln's Birthday
National Plum Pudding Day
- 13-Feb World Radio Day
- 14-Feb National Donor Day
Valentine's Day
- 15-Feb Singles Awareness Day
- 16-Feb National Almond Day
- 17-Feb Presidents Day
Random Act of Kindness Day

JANUARY BOOK A DAY

- 18-Feb National Drink Wine Day
- 19-Feb Tug of War Day
- 20-Feb National Love Your Pet Day
National Muffin Day
- 21-Feb National Sticky Bun Day
- 22-Feb National Margarita Day
National Walking the Dog Day
- 23-Feb International Dog Biscuit Appreciation Day
- 24-Feb National Tortilla Chip Day
- 25-Feb National Clam Chowder Day
- 26-Feb National Pistachio Day
- 27-Feb International Polar Bear Day
National Chili Day
National Pokemon Day
National Protein day
- 28-Feb National Chocolate Souffle Day
- 29-Feb Leap Year Day

WRAPPING IT UP

As you work your way through this guide, let your creativity take over. What I like to do is start with some of the suggestions given, and use those to spin off your own research or dive deeper into a niche.

While you can always take an idea and run with it, create multiple covers or interiors, that is not ALWAYS the best decision. At the end of the day, KDP is about QUALITY over quantity. If you can get a quality interior/cover in front of the right audience, that is the recipe for success.

Work your way through the suggestions, dive deep on the research, and aim to put out just a single book per day each month.



WRAPPING IT UP

A single upload per day is 365 books up and selling on Amazon! If you focus on quality uploads over quantity, this will lead to far better sales.

You can always do more, or do less, but remember, at the end of the day, it is about using this guide to take action and grow your business!

Good luck out there!



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