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Have You Thought About Publishing A Kindle Book?

A key element in the online business efforts of many Internet marketers is e-book sales. The large majority of online marketers - either in the capacity of an affiliate or an author - will have sold, or perhaps given away (possibly as a bonus) e-books at some point in time.

Today, the vast majority of e-books are distributed in PDF format suitable for the widely used Adobe Acrobat reader. Almost everyone has a copy of Acrobat on their PC, so this makes a lot of sense. In the unlikely event that someone does not have this program, they can download a copy free of charge from the Adobe website.

Publishing your e-book, whether you have written it yourself or have bought PLR rights, is pretty simple. There are any number of programs which will produce a PDF file for you. All you have to do then is market it. Putting it on Clickbank is a fairly popular option.

However, there are other options available and at least one of these is very new. The Amazon Kindle reader is a pretty hot gadget right now. It is, very definitely, a nice piece of kit. The fact that virtually every new e-book reader released which shows the slightest promise is instantly christened the "Kindle killer" only serves to confirm that Amazon's Kindle is not only the market leader, but is the standard against which all other e-book readers are measured. The key thing to note, from the point of view of an Internet marketer, is that more people have Kindle readers than any other type.

Aside from the hardware, one of the important influencing factors in the Kindle's success to date has definitely been the huge number of Kindle books which are available on the Amazon website for readers to choose from. At the moment there are more than 420,000 Kindle books to pick from. This number is being added to at an average rate of approximately 500 new titles daily. So, as interesting as that undoubtedly is, what does it have to do with Internet marketing?

Well, putting it simply, as well as being a new way of reading, the Kindle also makes new methods of publishing available. Anyone with an Amazon account can publish their own Kindle e-book. It's as easy as saving a Word document in HTML format and uploading it to the Amazon website. Within a matter of minutes (it really is that easy) you could have your e-book showcased by the largest bookseller in the world!

You can set the price of your e-book at whatever you wish. However, if you choose a price between \$0.99 and \$9.99, you will retain 70% of the sales price for any books sold. There is a small deduction to cover delivery charges. This is based upon the size of the book in kilobytes and is usually no more than a few cents. Whilst this may be less than you might expect to make were you to sell a \$97 e-book, the potential to achieve a large sales volume, coupled with the fact that the process is entirely free, may make it a profitable option for you.

It's also worth considering that the Kindle may be the future of both books and e-books as well. It's an ideal opportunity for you to get in on the ground floor with what could very well turn out to be a totally new development in e-book marketing. So, maybe you should think about producing a Kindle edition of the next e-book!

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