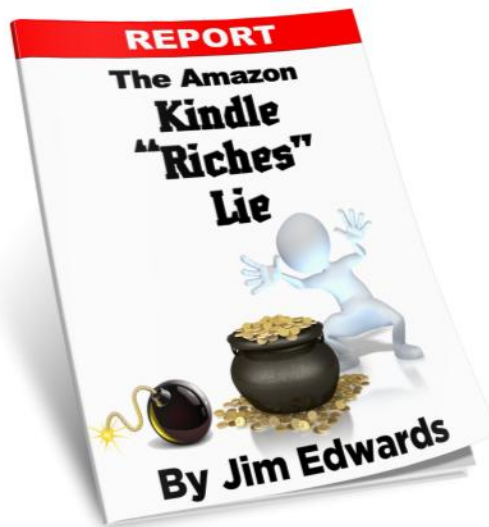


## The Amazon Kindle “Riches” Lie



by: Jim Edwards

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Specializing in helping individual entrepreneurs, small business owners and authors to understand how to use technology to build your online business.



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## The Amazon Kindle “Riches” Lie

**“Amazon has closed your account!”**

Here’s the type of email you’ll most likely get from Amazon if you believe the get-rich-quick hucksters promising easy and fast money from Amazon Kindle using straight PLR, public domain content from U.S. Federal Government websites, Wikipedia, or similar content sources. (This was forwarded to me and I’ve removed anything to identify the recipient).

“During a review of your KDP catalog, we have found that the content of some of the books you have uploaded **is freely available on other websites.**

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articles, or grabbed some PDF’s off of a government site as public domain. Maybe they did everything “right” as far as the instructions they were given, but I believe this won’t be enough for anyone when it comes to Amazon Kindle very shortly. And if you’ve bought into the “throw a bunch of crap up on Kindle and get rich” mindset, you’re building your house on a deck of cards!

### Here’s what you’ll hear from some of the “experts” out there on how to make money on Kindle.

- Take some PLR articles, slap them together, and post as a Kindle book
- Take some Government reports and post as a Kindle book
- Scrape some websites like Wikipedia and post as a Kindle book
- Take PLR reports “as is” and post as a Kindle book

The one thing that struck me about that email (above), however, is not that Amazon was saying the content was similar to anything already in their catalog, but that it was freely available elsewhere. So even if you’re technically okay with the PLR content or public domain content “as is,” how long do you think it will be before someone posts that PLR content somewhere on the Web for free? When it comes to PLR, it’s probably already out there. When it comes to public domain, it’s definitely already out there.

So, if you use PLR or public domain content “as is,” you can eventually expect to get the email listed above, or something very similar, that cuts off your ability to sell on Amazon Kindle. Even though you have “rights” to it, I believe Amazon will not WANT it – whether you have rights to it or not – very shortly.

### Here’s why...

Amazon wants 100% original content available for sale to their customers, not PLR crap nobody takes the time to rewrite, update, or adapt. If you want to use PLR, you’ve got to make sure it’s 100% re-written, or I’m convinced they will ultimately bust you for being too similar to other people’s ebooks or what **“is freely available on other websites.”**

Notice I said 100% rewritten. Not 50% re-written. Not “spun” with fancy online software. Not 70% rewritten. But **100% rewritten** PLR, if you choose to use PLR, is the only thing that will ultimately keep you out of hot water.

Again, Amazon wants 100% original content – especially since Google Books giving away so many titles and wanting to squeeze Amazon on the explosive ebook space, if a customer gets ahold of just one PLR piece of crap, Amazon knows it can sour them on the entire experience of buying ebooks and consuming information through Kindle – which means Amazon loses thousands of dollars over the lifetime of the customer over one sale.

Here’s the reality when it comes to who you’re dealing with in Amazon and why trying to “game” them with PLR or other non-original content is just plain stupid.

### They Own The Web

Amazon’s servers power the Web for huge numbers of companies out there. Hell, they practically invented the “cloud” and certainly brought cloud storage to the masses with their S3 service. Their servers push millions if not billions of product suggestions to consumers daily using some of the most sophisticated software online. They have some of the smartest people in the world programming for them.

Don’t you think they can detect duplicate content or duplicate text patterns? Did you realize that searching the Web for duplicate text is the simplest type of search any search engine can do? Of course it is! And if you don’t believe me, go take CopyScape.com for a whirl, and in about 20 seconds you’ll see what I mean.

Believing the lie that you can build a real Amazon Kindle business that will last based exclusively on straight PLR and public domain content is just building your business on sand. The slightest wind will knock it over. Even if you get away with it for a while, some other bonehead will post the same PLR on the Web or up on Kindle and its game over for everyone.

### What about the customer?

It’s really simple. Put yourself in the shoes of the customer. You buy a Kindle, download a crap PLR ebook and how do you feel? BAD!

PLR / Public Domain Crap =

- No repeat customers
- No repeat business
- No real business for you!

### Have we seen the real “Amazon Slap” yet?

I believe the BIG Amazon Slap has NOT come yet! Why? Because Amazon is just now gearing up to clear out all the crap they allowed in so there’d be plenty of titles available for the Christmas rush on Kindles and Kindle Fires. (By the way, Amazon expects to sell 5 MILLION Kindle Fires in the first quarter of 2012.) Combine that with the explosion of original content published on Kindle and you’ve got a situation ripe for cleaning house.

Here’s what I believe Amazon will do to clean house of crap Kindle content (say that 3 times fast!)

First, they’ll clear out the stuff that is **“freely available on other websites.”** That simply means getting rid of the content that was just scraped off other sites. Whether it’s Wikipedia, some dot Gov site, or anything someone could see on a web page for free in their Web browser will be gone. The same goes for anything to do with PLR that is freely available elsewhere online on a Web page or blog.

Next, I believe they’ll tighten up on licensed content like PLR or resale rights content that is identical to other titles in their catalog. They’ll tell you it’s “substantially similar” and then kick the content off Kindle.

Next, I believe they’ll cut out the public domain works, or at least limit them. How many copies of “Moby Dick” or “Huckleberry Finn” do they need posted? If you want to use public domain, you’ll have to differentiate it with “substantial” original content like commentary, updating, or some other added value.

Finally, I believe they will start doing some sort of editorial or quality control over the content they allow in. This would be SIMPLE and EASY for a company as sophisticated as Amazon and could be completely automated. Content that reads like it was written by a two-dollar outsourcer for whom English is a 5<sup>th</sup> language, or content that was spun by software and sounds the same, will all get purged, or at least “red-flagged” for human review. That one will take a little longer, but it will come.

Ultimately, I believe PLR will be banned and public domain content will get pushed so far down the search results scale that using it will prove next to worthless.

### So how do you get good content for Kindle?

Pure and simple: Amazon’s #1 concern is putting quality, low-priced ebooks onto their customers’ Kindles. Anything that gets in the way of that purpose will get banished from their world sooner or later.

You have 3 ways to give Amazon what they want and build a real, lasting business for yourself at the same time.

1. Write your Kindle content yourself 100%
2. Hire someone to write 100% original content for you to sell on Kindle
3. Hire someone to 100% RE-WRITE your PLR or public domain content before you try to sell it on Kindle

If you choose #2 or #3, make sure you use a service like CopyScape.com to CHECK that the work they present to you is, in fact, 100% original.

## So how do you REALLY make money on Kindle?

Making money on Kindle is simple. It's truly a wash-rinse-repeat type of operation.

- Start with a GREAT title
- Create good, solid content that YOU own
- Make sure that content is 100% original
- Ensure your content is something REAL people actually like and want more of (so you get repeat customers)
- Publish consistently and repeatedly to build sales momentum and repeat sales

That's it... no magic... no "get-rich-quick!"

Want more?

Bottom line: here's exactly what the top ebook authors (or those who want to be) use to write, publish, and sell ebooks for HUGE profit margins => <http://www.7dayebook.com>

## Other Resources

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