

# Writing and Self-Publishing: Kindle

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# Writing and Self-Publishing: Kindle

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[www.PLRContentSource.com](http://www.PLRContentSource.com)

Another fantastic way that you can earn an income from Amazon is through Amazon Kindle. We live in a wonderful time when literally anyone can decide to write and publish books on the Kindle platform. It's a lot easier than you might be thinking and you can earn a fantastic income doing it. Seriously – it's really easy.

There are no gatekeepers. There is no one telling you that you can or cannot publish something. As long as your book falls in line with Amazon's guidelines (and they are very flexible) you will be able to publish and earn with this platform.

Of course, you won't want to just publish anything that comes to mind. As with anything in marketing, you're going to want to focus on the most popular topics and the ones you can be most profitable with.

You want to pay attention to audience information, popularity, profitability information, list building, and making sure your books get in front of the right sort of customers who are most likely to buy your books.

Do you have to be the best writer in the world to do a good job and earn big with Amazon Kindle? Absolutely not. Yes, you want to write readable books that bring your readers joy. But, you don't have to be a professional writer to make that happen.

As long as you can do a good job and satisfy your readers, you will do just fine. And, the more books you release, the better you'll do. Practice really does make perfect.

By the way, you aren't just going to write and release one book for Kindle. That's not how money is made on this platform. Even the best-known authors don't release just one book- not if they want to remain profitable and relevant over time.

They release book after book. As someone who is new to self-publishing, you'll want to realize that this is a numbers game. You'll want to release a book ASAP and plan to release more books over time.

You can write short books to make this easier and less intimidating, depending on the genre you choose to write in. You don't have to write a huge novel. Writing a huge novel can be very intimidating if you're new to this.

You can actually write 7,000 or 10,000 words and do just fine. Or, you can write a 20,000 word book. You don't have to write 100,000 words to publish on Kindle. You really can do quite well by releasing short books in highly profitable categories and genres.

You can write either fiction or non-fiction books, it's up to you.

I can't stress enough that this can be really fun. I also want to stress that it can take a while for you to start to see some real earnings. Just because you write and release one book or even five books doesn't mean you will start earning a huge income right away.

You really have to be smart about it and reverse engineer highly successful authors (preferably self-published authors) who have already achieved the level of success you want to achieve.

By the way, if you don't consider yourself to be a writer, that doesn't mean you have to give up the opportunity to self-publish on Kindle. You can outsource the writing and still self-publish on Kindle.

You can consider yourself to be a publisher only. That's just fine. This opportunity is extremely flexible and can be so lucrative for you. That's definitely worth more than just a passing glance.

Let's talk about how you can get started self-publishing on Kindle. Are you excited? I sure hope you are – because life can change in a big way for you, if you go about this in the right way.

### **Getting Started Self-Publishing on Kindle**

Amazon has some really thorough help documents for Kindle authors, so this really shouldn't be that difficult for you to get up and running with. To prepare your book to be published, you'll have to do more than just go through the motions.

This isn't just about preparing your book-- this is about making sure it will also be profitable for you. You aren't just publishing anything you think about, you're publishing content you know will earn for you as well.

With that said, Amazon can help you with the actual “how to” of getting your book up on their site. That'll be a breeze once you've done the niche/genre research and have your ducks in a row.

So, what you have to do is get your manuscript ready in a format Amazon accepts. They have a formatting guide that can help. Once your book is formatted in the right way the (don't be worried about this because it is actually a lot simpler than it might appear at first), it's time to go ahead and publish your book.

To publish your book, you need an account with KDP. This stands for Kindle Direct Publishing. Amazon will allow you to register with your same Amazon credentials that you use across the site, though it will be a separate log-in.

When you go to publish your book, you will create a new listing. You'll enter in your book title, author name or pen name, categories that you want your book to appear in, and so on.

Remember, you shouldn't just enter in any old book title or choose categories on a whim. Since you are running a business and you want to make sure your book sells as many copies as possible, these are things you'll want to research ahead of time.

Even just a slightly different pricing category can lead to a dramatic difference in sales.

As you're publishing your book, you will of course submit and upload the manuscript you've already prepared in the correct Kindle format (remember, you can use something like [Word2Kindle](#) or Vellum to make this easy on yourself). Amazon will allow you to preview what you upload so that you can ensure it looks just as you wanted it.

You'll also upload your cover. You can create this ahead of time or have it created for you. You can use something like a Fiverr.com to have someone create a great cover for you on the cheap. Or, you can use a service like Upwork.com to hire a designer.

Amazon does have a cover creator tool that will allow you to create a book cover right then and there. It just frankly doesn't produce fantastic results.

You'll take care of the logistical selections, such as verifying your rights and territories. You also set your prices and publish. As with other options

you select, you'll want to put some thought and research into the pricing options you choose before you choose them.

Remember—it's in Amazon's best interest to help you succeed. They'll match your book up with similar books while you make your pricing decision so you can get a feel for where you want to price your book.

You'll want to think about what the competition is doing in relation to your books. That doesn't mean you should copy absolutely everything the competition is doing...but it is something to keep in mind. If other books like yours are selling better at a price that's higher and lower than what you were considering as a price point, that's something to think about. Of course, you can move prices up and down along the way and test different price points as well.

Once you've gone through all the different options, you will officially submit your book to Amazon to be published. It will take a little bit of time for the book to go live, but soon it will be live and active on Amazon's website. And what a feeling of accomplishment that will be—especially the first time it happens for you.

Congratulations if you've reached this point, because you are now a published author, and you can tell your friends and family that they can find your book on Amazon! 😊

Now, we're going to go through what else you need to succeed with Kindle, what you might be able to earn with Kindle if you choose this as your Amazon-focused business model, and a more specific breakdown of the different steps you should take to succeed as a Kindle author.

We'll also talk about how to ramp up your Kindle income. Hint – it includes building your list and focusing on that as a major part of succeeding as an author on Kindle.

## **What You Need to Succeed with Kindle**

So, what do you need to truly succeed on Kindle? First of all, you have to choose a profitable genre. I've mentioned already that you can't and shouldn't just choose anything to write about, without giving it some thought and/or doing some research. You have to make sure you choose a genre or sub-genre that is actively selling well on Amazon.

That's a very important distinction. Just because it might be a genre or topic that's selling well elsewhere doesn't mean it's necessarily selling well as a digital Kindle download.

That means you need to do some niche research before you dive in and start writing and publishing. You should take a look at the different genres that are available on Kindle. Then, drill down into the different subgenres. What do you want to write about? Do you want to write in nonfiction genres or fiction genres?

This is a numbers game and you will be writing and releasing a lot of books over time. You have to make sure that you are going to actually want to write in this genre over time.

So, you should choose a popular sub-genre in a profitable genre, but also one that you like well enough to keep writing in. Otherwise, you'll quickly get burned out and not be able to follow through at all – even if the money is good. It's certainly best to have all three things present. popularity, profitability, and passion or self-interest.

Take a look at the top 100 best sellers on Kindle as part of your research. Pay particularly close attention to those who are obviously self-published. This is a good indicator that you can do the same thing that they're doing. What do they have that you don't have?

There's really nothing that makes them better or different than you. The only real difference is that they got started earlier than you did. Study them. What makes them tick? What is it that their readers like about their work? Read the reviews of these books—good and bad reviews. Figure this out and you can do really well.

Take a look at the top 10 or 20 bestsellers in the genre or subgenres you're interested in. You really want to study these. Take a look at the other books that these top-selling authors have out there. Do they have a series of books? Do they have related books? How many customer reviews do they have on each of their books, on average?

Make sure you're looking at the sales ranks of the books that they have for sale. The lower the sales rank, the better. Find the sales rank of each book on the book's products page. Ideally, the book will be ranked under 10,000 or under 20,000 in the Kindle store. If it is in the hundreds of thousands or millions, then it's not doing well at all and you'll probably want to look at a different genre or sub-genre or topic.

Also, consider that your first book is probably not going to take off like gangbusters. Hopefully, you'll do enough research into the genre when you look at what's already selling well, and you'll do some reverse engineering and you'll give yourself the best possible chance. However, it's important to be realistic. Your first book will probably not sell as well as your fifth book.

Yes, that can be scary to think about. Yes, you will be releasing a "fifth" book. You will be releasing a 10th book. In fact, many self-published authors say that their sales really didn't take off until they had their 20<sup>th</sup> or 30<sup>th</sup> or 40<sup>th</sup> book out there. Remember that these are not full-length books, in many cases. You're writing shorter books and putting a lot of feelers out there on Kindle. You're focusing on hot topics or genres.

You're putting a lot of buy buttons out there on Kindle. And all the while, you're building your list. That is the way to really succeed with Kindle. Put a link to sign up to your mailing list, and receive something for free, within the first 10% of the pages of your book – Amazon allows people to "look inside" these pages – for anyone, even those who haven't yet purchased the book. So, if you put a link to a freebie, get people to enter their email address in order to grab this freebie, then you get some free advertising and you've got some names on your email list.

You'll get the names of those who are interested in the types of books that you're writing, you'll get those who've actually bought your books, and you'll get names of those who are interested in your new releases signing up for your email list. Now, the next time you go to release a book, you can alert everyone on your list that it's going to be up for sale and when. When it's actually up for sale, and you have it listed at a limited time discount, you can alert your list about it and get those instant sales.

This alerts Kindle's algorithms, and you can zoom to the top of the charts... All because of your list. Now, you have even more people finding your books, more people signing up for your list, and more people buying from you. And the next time you release a book, you'll do even better. Rinse and repeat and it will all snowball for you.

So, do some research ahead of time. You have to research to find a hot genre or sub-genre. You have to be smart about it and reverse-engineer those authors who are already successful with this method. Make sure that list building of interested and targeted readers and potential readers is at the top of your mind.

Plan to release many books over time. Rinse and repeat and snowball your earnings and success.

Your goal should be to have a highly targeted list full of readers who like your work. Your goal should be to have an awesome catalog of hot-selling books up for sale on Amazon. Also, your goal should be to increase your earnings to whatever level you want to achieve. You can make it happen... and it's all through Amazon Kindle.

### **Kindle Income Potential**

I hope at this point you're feeling really excited about how much you can earn as a self-published author for the Kindle platform. We talked about the fact that the first book you release might not be a hot seller, even if you take some time to make sure that you choose a good genre and everything like that.

So, when you first start out, you might earn some extra pocket money. But then you'll keep on going. You'll release another book in that same genre. You'll keep building your list.

You'll rinse and repeat. Soon, you'll start being able to pay some bills with your earnings on Kindle.

You'll keep on going. You'll keep on building up your catalog, researching what's going on with the top-selling, self-published authors on the Kindle platform. You'll keep tweaking and becoming smarter about what you're doing. You'll keep building your list and running special promotions and maybe even starting to take out ads for your books.

Suddenly, you're starting to earn a full-time income.

Doesn't that sound fantastic? Sure it does... And it's absolutely within your reach. I know you can do it. You can make this happen. And it all starts now.

Set goals. How much do you want to earn with Amazon Kindle? I know, without a doubt, that you can achieve whatever it is you decide you want to achieve.

Now, let's talk about some more of the logistical steps with Amazon Kindle and what you can do to get started. I know you're super excited about this method and you can get started today.



## **Step One: Prepare**

If you don't already have a KDP account (Kindle Direct Publishing), go ahead and sign up for one.

If you already have an Amazon.com account, then you can simply go to KDP.Amazon.com and sign up for an account using your existing Amazon username and password.

If you don't yet have an Amazon account, then you can click that you want to sign up and you will enter in your email address and select that you are a new customer.

Amazon will have you enter in your company and publisher information as part of the sign-up process. You'll choose your address and how you want to be paid, for example.

You also enter in your tax information, which is pretty important or you won't get paid-- so make sure you focus on that as part of the sign-up process.

You can also manage your accounts through this same login page. Through KDP.Amazon.com, you also find your book details, the ability to upload and publish new books, the ability to manage your sales reports and the ability to update your account information.

Here's Amazon's help page on this topic:

<https://kdp.Amazon.com/help?topicId=A1OYOT0EFBAU69>

By the way, if you're ever stuck at any point along the way as a Kindle publisher, there are KDP community discussion boards that are very helpful. You can ask questions and take a look at questions other people have and exchange ideas. People are often upfront about their ups and downs and this can be really helpful for you.

Here's the community forum page:

<https://kdp.Amazon.com/community/index.jspa>

KDP Select:

One of the options you have when you go to upload and publish your book is whether you want to make that title available in the KDP select program. This means that you will be making your title exclusive to the Kindle store. That's the downside – you won't be able to sell the book elsewhere. You can choose this option or not.

There are some excellent upsides to KDP select if you decide it's right for you. For example, your book will be eligible for distribution through Kindle Unlimited (KU) and the Kindle Owners Lending Library (KOLL). This gives you some additional earning opportunities. Many writers have found that Kindle Select ends up leading to the bulk of their earnings, actually. Readers get your book for free, and you still get paid!

Here's a link with more information on the KDP select program:

<https://kdp.Amazon.com/select>

### **More on Preparing Your Book**

Amazon has some great help documents on formatting your book and getting it up for sale. Amazon says that the following file formats produce the most consistent results when converted for reading on Kindle devices and apps – Word, HTML, Mobi, and EPUB.

Note that there are great tools out there that can help you very easily format your book – some of these include [Word2Kindle](#), Vellum, and others.

Here's Amazon's link with more information on formatting:

<https://kdp.Amazon.com/help?topicId=A2NBSNHQIHR4W3>

Here are some downloadable PDF guides by Amazon with additional instructions for creating a professional book:

<https://kdp.Amazon.com/help?topicId=A2MB3WT2D0PTNK>

### **Step Two: Publish**

It's exciting when you're ready to publish your book. After you have set up your account and gotten your file ready, then it's time to actually publish.

In order to publish, you will log into your KDP account and go to your bookshelf. You can then create a new title to place this new book on your bookshelf.

There's a step one and a step two here.

As you go through this process, you'll enter in your book's information, upload and preview your book's content, confirm publishing rights, and enter in your pricing and royalty information.

Note that it can take between 1 to 2 days for your book to be available for purchase through the Kindle store. Sometimes, it's faster and other times it can be maddeningly slow. More often than not, though, it's faster than you think it will be to get your book live on the site.

Note that you can update your book details later on, including the book file, cover, and things like that.

Here's Amazon's help page with more information on this:

<https://kdp.Amazon.com/help?topicId=A37Z49E2DDQPP3>

As part of the publishing process, you will enter in a variety of information about your book.

Some of this includes:

- book name
- subtitle
- series title
- volume number
- edition number
- publisher
- description
- contributor
- language
- ISBN
- publishing rights
- categories
- age and grade range
- search keywords
- book release options

- product image
- digital rights management
- uploading
- changing book details

## Choosing a Great Title

You may think that choosing a title is just based on choosing whatever you want it to be. However, when it comes to Amazon, you have to think about how the Amazon search engines work. It is probably to your benefit to take a look at how the best-selling books in your genre are titled. Do they contain any keywords that are related to your genre?

Many self-published authors out there are very savvy when it comes to titling their book and slipping in some great keywords at the same time. You can learn a lot from them.

Also, consider the subtitle of your book. This can be a great place to add in subtitles and really stand out in what might be a crowded field of books.

Also, if your book is part of a series, you'll have the opportunity to enter in a series title as well as the number for that particular book in the series.

## Creating a Fantastic Description

You aren't just an author when you publish on Kindle. You're also the publisher and you're the marketer. It's important for you to think about how you're going to make sales.

Consider how people view the product page for the book on Amazon—or how they will when yours is live. How can you format your descriptions so more people will want to buy? Take a look at the hot-selling books in your genre to get some ideas for what you might want to do for this.

Think about the elements of copywriting—how can you hit those emotional hot buttons? Amazon knows just how important copywriting is. In fact, they offer professional copywriting as a service! You don't need that, though, because you're going to study best practices and become a master.

## The Importance of Keywords

Many authors, even very experienced ones who've been publishing on Kindle for a long time, do not understand the importance of keywords for selling more books on Amazon. Keywords help to tag or label your book so they pop up for relevant terms in Amazon's search engine.

You will be able to enter your keywords as you go to publish your book. Consider the keywords people are likely to type into Amazon's search box to find books like yours. Consider strings of keywords and key phrases as well.

Note that there are certain restrictions on keywords – for example you're not allowed to reference other authors, reference books by other authors, reference sales rank words like 'best-selling,' reference advertisements or promotions such as 'free,' or reference anything that is not related to your book's contents.

If you can crack the code when it comes to keywords, then you can sell so much more.

Here's Amazon's help page on more of these metadata guidelines:  
<https://kdp.Amazon.com/help?topicId=A294SHSUYLKTA6>

## Step Three: Promote

Remember – you're not just an author, you're also a marketer. If you want to do well on Kindle, then you need to make sure that you are promoting your work.

Thankfully, Amazon has some fantastic suggestions for what you can do to promote your books so you can sell more.

They actually have some fantastic merchandising tools you can make use of – or that Amazon algorithms naturally put into use for you.

Amazon explains that as soon as you publish a book on KDP, Amazon starts merchandising your book for you right away. This includes putting it in the "more items to consider" section. You've no doubt seen this when you have been shopping for books and other items on Amazon yourself. Your book likely won't appear there until you've started making several sales.

You'll also see the "customers with similar searches purchase" area as well as the "customers who bought this item also bought" section.

There are additional merchandising options you can take advantage of on Amazon, such as the shopping cart recommendations, frequently bought together recommendations, and so on.

Amazon lists 10 specific ways you can market your books for more sales. Here are the 10 ways they recommend:

1. Create a compelling cover
2. Edit and proofread your book well
3. Create a compelling description of your book
4. Introduce yourself to your readers
5. Promote your book online
6. Create print on demand books with CreateSpace
7. Upload books and video trailers
8. Join the affiliate program to earn an additional 4% on each sale you drive on each of your books
9. Run Kindle countdown deals to promote your book
10. Encourage customers to leave reviews

Amazon goes really in depth about each of these strategies and on how you can use them, at this link:

<https://kdp.Amazon.com/help?topicId=A37SMD4NYVZDI7>

## **KDP Select**

Let's talk a little bit about the KDP select program. People are sometimes confused as to whether they should go ahead and enroll their book into KDP Select or not. When you choose to enroll your books in this program, then you won't be able to sell them in any other locations.

That might seem like a pretty big negative. After all, don't you want your book to be seen and sold in as many places as possible? That's exactly right for certain books that you want to have a wider reach. For many book authors and publishers, KDP Select is not worth it, especially if you know that you absolutely want to sell your book in more than one location.

However, if you're truly focusing on Kindle, and you want to take advantage of the many sales and special income opportunities that KDP Select can offer, then you want to take a more in-depth look at it to see if it is right for you. No matter what you decide, the choice you make isn't forever – it's for a period of three months. You can always change your mind after that if you find the program isn't right for you.

Amazon says that enrolling in the KDP Select program will help your book become more visible. People who have Kindle Unlimited accounts can actually download your book for FREE. They pay a subscription fee to Amazon, but each download is then free to them. You get paid on each page they read of your book.

This can mean that you actually get more sales of your book. This can increase your sales rankings, help you get more visibility, and help you get more sales overall. You can get more sales from those who download your book through the Kindle Unlimited or Kindle Lending Library program.

Enrolling in KDP Select will make your book eligible for the 70% royalty earnings on sales you make to customers in Brazil, Japan, India, and Mexico.

Note that you won't know month-to-month exactly how much you'll be earning from KDP Select. It depends on how many readers download your book and on the number of pages read. However, your specific earnings will also depend on how much money is placed into the KDP Select Global Fund.

This fund is based on KU subscribers and how much money is in the Amazon 'pot.' Your exact earnings depend on the pot and on how many pages KU and KOLL customers read of your book. Amazon sends out a monthly email that shows how much writers and publishers can expect to earn from their enrollment in KDP.

Here's a link that explains more about the KDP Program and how you can benefit from it:

<https://kdp.Amazon.com/help?topicId=A6KILDRNSCOBA>

Here is a KDP Select-specific page that can help you figure out if this option is right for you and how you can get started:

<https://kdp.Amazon.com/select>

## **Taking out Ads**

One great way you can start to get more sales and reads of your Kindle books is by taking out paid ads to drive readers to your book or books. For example, you might find that there is a fantastic newsletter or social media page or group where the owner sends out notifications whenever there's a new book in the genre. Or, they might send out alerts on fantastic deals for people who enjoy reading books like yours.

This is really wonderful and highly targeted advertising and you can do really well by putting a little bit of your earnings back into your business. Put some money into taking out ads and you could see some fantastic returns, more names on your author email list, and more book sales overall. The success you can have with this should motivate you to write and publish even more books.

## **Step Four: Rinse and Repeat**

At this point, you're really starting to get a hang of it. You've written your book, you've entered in all the information it takes to list and publish your book, and that book is live and up for sale. What can you do now, beyond marketing that book and building your author list?

I know you're aware of this, but I really think that you should keep on going. Don't stop to count the money that's coming in or the lack of money that's coming in. Instead, rinse and repeat. Keep on moving forward.

Make sure you've done the research and that you've chosen a profitable niche... But then just go for it.

Sure, monitor your sales and tweak your descriptions and keywords and things like that. Make sure you're focused on squeezing all the income you can get out of your release. At the same time, know that slow and steady wins the race when it comes to Amazon Kindle. You may not see fantastic and life-changing income until you have 10-20 short books published... And that should be just fine with you. It's worth it.

Examine your mistakes and do better with each book you publish. Pay attention to those hot sellers and chase those trends. It really shouldn't take a lot of time and effort to build up to a great income, especially in fiction genres modeled after the top 100 bestselling books and highly successful self-published authors and books.



## **Ramping Up Your Kindle Income**

I really want to stress how important is that you consistently brainstorm different ways that you can increase your income. You already know that you should work hard. You already know that I recommend you release a variety of books on topics you know your readers will be interested in, throughout your time as a Kindle author.

So, how can you ramp up your income even more?

I highly suggest that you take out genre specific ads on blogs, newsletters, Facebook groups, and more. You can pay a relatively small amount of money and see some fantastic results.

Also, never stop learning. Just because you have done some digging into your niche today, doesn't mean that will be beneficial tomorrow. Keep digging and keep doing what has been working for you.

If you truly want to ramp up your income, then it's important to understand what the 80/20 principle is. I know that this will absolutely apply to your self-published books on Kindle.

Just 20% of your books will likely be earning the bulk of your income. So, cut your losses. Focus on those things in your inventory that are very popular and that you can piggyback off of to earn even more.

I'm going to stress list-building as an author again. If you don't have an autoresponder company and you're not actively building your list, there's no time like the present. It's the most important thing you can do for your success as a Kindle author.

When you have a list, it doesn't matter if Amazon is here today, gone tomorrow. We don't have an indication that that will be the case because Amazon is such a powerhouse, but what if it did happen? You wouldn't want all that hard work and all those wonderful readers to just disappear. So, get them on an email list. This gives you the power and ensures you can get your readers to follow you no matter where you're selling your books.

How can you get people to join your list? After all, many are tired of being on so many email lists. Give them something for free... readers love to get free books.

People will sign up to your list to get some sort of freebie or giveaway. Since you're an author, you can give them part of a book of yours or a full book download or something like that. Create an enticing squeeze page and opt-in form. Advertise this squeeze page all over the place- in the front and back matter of your current books, in your paid ads, on social media, and so on.

Once you have people on your email list, they will start to know, like, and trust you. They'll start to really enjoy your writing and look forward to what you're releasing. They'll buy and spread the word about you all over the web.

### **Getting Started with Kindle**

Whether you're outsourcing your writing and planning to run your own publishing company or you're wearing all hats and writing, publishing, and marketing all on your own, Kindle is a fantastic business model.

Whether you're focused on nonfiction or fiction, you can turn this into a great business for you.

Do yourself a favor and heed my warning. Study those who are already successful. Figure out a genre or subgenre or a nonfiction or fiction category that already has a lot of traffic, is very popular, has trending titles, has some great possibilities for the future, and that you like well enough that you can consistently write about it.

Choose your genre, brainstorm some topics or plot points, and get started. Format your book properly for Kindle, upload it, wait for it to be published, and then get excited. Make sure it is a true list building tool for you so you're always earning big—beyond Kindle.

Never stop learning... and never stop snowballing your profits with smart writing, publishing, and marketing. Amazon Kindle can definitely help you do that.



**PLR  
CONTENT  
SOURCE**

**Your Source For High Quality Private Label Rights Content  
That You Can Actually Afford and Profit From**  
**[www.PLRContentSource.com](http://www.PLRContentSource.com)**