

Reviews By Mathea

A site about my addiction to new shiny objects

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Review of Kindling by Geoff Shaw - Day 1

by matheaford - Monday, July 02, 2012

<http://www.reviewsbymathea.com/review-of-kindling-by-geoff-shaw-day-1/>

Today I am going to start my review process of the product – [Kindling, Better Than the Best Kindle Training](#).

I wrote one kindle book and that was done with lots of work. Then I posted it and promoted it (so I thought) and then, very few sales.

I wrote a press release, I encouraged my friends to buy it, and I put lots of twitter and facebook posts out about it. So, I was disappointed as I felt like it was a very good book that I spent a lot of time on, and that it would sell easily.

Therefore, my decision to try [Kindling](#) was because I needed more information on selling a book on kindle. My coach just encouraged me to write the book and get reviews. But I worked hard on it and it's a lead generation tool, so I need people to buy it. So I started looking around for a course on kindle. And one of my favorite marketers – Tiffany Dow – suggested that her people work on kindle books, and that she had just bought this course and loved it.

So, I decided that even though it's a high price, I would buy it and review it and let you know if it's worth it - at this time I paid \$77 for it.

I started with the sales page. It talks about getting off your butt and making the changes happen. It says it's 100% effective and requires no resources. Well, we shall see...

He says it's one small thing that you do that will change everything for you. I already know I can write a kindle book, but how to make it successful. He claims he is already successful at kindle, but doesn't show much proof. I am just supposed to believe him? Now I do know that Amazon sells a bunch of kindle books and I just bought a kindle fire for my hubby for father's day, so they are popular. We are even Amazon Prime members.

Now, Geoff claims that Amazon is a huge pie and I can have a piece. Well, tell me more. People are making lots of money from kindle? I find that hard to believe but if you say so... He is telling me that Amazon wants me to succeed too! He claims he has been on the forum for a while and that he's provided a great deal of insight to people on this forum. Well, he says no upsells and no more payments - that's good because for the price I can't afford much more till I become a kindle millionaire.

He claims to have the secrets to all the big niches that everyone wants to be in but people are failing at over and over. I want more, I want to know how I can succeed and sell lots of books and make money on Amazon - don't you? He says he wouldn't waste time on kindle if it didn't work. By now, I am believing him. He says he is updating the site all the time and I get the new information for free. Oh, and he says if I am not committed to this training he will kick me out. Ouch.

He claims that inside the membership area are videos, audios and content. I am more of a reader than video person, but I do like to watch videos while I am walking on the treadmill everyday. So I should be able to get those watched. And I will learn how to easily create content, promote my content, market research, where to focus my time, and how to get reviews. Ok, I am all in. [I click the buy button, and make my payment...](#)

And I am sent to the link page for the information that is a receipt and has the link to the membership. So, I click there to go to the page, and I see a splash page that welcomes me and tells me congratulations for investing in this training. It makes me more excited because it says I am investing in becoming financially free! It also tells me that Geoff personally will add me to the membership and I will get the login information in less than 12 hours. Ok, and he gives me his email so I can contact him if I have a problem. Sounds pretty genuine.

Needless to say, it was less than twelve hours and I was able to get my login information.

How will I measure this product? Based on his sales letter, I will achieve some level of financial freedom. Right now, I am working a full time job and doing this and another website at night. So, what is financial freedom? Passive income would be nice in the form of 4 figures per month. Not sure how long that will take but I will work on it.

Here I go, onwards and upwards! Come along with me and learn how I do with the [Kindling product](#). I encourage you to buy the product and work through it with me and let me know how you are doing!

Review of Geoff Shaw's Kindling Membership - Day 2

by matheaford - Tuesday, July 03, 2012

<http://www.reviewsbymathea.com/review-of-geoff-shaws-kindling-membership-day-2/>

Ok, I am in my membership area page. I got my login for [Kindling](#) really quickly and I am so excited to work on this.

The members area is a little confusing at first, if you ask me. There is a lot of information presented, and I am not sure what order to start in. But here's what I decided, there is a big center section with some audio files, so I will start there. Then I am going to move to the sides, first the left side then the right. I will listen to all the parts of each section whether it's fiction or something that I think I need to know because it just might have a tidbit that I need.

The first audio is a bit about mindset if you ask me. And he's got a good point. He has a section that you can read in the middle about making sure your content is quality from the beginning. It's a very good point, if I make a great book someone will tell another person. If I make a crappy book they won't buy another book from me. It's kind of like someone saying "If you don't have time to do it right the first time, how will you have time to fix it?" Do it right the first time, this is your reputation. [A bit of a rant, but it's my own rant, not his]

It's that way for me with marketers as well. I have seen some marketers just send WSO offers daily and I wonder what they are thinking. Some have even said - stop with buying all the WSO's and implement one - yet they continue to email a new WSO every day. I have responded at times and pointed out their conflict, and promptly unsubscribed myself from their list.

I am listening to the 6 audios in the center section, and they are a good reminder of some basic stuff and very inspirational. It helps me realize I can do it. It's not fluff, it's a valuable asset that can produce. He talks about losers who think that "no one" (which means them) is making money on Amazon, talks about how much you can make from a book, talks about your length of a book, talks about how to sell with a cover and how to make the best that you can make in a book. Listen to those first - you will be rearing to go! The only thing that I don't like is the audios don't say how long they are. Trust me, they are short. But it would be nice to know how long they are. It seems that none of the audios have the time with them.

Once I finished the audios in the middle, I moved to the left side and started down the links in the home section. In the first link, he makes a great point about human nature. One that I never thought of, and I am going to go back and edit my kindle book to add this information because I agree with him that it's a missing link if you don't do it! So simple, yet easy to forget.

The next section has an advanced technique that you will be able to use later, but I think he mentions it here so that you can think ahead while you are creating your market and deciding on what books and sections to write in. My mind is going crazy - almost overwhelmed but I am trudging on. Saving that little bit for a bit later. Several wonderful things to think about. WOW!

The next section on sales and how to generate more sales is an eye opener. I already realize I will need to do a series of books and that one book is not going to be enough. It's almost like your books feed each other, and I can see that - I borrow a book from the library and I end up borrowing more from the same author because I like the style. Oh, it's going to be work but I am looking forward to the payoff - longer term income.

He has an interesting take on how to get more reviews, I will have to try that. It does seem that people buy more when the book has reviews, so it's valuable to get them. But you really can't pay for them - that's a little unethical. He is lining out a business that you will have to do. I am nervous about this, but I know it means that I can make a good passive income when I devote the time I need to write the other books that are related to my other books and allow me to show the expertise. I am becoming clearer on what I will be doing to build the Amazon empire that is mine.

And now he's talking about how to figure out a good market - excellent tips! I may have chosen a market that is too narrow a niche, and I am going to have to branch out some. I have a very small market, and it will be hard to expand out to other books so I will work to expand my niche. Then, as if he's reading my mind, he's telling me how to do research. He's telling me how to evaluate the competition and how to define the target market.

This is just a huge website and membership. Well worth whatever you pay for it, because I have just cracked the surface. I already have my head spinning with thoughts of how I will determine the other related books that I will write.

I am going to plot out 7 books to use to complete the sales strategy that he lays out. I will do research tomorrow on my target market and evaluate what types of books I should be writing using the information he has provided in *Kindling*. It's a lot to absorb, but I am going to take action. After tomorrow, I will have a concrete idea of what types of books I will be writing to go with the book I have already written, and determine if I am going to open up my niche a little wider so that I can have a bigger piece of the Amazon pie.

Remember, if you want to work right along with me ---> go get your copy of [Kindling](#) and let me know how you are doing and what your goals are.



Review of Geoff Shaw's Kindling - Day 3

by matheaford - Thursday, July 05, 2012

<http://www.reviewsbymathea.com/review-of-geoff-shaws-kindling-day-3/>

Well, here we are on day 3 of the [Kindling](#) Review. I spent time this morning doing the review of the market and determined how I want to plan out my books that I will write. I looked into the way that he says to review and determine what is related and what is important, and I found some very good information.

By the way, I am not going to tell you what I am choosing and what I am working on. I feel that in order for me to truly measure the success that I have, I cannot have my readers going to investigate what I am doing. That will skew the results and not allow me to get a true picture of what I was able to do to succeed. And, unfortunately, there will be some people out there who are mean and destructive or just copy cats. I will tell you at the end of the review days what I feel is appropriate to reveal.

So aside from the research that I did this morning, I also continue to review information on the website. On the left side, I am now going to go through the where to start section, which includes a newbies area. In the where to start area, he talks more about how to choose a market and how large a market to choose.

I just noticed on the audio that he actually does have the time in this section of how long the audio section is. He's telling us that we really can succeed with Kindle fiction, and also trying to encourage us to not choose more than one category of books to write. Boy is he ever right, that is as newbies, we tend to go off into too many different directions, which ultimately leads us to failure. It's one of the reasons why I'm doing this blog and doing reviews so that I actually implement the products that I buy.

I'm moving on to the newbies section, and reading about how to get my 1st book into Kindle. Now I'll be honest, I already have one book in Kindle. But I'm playing along so I will go ahead and do what it says to do for newbies.

This section is great in that it has an 8 step process for newbies to get a book on Kindle. It's really a good template and steps for you to go through and understand how easy it is to write a book and get it published. As I have already written and published a book, I am not going to spend time writing another short book because I know the process is super easy. Suffice it to say, if you bought this [kindling training](#) and you have not written a book for kindle yet, you would easily be able to do it.

Onto the next section!

Next section is about formatting, and using a template for the writing that you do. It's awesome what he says about kindle as you realize more and more how easy this will be do to. He has information on how to add page breaks and titles for books, as well as table of contents. For my book, I hired someone on Fiverr.com to create the book with a clickable table of contents, but now that I know some of this, I might save the \$5. He makes it look really easy!

Now, he's talking about the kindle previewer, and most of the content in these last few sections has been video and reading, so I am reading through and watching. And he's going over when you have to make changes to the book - oh, one little misstep could mean a huge problem, better be careful.

Next section on linking in the books is so good. I never thought to do what he talks about - I usually did something different but his way is a great idea. That will build that know, like and trust factor. You can find a way to do this and even with related items, so you can build the type of book business that you want. Repeat business that doesn't have to be as much work.

So today, I have gone through the Formatting section of the [Kindling members](#) area, and I believe I have found several gems that I will use in the future, especially as I have multiple books published on the kindle.

Now, remember this is a series, so you can go back and look at the previous days by clicking the links:

[Day 1 Review of Kindling](#)

[Day 2 Review of Kindling](#)

Thanks for following along with me.

Again, let me know how you are doing with your kindling membership or any questions that you would like answered about the membership! Glad to help you make money online!

Review of Geoff Shaw's Kindling - Day 4

by matheaford - Saturday, July 07, 2012

<http://www.reviewsbymathea.com/review-of-geoff-shaws-kindling-day-4/>

Wow, this week has just flown by! I am just loving this [kindling course](#) and all the great information it contains. My mind has been working overtime on thoughts about how I could write more books. It's funny that before this course, I was worried about how I would come up with enough information to write another book and I was not looking forward to the process, yet now I am looking at every opportunity as a chance to write a book.

Just yesterday, I was thinking about how I saw a study about something and I thought to myself, I should write a book on that topic. It really is getting a lot of attention and can probably sell well. See what I mean, the membership and information is inspiring.

The next section that I see in the progression of the membership is about Author Training.

On this page, he is talking about how you can set up your author central page properly. A couple of very informative videos that show you how to set up your author's area, and also lets you know if you need it! You may not need to set this up - it depends. And there is another audio to listen to - what a wonderful voice. He's talking about how to set up pen names and branding. And I like that the videos are short - less than 5 minutes.

Sometimes the order that things are set up don't necessarily make sense. Like, I think this author's area should probably be after you learn to write the book. But I can see how the plan works to get you thinking about what will be next so you are considering that in your current process. Not sure if that made sense?

Ok, now I have watched the video on how to do your author area, and I am sure that I originally did some parts of mine wrong, but I am going to go there now and change it. [short time out] All fixed. Then he has another video about author images - very good information that we all need. I for one was worried about this, so it's good to hear that it's ok.

Next Up: Categories in Kindle

He gives us this listing of categories because it's a good reference and easier than trying to find it in kindle. And he goes on to talk about the top 100 kindle best sellers. This is really an eye-opener. I did not know this information and now I am reconsidering what I was going to do! Think about how valuable it is to give people what they want rather than what I think they want. Hummm.... And the funny thing is, I have read a lot of these books he is showing, and for that exact reason!

Ok, selecting a category. In here he really doesn't tell you how to select a category, he tells you how to avoid a bad choice. Which, honestly, is a good idea. So he leaves it open for you to choose, but also shows you what to not choose so that you will have sales. I am going to have to do more research in this

area for the couple of books that I was thinking of writing related to non-fiction topics.

Final section for tonight, Kindle Singles. Not much to teach here, but I can certainly think of a couple of topics that would be interesting as a kindle single. And the royalties are great, so coming up with one would really help with exposure as most of them appear to do well. He has a video that shows this information.

For my next work, I am going to start thinking out what I want to write in the book I told you I thought about earlier in this post. I will be doing that tomorrow, and maybe over the weekend.

In case you can't tell, it's an easy to digest product that gives you so much to think about. I didn't realize there was so much to [kindle publishing](#), yet I'm only on day 4 and I can't stop.

Here are the links to the last few posts!

[Kindling Day 1](#)

[Kindling Day 2](#)

[Kindling Day 3](#)

Hey, have a great week! I would love to learn more about what you are doing to make the kindling course work for you! Let me know in the comments.



Review of Geoff Shaw's Kindling - Day 5

by matheaford - Tuesday, July 10, 2012

<http://www.reviewsbymathea.com/review-of-geoff-shaws-kindling-day-5/>

Okay, we are ready to start day 5 of the [kindling course review](#). Today is all about writing fiction, even if you don't know how. I am going to be straight with you from the beginning, in that I don't really think I want to write anything fiction. We shall see if he changes my mind.

It appears that this section is recently been updated, so I'm getting ready to get into the brand-new information. This section starts with an audio to listen to. Very inspiring stuff, very clear how I could do this! He says it's not hard to write...

After listening to the introduction, then he tells me the key to how to be successful with Kindle fiction. It's right in the middle of the page. I've already almost changed my mind and I'm only 5 min. into this.

Next section is telling me about how he's been a train me to write Kindle fiction and how it still again is not very hard. I'm not really sure I get the sausages comments that he makes. I must be missing something. He wants to give me a plan, but he also tells me to use my own style.

He has a couple case studies about different authors and how well they're doing on Amazon. There's some information on some different authors who he suggests are good examples for you to read.

Ok, so now I am in the fiction sections that describe how to write a fiction book, from beginning to end. He tells me that this is an important section whether or not I plan to sell a fiction book.

He is encouraging me to think through the process and think about my readers... Just like you plan your niche in internet marketing and talk to them in your own voice (this blog for example) and build a loyal following from people who enjoy what you have to say. I can see what he is talking about, but I have no idea what I would write a fiction book about.

So, red numbers are down the page, and I don't want to give too much away, so I will list them and let you know if I agree with them or not:

1. This section is great for helping you think through what you are going to do. I totally agree with him! When I do this, which I really have not done a lot of, I love doing it so that I can spend hours at it! That is the right way to decide what you will do! And I can really see what he is saying about repeat buyers - I do this myself!

He takes a lot of time getting you in the right mindset, and I understand why. Mindset is the most important part of any job. So, it's about a 4 page long section - but I am reading and gathering it all in because he is passionate about what he wants me to do.

And I love the way he changes the way you think of yourself somewhere on page 3... You have changed

into something else. And you write it down so that you don't forget. I am getting chills reading this - I can see it happening. Then I read the information on Genre selection, and he has such a large number of genres (categories that you could write in) that I am almost overwhelmed. But in the end, I figured one out! [No worries, this will be under a pen name, so you won't need to try to find me in Amazon]

Ok, next section is about getting it together, with red numbers to lead you down the right road:

1. Yes, I did do this already.
2. I have thought about how I will do this but I am not sure about it in the first book...
3. Ok. I do understand that, and as I am reading I am writing out the story information he is asking so I don't just skip it. I have a good idea for this part! It combines several genres - bonus!
4. My mind is spinning, I don't know the complete answer but I am going to take action and just figure something out. I will fix it up later.
5. Characters - lots to think about!
6. Ok, that just added a few more people and thoughts to the mix.
7. Ah, character development - I am liking this. I feel like I know "her" already and I have not written a word.
8. Oh, I thought this was mandatory. Either way, I am going to add it in.
9. Yep, good information for when I am writing the book and how to structure it.
10. Ok, I am going to write a short story.

Next section is also about how to develop the story and structure it from beginning to end. And he tells me how to make sure that my readers are happy when they are done with the book. Good information, because I would not have started this way, but it makes complete sense now.

Next page is blank - but he promises the content is coming soon so I will move on to the next section.

Ok, now we are talking about after the book is written and put together, and what we should do. I personally had my mother in law read my book that I wrote on renal diets because she is nit picky and that is what it needed. I needed to make sure there were no errors in the book and that it flowed well. Which, she helped me with a great deal. He gives a lot of suggestions for picking up small things that might need to be changed. And suggestions that I would have taken for granted even though I like my books a certain way. He tells you what the average person likes! He ends it with a way to keep people engaged and returning to your book. I can see how authors have done this when I read books. It never occurred to me that it was intentional, but it was.

The last section is about promotion - and he says he has an entire section planned out for that, so I am just out of luck and will have to read it after I get through the non-fiction sections.

For tonight, before I go to bed, I am going to map out the first fiction story that I want to write about my genre based on the kindling training I have gone through. I want to answer the questions a little better and write out what will happen in my book in a general outline. I am glad to do this - a short story only has to be 6000 - 10000 words, and I write that many every week using a product called www.750words.com

Thanks for listening today. I am sure you will be extra excited when you just jump in. It's been a week, I

have not written a book (since I started this training) but I have a much better understanding of what I want to do. Thanks [Kindling!](#) Tell me what you are going to do to take action today.

Review of Geoff Shaw's Kindling - Day 6

by matheaford - Wednesday, July 11, 2012

<http://www.reviewsbymathea.com/review-of-geoff-shaws-kindling-day-6/>

Yesterday was just awesome, reading about the fiction section of [Kindling](#). I hope that you are taking



action on what you want to do about publishing on Amazon. It's a large space and you can do great things if you work on it and write your own books. Or pay for a good one to be written. And I don't mean PLR or other crap information.

I was reading a post on the [Warrior Forum](#) about someone asking if people were making money on kindle. Of course, the general consensus (by people who are not really trying) is that you don't. But most of those people are not action takers anyway. It almost pissed me off because people who are not doing anything and have nothing to base an opinion on are stomping on the thoughts and plans of people who might try it. Now, I have written a book and I am not making a mint, but I am working to improve it. That is why I am reading the kindling WSO and learning from it. And I can tell you that having to post on here what I read and working through the website is helping me to do a much better job at implementing than I did with other WSO's. So, for me, accountability is the key.

Anyhoo, on with the [kindling review](#).

Next section is on Writing Styles, more specifically - having one that is your own. And he gives some really good advice and focuses you back to the reality of the situation. A unique style is not hard, because you already have one. It comes through in your writing, and people with love you or hate you for how you write. But they will move on or buy your book as well. And he ends the section with a bit of irony but hope. In this section he recommends some software, but I feel it is for fiction writers, so I am going to pass on it.

Next section is about perspective, and this section is merely a rant about how he feels you should write and focus on your readers. I agree with what he says, it is absolutely true. I actually did what he is talking about as far as making a mistake, with my first book now that I have read this section. But, I have a published book that is selling, so I am going to keep moving forward. Get your grade from your readers and audience, not the people who don't matter. (Those who matter don't mind if you don't have perfect grammar!) This section goes well with what I ranted about in the 2nd paragraph today.

Now I am onto the part of this membership site that I have been waiting for: [NON FICTION](#)

Yep, I am a nonfiction writer, although I am seriously still thinking about fiction. I have a plot started from yesterday and characters laid out. I foresee a fiction short story in my future! I have the idea for my nonfiction book ready and I have the research done (but I don't know how he wants me to research, so I will have to try to adjust!)

In this overview page about Nonfiction, he puts to rest the anxiety people might have about writing a book at all. He gives a great example about how you can write a fiction book even if English is not your first language. He talks about how you can create books that are evergreen and also the best ways to get repeat buyers. And he mentions the summary book. Which, I am interested in finding out about because I want to write more books and he says these are fairly easy. So, teach me more!

In the overview section on how to write a summary book, Geoff basically goes into great detail about how to get started. From where to research and how to research what to write - to how to compile the book. Sounds really easy, and it's just a little elbow grease. You will need time, but the time invested should outweigh the return. So, I love this idea. And I watched the two videos he did which are highly informative. Then you have the red numbers down the page, and all of them are relevant. He ends this section with a warning about misinterpreting what he is saying. He tries to be clear about what you should do next. There are 10 steps to this section. {I did my research wrong - but it won't cost me anything and I can use the research for another book that is longer and a different style than this one.} At this point, I am going to read the rest of the non fiction book section and take action!

The next section is more specific information about how you can write the summary book, and has 10 steps to getting it completed. I agree that one of the greatest time suckers is procrastination. I have 2 hours every night to write and work on blogs and other things, and I can sift through email for 1 hour if I want to. Then I have an hour and it's hard. Getting started is hard and getting done is hard. So, he recommends setting deadlines for yourself. I am going to set deadlines and post them on this blog. So you can hold me accountable. I may even do a chart!

Next section in Nonfiction is about a summary book example. He explains why it works and also ends the page with a very smart saying! Easy and simple, just going to take a little elbow grease.

Next section has a little bit of a warning about getting your account banned by doing the summary book the wrong way. He sounds a little irritated that people are taking what he says and not doing it the right way. He rightly points out that if you do it the wrong way, Amazon will just remove you from their site.

Then he goes on to talk about what to do to reformat a kindle book that is formatted incorrectly. He goes over a book and shows about how you should change the pictures and what types of pictures to use.

Final section on summary books is about giving you a summary book template that is very useful, and gives a lot of information that you need to succeed in this market. It is clear to me what I need to do to write a summary book and publish it in the non-fiction realm. I am not sure how to promote it yet, but that is coming soon.

So, next blog post is about romance/erotica. Looking forward to that.

Again, here are my last reviews. Also, join me in making some money from [kindle by doing the kindling](#)

[training](#) by Geoff Shaw.

Related articles



[review of Kindling by Geoff Shaw - Day 1](#)



[review of Geoff Shaw's Kindling Membership - Day 2](#)



[review of Geoff Shaw's Kindling - Day 3](#)



[review of Geoff Shaw's Kindling - Day 4](#)



[review of Geoff Shaw's Kindling - Day 5](#)

Great Video With An Explanation on How To Create A Non-Fiction Book Table Of Contents

by admin - Monday, July 23, 2012

<http://www.reviewsbymathea.com/great-video-with-an-explanation-on-how-to-create-a-non-fiction-book-table-of-contents/>

Just quickly wanted to share a video done by Tiffany Dow about how to research and create a table of contents for a non fiction book in her blog post. Scroll all the way to the bottom of the post, and it's there. Great Stuff!

<http://www.tiffanydow.com/blog/kindle-publishing-challenge-day-1/>

Kindling Magic - Review Day 7

by admin - Monday, July 16, 2012

<http://www.reviewsbymathea.com/kindling-magic-review-day-7/>

First of all, thanks for being there and keeping me on track with my [kindling](#) reviews. I am a busy person just like you and I suspect that I would not have finished this if I didn't have you along for the ride.

I wanted to let you know that I created a facebook page for us to interact on - check it out in the sidebar and like me, or go to [facebook.com/reviewsbymathea](https://www.facebook.com/reviewsbymathea) and like the page! I am letting it grow organically, so it may not have many likes, but I want it to be real people who interact with me! Thanks for your like.

Now, onto Kindling, Day 7. I said Kindling Magic because it is almost deceptive how simple Geoff makes the training and information. I have not really seen one-half of the members area, yet I have so many ideas and I am so inspired!

Today is about Romance and Erotica. I am not really interested in writing this stuff, but I did promise you I would go through the information thoroughly. I have to be honest - I haven't even read 50 Shades of Grey...

The first section (the overview) just highlights the size of the market and who to target.

The erotica section is an interview with one of his business partners, that really goes deep into what it is that makes Erotica different. How the readers are different, how the market is different, and why he thinks that this niche has a huge amount of potential. He reiterates a few things that Geoff has already gone over - how many words to write, how to build a raving fan base, and how other "marketers" are doing it wrong. And, I agree with that! He gives you information on where to find a listing of the Erotica subniches (not amazon) and how to target either men or women. And he reminds us that FOCUS is key, on a niche and on a customer. Don't try to be everything to everyone, be someone to a group of people and they will reward you. And erotica is a huge area on Amazon - they will tell you why they think it's so popular! Once again, writing a good story is key, not just SEX.

Next section - Erotica Extra! Here Geoff goes into how he has interacted with some of the buyers of [Kindling](#) who have written erotica. He tells us a few things that they have learned and how it's working now. And, I suppose it won't surprise you, but you may need the reminder about how to write for this genre. You can still write series books (they do very well!).

Then we have the Romance writing and plots! He makes a good point about adding romance to any story, and actually where the romance part should be and where the other parts of the story should be. And he makes a very salient point about how romance helps you sell books and create series of books. So, pay attention - because when I was plotting out my fiction book a few sections back, I automatically put in romance. I did it because of what he says in this section, and that makes me agree with him even more. Bonus, he gives you a couple of basic outlines for romantic book plots. Remember, you are the publisher, and you can publish what you want and the public will decide if it's worth it!

That's it for Erotica, but there was a lot there! Nothing dirty, though. It's safe to read.

Next up - Episodic Books - and he has a one page section that is kind of another push to do just that. Episodic books are a little different than series books. He explains why they do so well and how Amazon actually helps you if you have a series or episodes of books. If you were scared before, this should solve your problem. There is a paragraph at the end where he talks about what is holding you back now - and he is 100% correct. I had this same problem before I published the first book that I did on Amazon. It has not gone away completely, but it's better. You have to read this part, especially if you are hesitant.

I really like these last few sections better - usually a page or so of writing then a video that takes the writing and shows it in practice to really hit home the concept. And, even though I am going through it section by section, you would not have to do that, as it's easy enough to review the stuff you need. And, I noticed that he moved all the content from the right side of the page to be in the regular content on the left side. Not so confusing now where to start!

Another short intermission to talk about how Amazon ranks books. He tells you what is important in this arena. Then he talks about best sellers and why you would want to have one. And how to use the free promotion days in Amazon select to make it to the top and create more sales for all of your books. Really, this is priceless. Learning to do this will change your income with kindle.

Ok, next blog post will be about promotion because I am so excited to finally get to this part! I need to promote my first book and additional books that I write. SO, stay tuned.

Is your favorite book a Nonfiction or Fiction Book?

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[Review of Kindling by Geoff Shaw - Day 1](#)



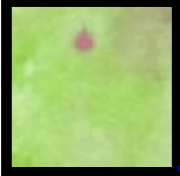
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Kindling - How To Sell On Kindle - Review Day 8

by admin - Wednesday, July 18, 2012

<http://www.reviewsbymathea.com/kindling-how-to-sell-on-kindle-review-day-8/>

Today, I am going to get to the promotion section of [Kindling](#), and I am so excited to finally be to this part.

I just noticed a new section at the top of the left side column, entitled "Are You Lost?" And it basically tells you what you need to do step by step once you read the newbies section. Which is great and I am glad that he changed it a bit - just goes to show you that he responds to the comments and questions made. I already knew this because he makes many mentions of adding things based on feedback. (This section may have been here for a while, but I have concentrated on stuff lower so I am just now noticing it!) He reminds you that he is always there to help you get unstuck, and you are important to him! I believe him.

And I am going to look at the updates section as well - he has a video about how he is planning on adding information to the website in the future. And I love this! It is exactly what he needs - he is going to place a flowchart on how you can go through the site and find out where you need to go based on where you are starting! So, if like me you have already written a book, he will direct you to a different part than someone who is just starting! Brilliant. He goes over the entire way the website will be laid out. Love at the end - the only economy you can change is your own! You are so right, Geoff.

Now - we start [Kindling as Promotion!](#)

Geoff says that because I have internet marketing experience, I am ahead of most people when it comes to understanding how to market my books - Thanks!

It seems that he is saying that this will get you to where you want to go much more quickly by marketing than just writing good books. He says some things in the main page on promotion that are eye openers - and makes you realize that the key to success on kindle really is that simple.

Next section is called continuation, and I am not sure I like what I am reading. Not because it's wrong, but because it's the way I started and I don't want to have to change! He points out something about non-fiction that I really am thinking is correct but I had not thought of it that way before. He's telling me a very big secret that I need to understand. This is the part where all the information up to this point starts making sense in that - I realize why it all comes together in this manner. All the information he has given me, it is "gelling" with this part.

Well, at this point, I am sure that I am going to write some fiction, in addition to the other books I will write.

The next section is called series selling, and he makes very good points as to why the best series are selling well. And he mentions how you can get a good series of books going, whether it's fiction or

non-fiction. And again, it's about focus. He tells you how this helps with getting a hot new release in a category and then how that also helps with promotion!

Next section, we are talking about Kindle Lending Library and Amazon Prime. Wow, the statement he makes here really makes you sit up and take notice. I actually have my current book enrolled in this program, and I already understood it to be a great thing because I am an Amazon Prime member. So in part 1, he explains a little about the money part of putting your book in the kindle lending library.

In part 2, he describes a very clever way to leverage Kindle lending library program to sell more books! Now, he says something that I already knew - people buy from people that they know, like and trust - call it the KLT factor. But his way of doing this promotion to sell more books is something that I have never seen before. And it makes complete sense, and it's completely legal (everything he tells you to do throughout the entire series is legal, by the way).

Ok, now we are talking about tags. I am going to spend some time on Amazon and do the research he suggests and see about adding some other tags to my book. Tags are important, and I understand their relevance much more and how to use them much better now that I have read this section.

Moving on, next up is keywords - he shows a great example of how people search on Amazon and how you can target with keywords. This section did not really answer my questions, and I don't want to have to wait till another section to find out more! Sorry, but that's how I feel. This should be the complete training on keywords.

Next reading section is about Clickbank vs. Amazon and a major best seller - a little peek behind the curtain of a successful clickbank seller. It opened my eyes about the potential of Amazon and getting sales from the work that you have to do. Amazon is huge compared to clickbank, and if you do it right - like he tells you to in [Kindling](#), then you are well on your way to being successful - and you don't have to do a lot for it.

Love what he says in the next section video about hurdles! This is in the paid advertising section. He shows you how to advertise and make money from a \$2.99/book and what you need to do to make it work. While I don't think this section is as complete as I would like, it's good.

Right now, I would like to know how do I figure out what keywords people are searching for on Amazon? How do I know what related searches are and how will it help me title my book? Also, what words to target in Google Ads? I am going to email Geoff Shaw and ask him - more later.

[This review section of kindling is done](#) - I am going to take action and do research and change some tags as well as update my book that is on Amazon now to be part of a series, even though I am not sure what series? I will make it work!

If you are following along, and you know some of the answers or just want to let me know what I am missing - tell me in the comments!

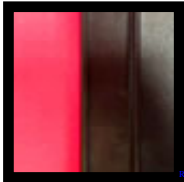
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How To Publish Your Book On Kindle - Review Day 9

by admin - Tuesday, July 24, 2012

<http://www.reviewsbymathea.com/how-to-publish-your-book-on-kindle-review-day-9/>

Oh, I have been away for a few days but I am back! I am working very hard on implementing the information from the [Kindling](#) course I am reviewing.

I would like to mention to you that there is a facebook page for Kindle Beginners and it's really helpful - [Kindle Beginners Challenge](#) It's done by Tiffany Dow, but there are lots of people giving good information and tutorials. I wouldn't want you to miss it because it has provided a lot of inspiration for me this past week. People post all kinds of great info! Check it out.

I want to highlight a couple of really good posts that were put on the facebook page, since they may be long gone when you read this!

[Getting Massive Publicity For Your Book - Book Reviews With Book Bloggers](#) - this is the post they highlighted - I am going to have to seek out some book bloggers!

[Best Practices for Your Amazon Book Page](#) - lovely article!

I was still feeling inspired after I read the fiction section and about romance and erotica, that I decided I would write a fiction series. So, I am currently working on writing 2 books, one non-fiction and one fiction. The non-fiction will be a follow up book to my original book on [Living With Chronic Kidney Disease](#). The fiction book will be about a young adult genre, and it will be under a pen name.

Based on some other reading I have been doing, I am starting to realize that part of the magic starts with Kindle when you have more than one book. You can read all kinds of articles and blogs about how to set up your blog and other things, but you really have to just start writing and build the number of books in your series. I started writing in the mornings before I start doing any other work on this website: www.750words.com and I just do the 3-4 pages of writing that I can that day. It's usually done in 30 minutes. In about 7 days, I will have enough done to start editing! As of today, I have 15 pages written - awesome!

Now, we are ready to talk about the next section on [Kindling](#) - Branding. I think the best part about publishing on kindle is being able to make a name for yourself and show you are an expert!

The first section on Branding is the overview - and here he just lays it on the line. These are the things that you have to do to brand yourself. He has a list of 6 items. I have done all of these in my other businesses, so it's not too hard to understand how I will have to do them, I am just hoping we are going to talk about synergy with them. He does give a dose of reality - in addition to writing the books, you have to do some things to be rich! And he says you are going to be rich, so get over doing a little work for it. HEHE.

After that, he talks the value of covers. Starting out with what not to use! And then he explains how to get great covers using simple information and why you should spend a little money getting them done now. Then there is a big - AHA! moment midway down the page in the pictures he shows. I understand... The rest of this page is a little reminder to do what he has been teaching all along.

Next, he has a video about how to do super simple cover creation using free resources. [I personally use Fiverr.com, I can tell them what I want and it looks great at the end of the day!] Short video that is chock full of great info! He shows how to make the cover in 5 minutes. Love it.

Next up - Why Brand? He talks about how branding will take you to the next level. And the audio is about how branding will help you in certain markets, and he makes some great points about how it works. How you can earn some income off Amazon based on the branding. Branding and promotion go together, so the better you brand, the better your promotions will be!

Relationships - give you feedback and let you create better books. Building relationships is part of the key to branding, according to Geoff Shaw. This will build you into a better brand. You give good information and entertainment and people receive it - there you go. The circle of influence expands beyond the current people that you interact with. Friends tell friends about it.

That's the end of the branding section - I enjoyed this part. I am fairly well branded for my first set of books that are non-fiction but I will have to build a facebook, twitter and blog for my fiction pen name to start building some following. Since I have not decided on a pen name - I will do that tonight and get these set up.

Thanks, and let me know what you are thinking of with the [Kindling](#) membership!

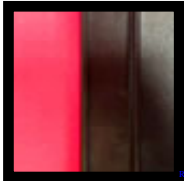
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Kindling Magic - Review Day 7



Kindling - How To Sell On Kindle - Review Day 8

Publish A Book On Kindle - Review Day 10 for Kindling

by admin - Thursday, July 26, 2012

<http://www.reviewsbymathea.com/publish-a-book-on-kindle-review-day-10-for-kindling/>

Yes, I am already at day 10... What a great big membership area there is for [Kindling](#). I am still wading down the side and finding out new information constantly! Today is no different! I want to remind you that in the side column, the PDF file for all the kindling review blog posts I have done are there and they are all together so if you want to take them and read along with your membership that would be great!

We are starting on the Various section. But before I start that, I want you to know I am up to 24 pages in my Fiction book I decided to write. I am writing about 3 pages every morning - so that ends up being a chapter for the book. About. And I am also working on another non-fiction book in the Renal Diet Category to go with my current book.

But back to [kindling](#) - various is just the other stuff that wouldn't fit in any category!

First up - Time! A video about how to make the best use of your time. Not how to waste it. Since you can't buy more time, just make more money in the time you have. It's a very important note for you to understand - watch the video here:

http://www.youtube.com/watch?v=Z3wpqfSIqd0&feature=player_embedded

Then we are talking about pricing. He goes over the commissions earned at different sales prices. He talks about how the price for your book is not always obvious, and that you can build on books with more sales through certain pricing plans. He explains all the factors that you should consider when pricing your book. He talks about strategy for how to sell more books and at a high volume so that you can build more sales later.

Now, word count. He has already given some direction on word count before. He talks about how you cannot provide crap to your customers. How many words does it take to say what you need to say? You should know. And providing value will give you passive income, so do what it takes to make it a good book, then reap in the value over time with the sales of a good book. This is what he has said throughout the members area. He does in some areas, tell you how much you should have a minimum, but here he says create real value.

Now he is getting onto us marketer's who see the world for how much we can get with the least amount of effort (not all of us, but a lot of marketers are that way) Stop thinking about quantity instead of quality - because quality is more important. He has some really great information on how to change your mindset to improve your outcomes. I love this page because it makes me realize that IF I take the time up front, the income on the other side will be much better.

STUFF Section - this is some great information! Even more on the mindset [mentality](#). Give people something of value. More listening to audio information. This is all overview about some general

business tactics that are good to be reminded of. The beaver video is priceless! You should definitely listen to it. It's about your economy, and what you have control over. Fear is an excuse. He also reminds us of how we make sales in other countries and how to check that out.

Then he goes into reviews, and talks about how important they are. And how to put it into perspective. And the last part is about non US Income.

So that's it for this section of [Kindling](#). I am still writing while I review this membership so I can get something out there, and I already feel like I need to go back and study some other parts.

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[review of Kindling by Geoff Shaw - Day 1](#)



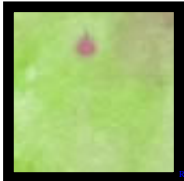
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Kindling - How To Sell On Kindle - Review Day 8



How To Publish Your Book On Kindle - Review Day 9



How To Succeed With Kindle Publishing - Review Day 11

by admin - Friday, July 27, 2012

<http://www.reviewsbymathea.com/how-to-succeed-with-kindle-publishing-review-day-11/>

Ok, for [Kindling](#) it's Day 11! It's about the recipe niche. He is not a fan of the recipe niche. Thinks it is a lot of work, more-so than other niches that you can work in.

The main page has a video and some other information about the niche and how to target it. It is a very good analysis of how you can use recipes and what types of short cuts you can and cannot do. He talks about how you can target the market very well.

Next up is The Recipe Problem - where he discusses how to get your account banned from Amazon. Not a good thing, either. Whew, he is very blunt about it!

Not to give anything away, but next up is the Recipe USP - recipe market is hard because branding is harder. And your credibility is much more important.

Next section has an 8 and 1/2 minute video on what to do wrong. He is hammering home the idea of how internet marketers fail in Amazon. And it's a good lesson.

Now - You The Cook Section. He is finally going to teach me how to make money in this niche now that he has persisted in telling me the ways I might fail. And it's a very valid point that he drives home. I am sure I could do some of the things that he mentions with my specific niche and make loads more money, and as a matter of fact, I just might do that.

Next up - your branding in the recipe market. You learn a lot in the video that's around 6:30 minutes. Nothing about the process is just cut and paste or easy. He explains how to brand any book or product, easily... I am doing most of this but something he mentions in the video reminds of needing to do one more thing than he even shows in the video but mentions it.

So this blog post is short but the lesson on the recipe niche is resounding... Be careful. Geoff Shaw shows us the right way in [Kindling](#) to be successful in this. For me, I will wait on the recipe book for a bit.

Next up - something I have been waiting for and I am glad I am finally to this section - Tricktion.

For now, good day! [starting to sound like an Aussie]

Kindling Review - Working On Plots - Day 12

by admin - Thursday, August 02, 2012

<http://www.reviewsbymathea.com/kindling-review-working-on-plots-day-12/>

Day 12 of my [Kindling](#) review and I am up to the best part, so I have heard! It's Tricktion!

First up, a word about creating plots and how to think of new plots (or at least ones that are not so old). How to figure out what plot to write out about and how to reuse some of the best plots of all time. I love this part already.

Then he goes into character development. I just bought a book on Amazon about writing fiction and plot development called - [Professional Plot Outline Mini-Course](#) and it provides good ways to start the book and keep going past the rough spots. I am excited about it because I know I can do a series for my pen name for my book I am writing and this gives me more ideas on how to do it.

But for Geoff, he talks about how to keep your characters straight and how to describe them. Good idea here. And then it has the next section about setting, and how to find the best way to describe your setting and background for your book. How to use certain websites to add facts to your fiction and makes it believable!

And then there is the IMAGINATION section, he puts it all together, showing you how the plot you created and characters can be put into a good novel. And he talks about how to do "what if's" to change the plot - what makes a good what if and what does not!

Cloning is the next section he talks about, and you know he is not telling you to copy a book! But he does tell you how to copy success and make it your own. And what that means for your long term success. He also discusses images and the best ways to use them. I like this section because it really shows how you can add value to your book without a lot of cost but adding a lot of perceived value through using images properly.

Then he talks about the system I have been using to write the fiction book that I have been using. He discusses how to make it flow and work the best way, and it is so true. Using this method, and writing about 800 words per day for the last couple of weeks, I am up to 15,000 words for my first fiction book, and I am fairly convinced that it will be popular because it's written in this manner.

Now, he talks about using certain programs that are free to help you describe your surrounding and layouts of areas. So he is showing you how you can have very accurate descriptions, characters and plots using his quick techniques that don't cost anything. Then he compares writing a book to creating and fixing a recipe. I like his analogy.

The final section in Tricktion is about how to write books even better and faster. I like this idea, and for my next book I may try it. Just to get the first draft out.

I have to tell you that how I am writing the current book is, I write the 800 or so words and then all that day I think of how the next section is going to go. So I almost have the section written by the next morning. My subconscious is working on it and tweaking it. And I have not gone back through the book to edit it at all. I think it's important to get it out of me first, then I can go back and fix it.

Finally, I want to tell you that the book I bought on kindle about creating plots that has also helped a great deal. I am trying to think of the plot for the second in this series, and it has helped me start to flesh out the needed ideas and plans for the overall plots. And you will love her idea about "candy bar scenes".

So that is it for [Kindling](#) for this review day, back next time to talk about outsourcing, an area I am interested in. I am currently working trying to hire an editor for my first fiction book, and I have the job posted. Waiting to see where I am with the book and how much it will cost, but I am glad to know he's going to tell me some good stuff about how to do it.

Outsourcing for Amazon Kindle Writers - Kindling Review Day 13

by admin - Saturday, August 04, 2012

<http://www.reviewsbymathea.com/outsourcing-for-amazon-kindle-writers-kindling-review-day-13/>

Lucky day 13 of the [Kindling](#) Review! I am ready to learn more about outsourcing, as that is something I would really like to do to speed up some of the process. I am glad to write the books that I have, but I am sure it will be better if I can get some quality resources and have them write me good books. But for now, I am learning - tell me more!

First, the overall parts about outsourcing provides a really good way to gauge whether or not you need to outsource your books, and what parts of them you need to outsource. Then he has a video about how to decide whether or not it is for you. You can see he is leaning towards you writing your own book, but you can outsource some things and he has an idea how to do that.

How to outsource on Odesk.com is a longer video, that kind of rambles, but has excellent points. I do wish he would have gone into more detail about how he keeps his requests private when hiring people - that is a very important point and relates to how you keep your business under the radar and not give out information to your competitors.

And... I spoke too soon! Next section is exactly how to hire people privately! Except he forgot to tell me how to build the team and invite the people to the job privately. He tells me how to fill it out, but forgot the most important part about how to send out the invitations. I can probably figure this out, I have hired a lot of people on [Elance](#), and as a matter of fact, it's probably the same way on [Elance](#) and I should start doing my [Elance](#) jobs like that.

Then he talks about the best thing to outsource is your editing and proofreading. Which I totally agree about. But if you can't pay for outsourcing yet, then he has a very good plan for you to get your own books proofread in an easy to do format. That idea is golden, and I have done this so that I could save money on my last books.

Another thing you can outsource is getting drafts of books written, which is a great idea. I am going to do my series, and I can see that in the near term I will need more books and ideas to keep them going. I am definitely going to hire some outsourcing of drafts of books to keep my books going.

He has an interesting take on how to hire students or outsourcers, which is valid but I just think people are lazy so it wouldn't happen much. But he has been doing this for a while, and I suppose he would know!

Final part of Kindling outsourcing guide is about translation. I won't need that much, but he does describe how it can be useful.

I am slightly disappointed in this section because he is not as clear about some of the sections as I would like. I feel like it needs to have more body to it and more information - he's still protecting some

information here and not feeling like it's full disclosure. It may come later in the sections so I will reserve my concerns for later.

Thanks for listening to another day of my review of Kindling! I am up to 46 pages on my book, and almost ready to choose the editor I need to proof it. Yeah!

Amazing Amazon Kindling Review - Day 14

by admin - Thursday, August 23, 2012

<http://www.reviewsbymathea.com/amazing-amazon-kindling-review-day-14/>

I took a few days off from writing about the [Kindling](#) course I am taking, but I continued to write and work on other parts of the Kindle Book Publishing process.

Just to give you an update, I put up the request for an editor on Elance and finally chose one last weekend. I created a book that was almost 37,000 words, and I can tell you that was not intentional - it was just me writing and telling the story that needed to be told. I have turned the book over to an editor - I chose someone who was new but put forth a great proposal. She included a sample of her writing, and it sounded very similar to mine, so I decided it was best to go with her. It's going to cost me about \$150 for the editor, but I want it to be good. I hope I will earn that amount from the book, at least. [I have a personal stash that I am using to pay for the editor, not my regular business money] Still to come, I will need to have a book cover created - and I will hire someone on Fiverr to do it. I may hire 2 people on fiverr.com and just choose the one I like better. I hope to have the book out in the next 2 weeks. I will let you know later if I feel an editor is an important part of the process.

Other people have obviously released books and not used an editor, so it might be too much money to spend on a product that I am not sure about. But I have a need to have the book look good, so forgive me and you don't have to hire an editor. Geoff Shaw does not recommend it.

Going back into the membership, I see that he has added a couple of things to the Tricktion section of the membership. I read through adding facts to your story and I see how it will improve the novel. I had never thought of it the way he describes. And he has added another section called reverse it that is perfect for making new stories and plot lines. Finally, he has added a video called DAM that describes how to build a plot using multiple story lines and people. I loved it, and it reminds me of the way I have plotted out my next book that I am writing now. It was the way that the plot book that I bought on Amazon called - [Holly Lisle's Create A Plot Clinic](#).

So the next sections that I am going to review are called: Marshall and Copy Success. The first is about the Marshall software that he recommends, and he goes into great detail about how to use it. Then copy success shows the different successful authors - I assume in an attempt to make you feel like you can make it. I would like to see some books done by members, but maybe he will add that later.

I hope that you enjoyed this review, next up is Kindling K2 - Promotion. I am excited about this. I have my next book about 10,000 words written and well on it's way to being a series. Looking forward to the next review on [Kindling](#).

Reviews By Mathea

A site about my addiction to new shiny objects

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