

## **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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