

## **My Experience Writing A Kindle Non-Fiction Book, Part 3**

by matheaford - Thursday, November 15, 2012

<http://www.reviewsbymathea.com/my-experience-writing-a-kindle-non-fiction-book-part-3/>

You have to write for your audience, right? And you need to make it fun yet work as a great tool for them to use.

Sometimes we are the audience, so it's easy. We can remember how it felt and the words and terms that we used. But, in this case, I don't have chronic kidney disease, and hope that I can prevent it.

So, the book is written for my audience. I took those papers by topic, and started analyzing the information from the scientific journals and writing. It was so easy, I can't tell you how easy it was. I would look at the topic - Awareness for example. Then I would find the paper that had part of what I wanted to write about and I would re-read the section. Then I would write the information in a way that was easy to read.

How? I used examples. I wrote the information (not word for word, but using my experience as a dietitian) and as I was writing I visualized my perfect customer sitting there listening to me as I read. When words were too big for me to pronounce, I changed them.

My dad said to me today - "that is a well written book but with so much information on the internet for free, why would people pay?" But he's wrong, because the information in the book is not information that an average Jill could find. I talk about awareness and how it feels to have a chronic illness. I have not read a blog that discussed that! But it is real. People experience isolation and anxiety and a new sense of normal when they are chronically ill.

But - I wrote it out and referenced the journal articles throughout. I read it, then I had about 5 other people read it. And make corrections. {Good thing to let your overly critical mother in law do, just make sure you have thick skin}. I fixed sentences. I took out words and made it even easier to read.

I worked hard to write those 60 pages. I was not writing from my experience, but I did learn a great deal about my customer. Writing the book taught me more than I thought I would ever learn about my clients, because I have walked in their shoes vicariously. Now, I have a lot more to blog about and email about because I can talk to them about the way they feel and how they are coping and it will make my product even better.

I hired a person on fiverr.com to make my eBook cover ([looks awesome](#)), and I hired another person on fiverr to convert it to kindle format and create a click-able table of contents. That took another couple of days. But instead of working on it for 5 days to get it formatted, it was done.

When I uploaded it to kindle, it was perfect. Which, honestly, is very nice. I published the book as a physical book on [createspace](#) as well, which was super easy to do.

Publishing on kindle is great because it's almost instant. When you upload the book, you have the chance to preview it. Then you can hit publish, and in less than 12 hours, it is on kindle for sale. You get to choose the price and the royalties. I chose to put my book in the "special" program for kindle where I make my book exclusive to kindle for 90 days and available in the kindle lending library for Prime members.

It's a marketing tool, but it is only a marketing tool if someone buys it. So I have had some sales. I am not going to sit here and tell you I have an awesome marketing plan, because, I do not. I am posting it on twitter and facebook and linked in. I am blogging about it. And other things will come to me to do.

But I would like to encourage you, if you have a loved one, or even yourself, if you have diabetes or high blood pressure now - you need to read [this book](#). I talk about how to prevent kidney damage from leading you down the path to further damage. I want you to be informed about what is happening in your body even though you do not feel it right now!

For \$2.99, I poured my heart and soul into this book and it will change your life.

I know I said in my last post that the book was 99c. Well, it was for a couple of months. Then I decided to do some testing, to see if the \$2.99 price point mattered. If it would slow people down from buying. But, it did not. People are purchasing the book at the same rate they bought it at 99c, so I am leaving it for now at \$2.99.

**And if you like it a lot or even love it - leave me a review. I would appreciate it.** Reviews so far have been that they cannot put it down because it answers so many questions that the person has. (makes me feel great!)

I hope that you have enjoyed my adventure in kindle publishing. The publishing part at the end is super easy. The writing was the hard part. I had to write it for my audience, and in the process, I learned more than I thought I ever could. Let me know if you plan on publishing on the kindle and writing your own book.