

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.