

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.