

Whether you've been online for a while, or you're just getting started with a new business venture, you've undoubtedly heard the adage "Content is King." It's true. Everything you do online to build your business revolves around providing valuable content to your customers. Content is what Internet users log on for, whether they head straight for their favorite search engine or log into YouTube to see the latest viral video.

In this report, we're going to talk about using the Internet's largest retailer to earn cash, build a following, and grow your business into a profitable and sustainable money-making venture you'll be thrilled to call your own.

But first, let's talk about what constitutes content.

When you think of content, you probably think of blog posts, articles, and eBooks. All those things are content, to be sure, but there's more to it than that. There's also podcasts, interviews, software, audio books, videos, music CDs, MP3s, and the holy grail of content – the printed book.

It's not likely that one business will produce all those kinds of content, but you might be using several of them even now, with the possibility for a few more. The point is, don't limit yourself to thinking that content is only typed into a word processor. There are many kinds that have many different uses.

And they can all be produced and distributed through Amazon. That's what we're going to learn in this special report.

We'll cover the reasons why you'd want to partner with Amazon to produce and sell content, what makes Amazon the best choice among the self-publishing options (and there are dozens!), what formats are available and what the pros and cons are for each, and how partnering with Amazon automatically puts you in partnership with millions of other entrepreneurs.

You'll have a sales army ready to sell your product, all without making a single JV pitch or calculating a single affiliate commission.

We'll go through all the steps you need to take to get your content ready to sell through the most trusted name in online sales. We'll walk through the process step by step to make sure you don't miss any important details that could cause a publishing delay – or worse – and we'll talk about the pitfalls many marketers run into, including what you absolutely must spend money on, and where you can save.

Finally, we'll answer the most frequently asked questions about publishing with Amazon, and define all those crazy, industry-specific terms about self-publishing. It's hard to make a decision about using a service if you don't understand the language, so don't skip that part!

Are you ready to get published? Let's get started!

The World of Self-Publishing

When most people think of publishing a book or CD, they think in terms of big publishing houses and multi-million-dollar advances the likes of which have made J.K. Rowling and Stephen King famous. Fiction writers dream of a multi-book deal, musicians fantasize about being "discovered" and signed by a big record label, and software developers pound the pavement trying to get Microsoft or Apple to even glance their way.

Meanwhile, information marketers and non-fiction writers are quietly working away, publishing books and getting paid. No hype, no huge advances, no book launch parties, and no 17-city tours - just a quiet little business that earns long-term, consistent money.

Welcome to the world of self-publishing.