

Kindle Your Blog

**An easy to follow,
step by step guide
to making your blog
available to millions
of Kindle readers**

**By veteran writer,
author and blogger
Allan Douglas**

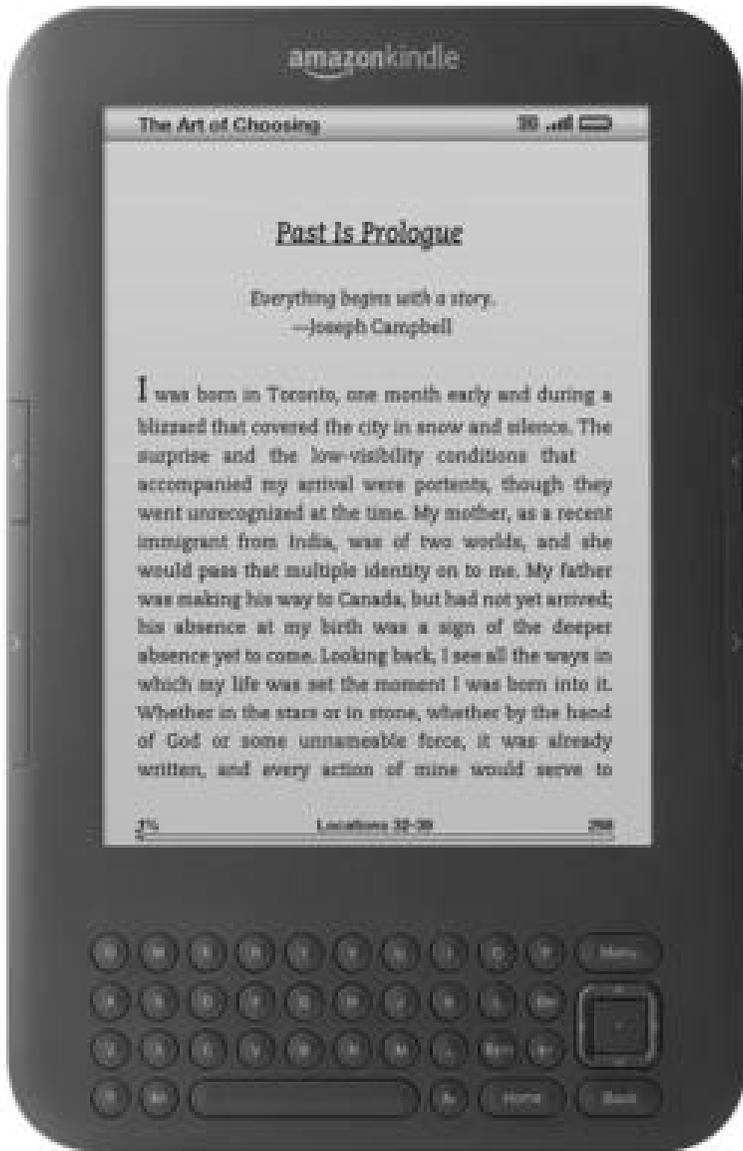
Kindle Your Blog

By Allan Douglas
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Blogging is a burgeoning phenomenon, more and more people and companies are getting into blogging as a means of self publication. Many simply want to make money, others have information or thoughts to share. Whatever the reason, blogs are micro-publications seeking an audience.

If you are a blogger – and I assume you are since you're reading this book - why would you want to make your blog available on Kindle? Why would anyone pay for a subscription to your blog if they can read it for free on the web? To answer these questions accurately we really need to understand what a Kindle is and how it differs from a Notebook computer, NetBook, iPad or Blackberry as a reading device.

Kindle blogs are fully downloaded onto your Kindle so you can read all of the posts even when you're not wirelessly connected. And unlike RSS readers which often only provide headlines, blogs on Kindle give you full text content and images, and are updated wirelessly throughout the day.



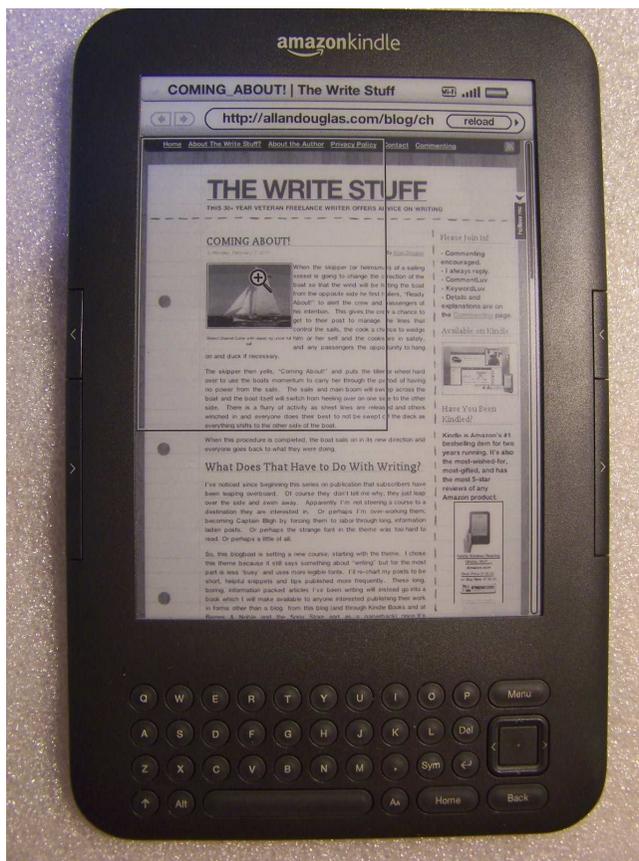
Kindles are extremely portable and are much easier on the eyes for reading. There is a growing number of people – avid readers – who prefer to do their reading on a Kindle instead of a computer screen.

If you subscribe to blogs on your Kindle, when new content is published, that blog moves to the top of the list in your Home screen, you never have to search around looking to see who has updated.

Bloggers are including the Kindle versions of their blogs in a symbiotic loop that can include Kindle books, your free blog, newsletters, your e-mail campaigns, guest posts, and on-line articles. All can be cross-leveraged to feed traffic to one another. Stephen Windwalker, author of KindleNation says, "Kindle blogs may be the ultimate long-tail phenomenon." And "People far smarter than me are suggesting that there will be 25 million or more e-book readers by the end of 2013." With Kindles new drastically lower price (\$139 vs. the former \$250) Kindle has surged ahead to be the leader in e-reader sales by a wide margin. As a blogger can you afford to ignore this market?

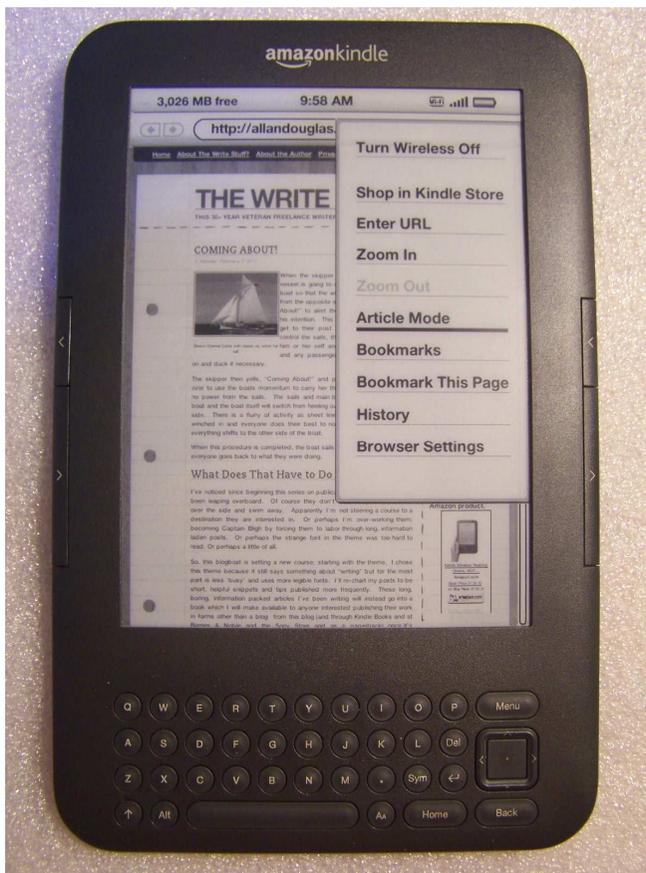
First let us look at how Kindle handles your blog.

Reading a Blog on Kindle

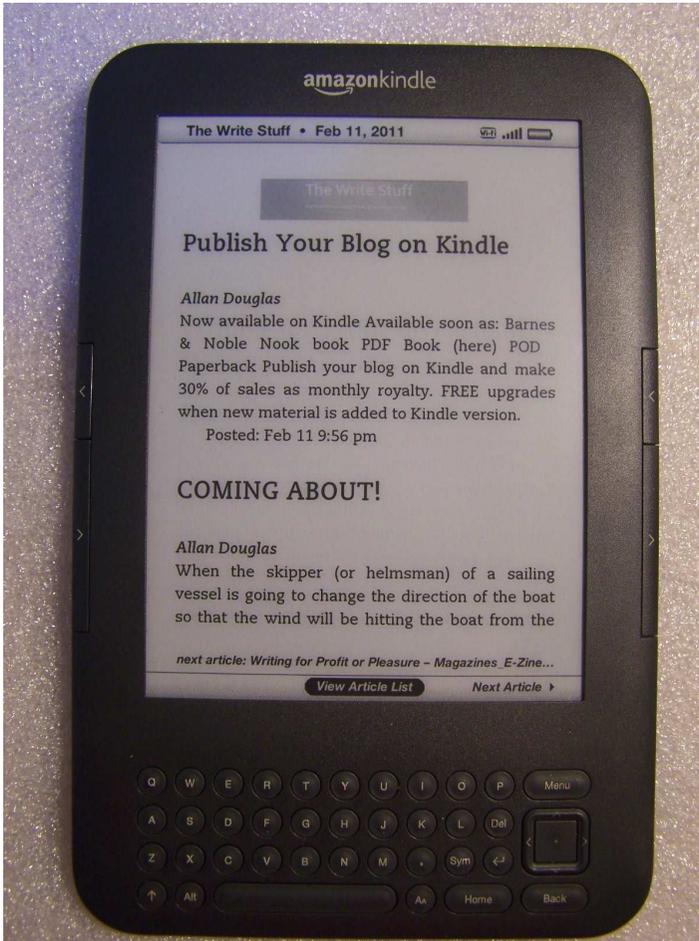


As you can see, when the blog first loads the home page is displayed, showing you exactly how the blog looks – this retains your branding and identity. The *Next Page*, *Prev Page* buttons let you scroll down the screen. Do you see the square window with the magnifying glass in the center? That can be slid around the screen with the 5-way nav controller, pressing the center button will zoom in on the selected area. Pressing the *BACK* button

zooms back out. Zooming in makes reading the very small font face better, but still not great.



But, if you press the *MENU* button, cursor down to **Article Mode** and press the 5-way center (equivalent to an ENTER button) the display goes into a text display mode that is far better suited to reading the blogs articles.



As you can see; your articles now display as clearly as any Kindle book or magazine article. *Next Page*, *Prev Page* steps the reader through the article. Your side bars do not show in this mode, only the text and pictures in the article.

In article mode, comments from the readers do not show up, but they are available in Web Mode. While you can navigate and complete a comment form, submitting it results in an error, informing

you that this PHP file is forbidden to run on this server.

You are able to click on embedded links that lead to other web pages and those pages will display, so there is some limited web browsing capability here too.

Submit Your Blog to Kindle Publishing

According to the current issue of Kindle Blog Publication Terms, Kindle Blogs is available only for blogs hosted in the USA, and the UK. You will also need a bank account in the same country as your blog for payment of royalties.

Things you will need to have handy:

- RSS/Atom Feed Address: (copy and paste it into a Notepad or other ASCII reader document for easy access).
- An e-mail address not associated with any other Amazon account.
- Your bank account information (for payment of your royalties).
- Title, tag-line and a short paragraph of description of your blog.
- A screen shot of your home page.
- Masthead banner image.



For the uninitiated, to get your RSS address click the RSS icon on your browser tool bar (this is how Internet

Explorer displays it, other browsers may be different) When the feed window opens range and copy the URL in the address window of your browser. Move to the Notepad document, right click and select Paste (or hold CTRL and press V) to paste the address to your notes.

The e-mail address you use with Kindle Blogs must not be in use for any other Amazon account. If you need to create a new e-mail address and are self-hosting your blog, you can go into your C-Panel and use the E-Mail utilities to set up a new e-mail box on that domain. If you are using Blogger or WordPress.com and can not create a new e-mail, set one up with G-Mail, Yahoo, HotMail or similar free service.

The bank account information needed will be your full name, address and checking or savings account routing number and account number. Type these into your Notepad document and double check for accuracy. No; they do not pay to PayPal, you must use a bank account, and the bank account must be in the same country as your blog.

The tagline should be the same as what you use on your blog. The description may also be from your blog, but you may need to tweak it.

Your description is your sales pitch. Some of your subscribers will never have been to your blog and will not know what you blog about except for your title, tagline and this description. Make it good, but make it brief. There does not seem to be a word limit (I copied and pasted two full pages of text into

the window and it just got bigger) but shoppers are not known for wading through tomes of description.

I recommend using your word processor to craft this paragraph so you can take advantage of spelling and grammar checking, then copy and paste this into Notepad to clean out the control codes that programs like M.S. Word embed, these can result in extraneous characters if you paste content straight from Word to the input window on the form.

To get a screen shot (assuming you are using a windows based PC; if you're on a MAC, use your equivalent processes) have your blog displayed on your monitor. You will want the title and logo displayed, and you may want to choose a page that is attractively laid out but not cluttered and not too topical; find one that is generally representative of your blog.

Take your browser window to full screen mode (middle button in the upper right-most corner). You may want to zoom out a little to get a better looking display depending on your page lay-out. Hold the CTRL button and roll your mouse wheel back toward you. If you are using a notebook with no mouse, then how your computer handles this will be different, if it can do it at all; some can not.

When the display looks good, hold CTRL and press the PRT SCN (print screen) key. Which key this function lives on varies from keyboard to keyboard. This will take a snap shot of your monitor display and save it to your 'clipboard'. Go immediately into

Paint, (in your Accessories folder), on the tool bar, click Edit and click Paste.

You now have a copy of your monitor screen as a picture. But Paint can not do what we must do next, so save the file (File / Save As) into you're My Pictures folder as Screenshot.jpg. You may use JPG, TIFF, GIF or BMP formats with Kindle, your choice will depend on your photo editor and what it can handle. My preference would be TIFF but my JASC Photo Album program does not load these so I use JPG.

Open your photo editor program and load the screenshot. For a clean look we want to trim away the unnecessary junk around the edges and leave just the shot of your blog's page. Use the crop function for this and save the result in a new file; maybe Screenshot2.jpg

You will also need your blog's masthead; the banner across the top with your blog name and tagline in it. If you have that already assembled as a single graphic use that. If not, use your screen shot and crop away everything except the masthead and save it as Masthead.jpg.

OK, you you're ready to go on-line and submit your work.

1) Start the submission process by going to the Kindle Publishing for Blogs web page at <https://kindlepublishing.amazon.com/gp/vendor/sign-in> and click the **Create a New Account** link in the upper right hand part of the page. Kindle publishing is a separate account from your regular

Amazon account, Amazon Sellers account or your Kindle Readers' account.

2) You will choose and answer security questions, supply your e-mail address, read and affirm that you have read the Terms of Service.

3) Click **Add Blog** (above the right end of the gray header)

4) Enter your contact and bank account information (use copy and paste for accuracy).

5) Copy and paste your RSS address and click the **Validate** button to have Kindle check to see if it can read the RSS feed.

6) Type in or copy and paste your blog title.

7) Type in or copy and paste your blog tag line.

8) Copy and paste the description you have written for your blog.

9) Type in your name as author & publisher.

10) Browse to and upload your screen shot and masthead images.

11) Enter the blog's URL (web address, not RSS feed).

12) Select the language your blog is written in.

13) Select up to three categories:

- *Arts & Entertainment*

- *Business & Investing*
- *Humor & Satire*
- *Industry Focus*
- *Internet & Technology*
- *Lifestyle & Culture*
- *News, Politics & Opinion*
- *Regional & Travel*
- *Science*
- *Sports*

14) Select publication frequency:

- Multiple times daily
- Daily
- 1-2 times per week
- 2-5 times per week

15) Review their terms of service and generate an electronic signature.

16) Click the **SAVE** button. Then generate a preview of your blog listing – this may take several minutes.

17) Look it over carefully.

18) When you are satisfied click the **Publish** button.

Their editorial staff will review your submission and approve or deny it in 48 to 72 hours.



When it is published, go to your blog's product page, right-click on the picture of your blog with the kindle, click **Save As**

and save the image to your hard drive. Also copy the URL of your Kindle blog product page. Now use these to alert visitors to your blog that it is now available on Kindle, use them in your newsletters, post them to Facebook, Tweet your product page link, use every means at your disposal to get the word out.

The final step will be to ask some of your regular readers to offer a review of your blog on the blogs Amazon page.

What You Get

Subscribers are offered a 14 day free trial, then fees are billed to their Kindle/Amazon account. You will receive 30% of actual subscription fees as your royalty and be paid once a month by direct deposit into your bank account.

The price of the subscription is set by Amazon based on their perceived value, most blogs will price between 99 cents and \$1.99 per month. Amazon offers no explanation of how they calculate perceived value.

I highly recommend that you subscribe to your own blog. If you don't have a Kindle, use one of the Kindle Apps for a device you do have. This is the only way you will be able to monitor the material that is being distributed.

And that's it! The entire submission process should take 15 to 20 minutes to set up. Once the blog is completed, it will appear in Amazon as a product page. For examples, see my listing pages for

[Simple Life Prattle](#), [The Write Stuff](#) and [In The Shop Notes](#).

Your Kindle Publishing **Account** page tells you how many subscribers you have and gives access to some handy reports and a Community Forum as well as your personal account information.

I hope you have enjoyed this guide and found it useful. If so, please leave a review of the book on its Amazon.com page.

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About the Author

Allan Douglas has been a freelance writer and author since the late 1970's. He resides with his wife Marie and their two dogs Dolly and Zadie on a mountainside in the foothills of The Great Smoky Mountains in East Tennessee. Prior to 2010 most of his work was published by print magazines but also included one book on structured computer programming published by COMAL USA in 1987. A full listing of his accomplishments is available on the [About the Author](#) page of his writer's blog: <http://www.AllanDouglas.com/blog/>