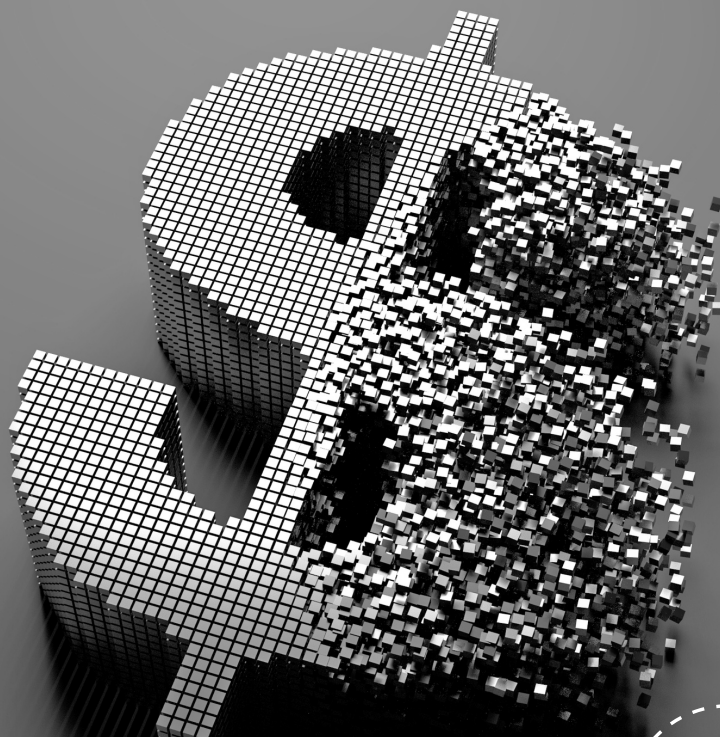


Make **\$1,000** a Month
AS A SELF-PUBLISHER BY
COLLABORATING WITH BUSINESSES

KDP **4** **B2B** KINDLE DIRECT PUBLISHING
FOR BUSINESS TO BUSINESS



TAMMIE CHRIN

Video QR code
inside that
accompanies
this booklet!



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Hi, my name is Tammie Chrin,
founder of KDP 4 B2B, which stands for Kindle Direct
Publishing for Businesses to Business. I help people Harness
the power of print on demand for businesses.

KDP 4 B2B is a way for businesses to evaluate their brand by
using Amazon's print-on-demand service to create branded
booklets that will help a business stand out from its
competition.

Kindle direct publishing has been around for many years. I
took the idea and twisted it by serving businesses. When I
got started with KDP a few years ago, I was so excited to get
what we call low content books up on Amazon's platform.

Think Journals, notebooks, and more.

Well, I got ten books up on Amazon's KDP, and it was
CRICKETS, no sales.

Ok, I take it back. I had one sale and found out it was my
sister who bought a journal.

Thank Goodness for family. lol

That got me thinking when I owned my own business, and if
I had this service available to me, it would have been a game-
changer for my business. As I thought about businesses and
marketing material and what was available,
Amazon's Print on demand was a great fit.

Yes, I know you're thinking but aren't there so many other
print-on-demand services, and there are.

Let me tell you what Amazon's print-on-demand has over
most POD services, and this is huge for businesses that have
smaller marketing budgets.

Most businesses don't know they can even have a branded booklet printed by Amazon. They can purchase one booklet at a time for one of the lowest prices out there. If the business needs changes to be made to their booklet, it can be done very quickly, and they don't have to have a stack of booklets in their office with incorrect information.

The kicker is that the booklets can be shipped in two days with Prime, which also saves the business owner time & shipping costs. That is a big advantage for business owners.

Business owners are busy; they are happy for someone to create these branded booklets for them.

Let me give you an example of one type of business I reach out to all the time, Realtors are perfect for a branded booklet

We all know many realtors and they love to stand out from the crowd. These branded booklets do just that!

Think of these booklets like a large business card that no one will throw away. The front cover says "getting your home ready to sell checklist"

The back cover has their contact information, bio, photo, etc...

The interior of the booklet is a checklist "Getting Your Home Ready to Sell, decluttering tips, Garage sale tips, maintenance tips, etc.

Now how do I make money,

I charge a setup fee starting at \$600.00 & up, and then the booklet is under my KDP Amazon account, and the realtor buys the booklet from Amazon. I have added a royalty fee of \$5.00 to each booklet, so every time the booklet is purchased, I make a royalty off each booklet sold. This becomes a recurring income stream for me.

My husband, Rob Chrin, and I have been sharing our KDP 4 B2B business model since 2018 with other people, and they have had great success. So many businesses have moved online that these branded booklets are perfect for them. Especially businesses that need workbooks have courses, programs, & more.

There is so much opportunity for you by using the KDP 4 B2B businesses model. We are working on other strategies and resources to make this easy for you to build your businesses.

Who's ready to start their own KDP 4 B2B business?



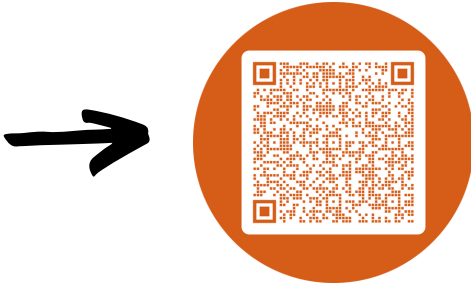
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below to watch the video that
accompanies this booklet on

How to Make \$1,000 a Month with KDP by Adding B2B

If you have any questions
feel free to reach out.

Enjoy

Tammie Chrin

Founder of KDP 4 B2B

support@podwithatwist.com



Transcription from:
How to Make \$1,000 a Month with KDP by Adding B2B
Video Hosted by Tammie & Rob Chrin On 10/28/21

Tammie Chrin: [00:00:00] Hello everybody. Welcome to day two. This is a good one. We're talking money. We're talking about money and who doesn't like to talk about money and how to make money. Yeah. Welcome to KDP for B2B I'm Tammie, and this is Rob Chrin. Hi everybody. And we just are excited to get started.

Tammie Chrin: So, we're not going to babble on too long about anything, but we just wanted to welcome you back. Thanks for joining us yesterday. If you didn't get to see yesterday it's all recorded. So, go back and watch yesterday's if you, it should be right in the video section in the Facebook. Yeah. So, we're going to dive in, Rob has a lot to share with you about how to make a thousand dollars in a month.

Tammie Chrin: And I think this is such good, stuff to see of how to make money in KDP 4 B2B. And that's usually what everybody wants to know. So, this is a big day for most people. How are you going to make, how are you going to make it real? With this [00:01:00] model, and we're going to share this information with you today.

Tammie Chrin: If you have any questions, please pop them into the comments. We'll try to, we'll try to answer them live. But if we can't, we will definitely look back and answer them. If it's during a recording, then just put hashtag replay so then we know you watched it and it was a replay and we can catch up with that as well.

Rob Chrin: Also, it gets to a quick question or a comment in the header section. It says, cause we're using stream yard to click on that, way, when you. Comment comes up. We can see your name, but otherwise

Tammie Chrin: yeah, if you don't click on giving them permissions, we can't see who we're talking to, but if you know what, if you want to be anonymous, you can do that.

Tammie Chrin: But anyway, yeah. So that would be helpful for us to see who we're talking to. We try to keep track of everything as we're talking, but we really want to give you the content and be present. So sometimes it's hard to catch up on [00:02:00] all of. Yeah, we will be able to answer later. So, without further ado, let's talk about the money Rob.

Tammie Chrin: You're the day to do. That's what we like to call you around here to do,

Rob Chrin: let me go ahead and share the screen. So yeah. How to make a thousand dollars in a month. So, we chose a thousand dollars, not meant to be that's all you're going to make, or that's the average or whatever it is.

Rob Chrin: It's just a round number that we think is very doable to make. If, as we go through the example that I'll show you in a little bit of, Different variables and things that we use to calculate this, if you do more of those things, you can make more. If you want to do less, you can do less.

Rob Chrin: And it's all. up to you of how much you want to do this. Isn't like we've said yesterday, it's not like a get rich quick [00:03:00] scheme. You still have to put the work into it, but you'll see the, what it is to, achieve a thousand dollars a month. Isn't that significant work that you have to do.

Rob Chrin: You're still going to have to do work. If you're just saying. I want to work and only achieve a few hundred dollars a month and you don't have to do as much. If you want to accelerate this and go fast. Then do more than what we're showing, but the, also the benefit that we'll be talking about as we go through this is a recurring income that happens.

Rob Chrin: It's almost like an investment. And you'll see, as we go through the examples that it has like a compound interest type process, you'll start, you'll see. As the growth happens, it starts accelerating. Because you're dealing with. Businesses, you start at month one and they're creating a recurring revenue.

Rob Chrin: And every time you add another business you're working with that just becomes additive. It becomes a snowball effect moving forward. So, we'll, show that

Tammie Chrin: in a second. Yeah. And, [00:04:00] remember this is your business as well. We'll just do a little housekeeping. This is you. This is you, make how much, we can't guarantee anything at all.

Tammie Chrin: There's no, this is just an example of a way to see how the growth can happen. But I just want to let you know, this is your business. This is not an MLM. This is your business. You run it the way you want to. We're just giving your ideas of how that will look a

Rob Chrin: hundred percent. So, before we actually get into showing the example yesterday, we talked about the overview, but we didn't really talk about how do you actually get compensated using this model?

Rob Chrin: And so, when did it go over some just specific items or such pieces that we use to get compensated using this? So, the first is a setup fee and the set-up fee is a one-time fee. And it really depends [00:05:00] on your amount of effort. It's going to take you to do the work. So, one, if you've, because most everybody in here or a majority have done KDP before how long it takes you to create a book and especially a low content book, if you're going to be doing a.

Rob Chrin: Booklet, that takes little effort, meaning that maybe the business has all of the content already. Some of the examples, like we talked about yesterday that's going to be less work on your side. If it's something that you're going to have to create from scratch, it's going to be more work. So, you have to just determine how much work is going to be on your part of time to do this, but also.

Rob Chrin: Realize that what you're providing the business is a value, right? They either can't do it, or even if they could do it, they're not interested in doing it. They want to run their day-to-day business. They don't care about creating these books and this becomes [00:06:00] an, an expense to them in a sense of, I'm not creating new business for me, if I'm creating this book.

Rob Chrin: So, there's value what you bring to them. So, I don't, everybody has to determine what their hours. Rate net worth that or, whatever that is definitely don't I would suggest, don't say I'm, just going to pay myself minimum wage. You're worth more than that.

Tammie Chrin: All the stuff that you've really learned over the time of KDP and graphics and tools that we have to use and all that, adds up, even though you might be quick at it now, but think about.

Tammie Chrin: First started how long it took you or, and it's just something that, you know, as anything that you've learned and put effort into, you need to be compensated for.

Rob Chrin: yeah. A hundred percent. So that's step one, a set-up fee just depends on the type of business and the work that you're doing with them, how much time that's going to take.

Rob Chrin: And you determine that as a setup fee. And that is a one-time fee. In most cases, the next is a [00:07:00] royalty. So, for every book that is being sold, how much money are you going to make from that sale. And depending on what you if you, as, listing the price of the price of the book on Amazon will determine your royalty because there's so much that Amazon takes, and there's a

minimum and thing. So, you want to add. Price that at a price that you're going to make a royalty and also that what is it worth for the business's customers to pay? It's one thing to say, I want to make a, \$30 royalty and list the price there. That's great. But would anybody buy that book would probably have to be at 40 ish dollars or whatever that would be.

Rob Chrin: So, do that. So obviously, you have to set that price that seems reasonable. And it also depends on. You know what the business is with regards to what their budget is. Are they going to be giving these books away? Are they going to be selling them? Is it part of the course? Like we talked about yesterday, a terror had a course of charges, several hundred dollars, and then the cost of a [00:08:00] book to her to give away is a lot smaller than if you're just saying maybe as a lead magnet or a thing.

Rob Chrin: So, there's many ways to think about, oh, what makes the most sense, but you definitely want to be compensated. It doesn't mean you have to necessarily tell the business that you're going to make X number of dollars. Depends on how transparent you want to be. It's almost like a wholesale type costs and you just tell the business, this is what it is.

Rob Chrin: And they don't necessarily need to know all the details, but you want to make sure it's worth your while, but that's a way to get compensated. Using this model is getting a Royal.

Tammie Chrin: I just posted a question. Yeah. It says what's a good range for the setup fee when you're doing a low content book booklet.

Tammie Chrin: What I found is. I started out about \$500 per book booklet. And I've actually raise my price to \$600 per booklet as a minimum. [00:09:00] That's what I do for my business, because my time and effort and all the things I tools that I use and I've learned and all that stuff. So, I have a. \$600 minimum.

Tammie Chrin: That's what I start with. And this again is completely up to you and your business as well, but I really want you to think about too when you're doing the setup fee, if you're just getting started and you want to give, give this to them or maybe cut the price in half because you just want to get your kind of get started.

say my, pay, my setup fee is \$600, but today I'm going to give it to you for 300, because I really want to get this booklet done for you or whatever. However, you want to say that, but you could always, or you could give, just say my set fee 600, but I'm going to do that for free this time.

Tammie Chrin: Do you know, if you're just, if that's something you want to do at something that I've been sharing with other students have a way, if it's, if you feel like you don't have enough experience and you want to just get your feet wet, that's a great way to start. [00:10:00] As you build, \$600. I get \$300 upfront and \$300 on the back end.

Tammie Chrin: When I, when the book is done. So yeah,

Rob Chrin: you definitely want to make sure that they understand there's value in that, that you, if you're going to waive it, and say, I'm not going to charge you anything that that you tell them, like Tammy said, just that I normally charge this. You definitely wouldn't want to say I've never done this before, so I'm going to waive it or whatever.

Rob Chrin: I would suggest that maybe you would. If you're going to target realtors say, I've been working in the gym market and I'd love to get into the realtor markets. I'm going to waive my fee. Cause I'd like to get started with you or something along those lines to give them a sense that you're giving them value by not charging them.

Rob Chrin: So definitely you don't want to cut that short or listing,

Tammie Chrin: right? Yeah. So that's that is what my setup fee is. Like I said, it depends. The level of effort we're putting into the booklet, but that's my minimum start price. [00:11:00] I've had, where we've done gone higher because it was a lot more effort on making it more customized.

Tammie Chrin: But when it comes to having more of a template ID style, and it's very. Just changing some covers and maybe a couple interior. I would start around

Rob Chrin: 600. Yeah. The other option to think about when we just talked about royalty, if this is a business and you can see the type of business that they're doing with regards to number of customers, they have.

Rob Chrin: If, in the long run, you're going to make a royalty for every book and they're going to be sent selling hundreds a month or so you may reduce that setup fee, but also tell them because future growth or, Yeah, exactly. That you're going to reduce this. So, there's many things and Tammie said, it's your business.

Rob Chrin: You can negotiate what it is, but definitely want to tell them there's value in the

Tammie Chrin: setup, which it does take time. And it does take effort and it's not something you can just,

Rob Chrin: Yeah, a hundred percent. And then the last thing is what we recommend is, you could [00:12:00] have done one or the other setup fee or royalty, but combination makes the most sense, do both a setup fee and a royalty for every book that sells, because if you do the setup fee only that's great.

Rob Chrin: Because you're guaranteed that, but then if the business takes off and it has a lot of groups you're going to miss out on that. And then the opposite is if you just don't do the setup fee and you're just hoping that they're going to sell, then you could put a lot of work in and get not compensated very much.

Tammie Chrin: Yeah. And that's where the royalty is because then I, I liked that reoccurring income as they sell the books or buy the books. And I get the royalty and

Rob Chrin: yeah, a hundred percent. So, speaking of recurring income and the royalty part of making it, what we talked about yesterday is, these books that are creating are low content books, and that lends itself to a recurring income.

Rob Chrin: If you think about it, if you buy a literature book and you read through it all, you don't have to [00:13:00] buy it again to reread it. But if you have a journal or some kind of tracker log tracker things, if you're in the gym or you're doing journaling, once you get gotten through the book, you're going to have to buy a new one for your next.

Rob Chrin: Session or tracking side. And, I know for me, I've got, I don't know how many journals I have, you feel, you got to get another one. And so that lends to it. Sorry to

Tammie Chrin: no, as I say that's, perfect, because think about this too. Don't make the book a long because. And I did this because I made a mistake and I'm only telling you my, I did a year long journal.

Tammie Chrin: Guess how heavy and big that journal was? It was a side because I did an eight by 10. Yes, I did in 365 days. So that's about. A ream of paper, a size that's all heavy. It is, but for this type of thing, you want to do

maybe three months that when someone's going to buy it again in three months, takes it to a nice size too.

Tammie Chrin: It gives them three months. That's [00:14:00] not like too short. You can make these determinations with the business owner as you're talking, but this is just my kind of overall take three months, seems to be just perfect size. Then they reorder. And keep going. Like you said, you always, you have a journal that you use and reorder and go for years.

Rob Chrin: Exactly. We have no, you got to keep her. So that's an advantage to this model is, and using these low content books as you get that recurring business that keeps coming. Yep. All right. So, her side, so you're not a numbers person. I'm just going to go over the basics and what we'll see like the net out, but I'm just going to go over these pieces here that are important to determining, how to make a thousand.

Rob Chrin: So, the first column on the left, that's in yellow, the setup fee, we're just using 500 as an example. That we're going to choose, set up for every business that we work with. We're going to charge them \$500. So that's column the [00:15:00] second column there. Then the number of businesses per month, we're just going to assume you're going to work with one new business every month.

Rob Chrin: So, you're going to create a new business or start working with one new business. Okay. The next column is average books per business per month. We've seen as, as you start working with businesses on the lower end, if you will, is about 20 books that business goes through per month could definitely be higher, maybe less, but I would say you would expect.

Rob Chrin: Yeah, I expect that, that on average, you're going to get 20 bucks a month per business that you work with. And, I think this definitely could be a lot higher depending on the business, but this seems like a good starting point of determination of, what you'd be able to expect to sell or how many the business would be selling on a monthly basis.

Rob Chrin: The next is the royalty. We like to try to achieve a \$5 royalty for every book that's sold. That's just something that seems a [00:16:00] reasonable payoff to us as a royalty and the listing, the cost of the book that is not too expensive, that people still would be willing to pay that amount or the business customers I should say.

Rob Chrin: And then the, you get compensated for that. So therefore, in the next column that the average recurring royalty is, 20 bucks a month at \$5 gives you a hundred dollars a month. Recurring income. Total businesses is just basically one a month. So, it keeps added up. So, at the end, we're showing 12 months here one year.

Rob Chrin: And then every month the revenue part is the setup fee and that recurring income. So, it starts increasing. And then you see on. The row six month, six that's when we hit a thousand dollars a month because we've been putting more work in it before the, with the snowball was starting to kick in right now we've net at \$4,500.

Rob Chrin: For six months, we haven't hit a [00:17:00] thousand dollars a month on average, but we're, that particular month we've hit it. And then you see at month 12, While we made 1600 for the month. We finally hit 12,600 for the year, which is a little over a thousand a month for the year. One of the things that's important that we talked about before is this start snowballing, right?

Rob Chrin: I'll show you the next graph. And you can see in the middle here for month 12, we're at 12,600, but at month 24, we're not at, double that or around whatever that would be 15,000 ish. We're at almost 40,000 because you get the compounding effect. It's almost like having the investment in a compounded.

Rob Chrin: Each of these businesses, you start out with month, one every month, you're getting a recurring income and it starts releasing as you keep adding more and more businesses. the amount of monies [00:18:00] that, generate keep increasing over time. So that's a good thing to realize that you have to put a little more work in and maybe as time goes by, you could still achieve a thousand a month, but you're not having to put in as much work as.

Rob Chrin: Yeah.

Tammie Chrin: And that's a thing too. It's an average. So, you don't know those, maybe it's 15 books, maybe it's 20, maybe it's 30. So, it's just depends on what the business is doing. We have a couple of questions, Rob, that I wanted to answer before we move on. Yeah. So, it says if the product is being done for a client, how do you track the sales and royalty?

Tammie Chrin: What's that? Are you going to answer that? Yes, I am. So, I'm guessing that if you just did the setup fee only, it would just be their book. You would have no royalties. If I understand this correctly,

Rob Chrin: it may be well, the way I'm looking at it. This isn't under the business's account. This is under [00:19:00] our per our own account.

Rob Chrin: So, we, our gender or the royalties are being paid to us. And then we then pay the business. Any monies that if, you're doing anything, so it's, all showing up under your account. Let

Tammie Chrin: let me clarify. I was going to say that too. I was just saying that if it did a setup fee, only you could put under their account and that would just be under their stuff and you would get no royalties for that.

Tammie Chrin: If you, what we do, what we recommend is putting it under your account. I prefer to not have a royalty to the business owner if I don't have to, if we don't want, but the business does. If they do have a royalty, then I have to send them a royalty check every month. So, it is there's two ways to look at this and then we're going to talk a little bit more.

Tammie Chrin: So, the royalty check is under, it's going to be under your account. So, you are going to get that royalty. And that may be just how you have it set up. Realtors are a perfect example of that [00:20:00] because they're just going to buy the booklets. They're not going to, they don't need to sell them. But say the gym wants to sell the booklets.

Tammie Chrin: They wouldn't want to make a royalty because they would benefit from making money that way as well. So, you can do a rev share that way, but you will have to set up with the business and agreement of how to pay them. And I do it Monday.

Rob Chrin: Yeah. So, I'm re summarizing all of this, yeah.

Rob Chrin: The royalty part could be just to you only, you could also, and depending on the situation, the business gets zero royalty, or you potentially 10%, if they want. Book on Amazon that they're going to sell to their customers, or at least offer that to them. You can do a rev share with them, either split that \$5 or increase the price of the book that you still make five and they make some.

Rob Chrin: Amount, whether it's a few bucks, five bucks, depending on the situation. So, we didn't talk [00:21:00] about that specifically, but that's another option you can do, but in both cases, it's under your account. So, you get all the money's in and then if there is money is go to the business, you would then send them a check.

Rob Chrin: Right.

Tammie Chrin: And it, it, like I said, it depends on how you want to set it up with the businesses. The advantage of paying them a royalty is that they're excited to sell the book. So that drives a traffic even higher. Now it's not necessarily that you have to. So, don't think that just because if you want to just start out, which I highly recommend, just start out doing royalties for you.

Tammie Chrin: So, the realtor would be. Great one to do. And then maybe move into royalties, if like I said, whatever you feel to do, but that's how I started out. I was making the royalty and then I've added some other people that were wanting to businesses that were wanting to sell the book and make royalties to,

Rob Chrin: and as if you're selling [00:22:00] on KDP, that's just meaning to increase the price of the book.

Rob Chrin: That's there. It doesn't cost the business, anything, or you, anything that had that book on Amazon, it's just when it sells, whatever that price point is, then you get. Oh royalty. And then, depending on the breakdown, if you're going to do a rev share, then you would send them the check. That includes, that means you're going to have to do an accounting.

Rob Chrin: It's not that, but it is something that ideally you don't want to have to do, but there isn't like Tammie said an incentive. If they know they're going to make X number of dollars, they're going to be more. Promoting that book to their customer because they're going to make money on it versus it's just an expensive,

Tammie Chrin: right.

Tammie Chrin: Okay. We have a few questions popping up here. Okay. Let's see this one. So how do they order books? If that's enter your account, they just order the books off of Amazon or they can, we're going to get into the other part too, right? Rob? [00:23:00]

Rob Chrin: We're going to talk about wholesale at all. So that's another option.

Tammie Chrin: So, the author's copy, which we like to call wholesale, vacant order those and from you, and then you can send them to them. And we talk a lot. We go more in depth in our course that we have that we kind of work through all those processes, but you so how they order the book. So, if it's Tara

that we'll use her as, example, her client is buys her course, she just goes onto her Amazon account and she orders it and then that's it.

Tammie Chrin: I have to go under anybody else's account.

Rob Chrin: So essentially, it's the link to the book, that you have. So, they either share that with their customers, the businesses customers, and say here, go here and buy it directly or saying terrorist case or the business owner can buy it and ship it to their customer.

Rob Chrin: But if it's the other side where they want a wholesale or the author's copy, they order it from you and then it gets shipped to them. So, they have a [00:24:00] physical copy. But in all cases, that's through you and, or a link that they go to purchase it.

Tammie Chrin: Yep. So, I give you, I give all my clients the link to their book, plus we, we shared that on our different social platforms too.

Rob Chrin: Yeah. If that's not clear, let us know. Yeah, you don't want to go into too much detail on that at this point, but yeah,

Tammie Chrin: I know there's a lot of questions about that, but if you have it all worked out for you, but it's just, it's a lot to pricing is in rev share and all that goes in, it gets a little bit, Okay.

Tammie Chrin: So, if you do a rep share with the business client, then have access to your account. No, they do not have access to my account. How do you guarantee transparency to them? I do download the when I do the rev share, when I send it out, I do download the Excel sheet. And I'm, [00:25:00] I share that with them, but I only make sure

Rob Chrin: you can get the report from Amazon.

Rob Chrin: So

Tammie Chrin: I get the report from Amazon and then I put that all together for them and I share it, share that with them, but only their book, obviously, you don't want to, and there's ways to, make it show just what you want to see.

Rob Chrin: Definitely. That makes sense. Yep. Definitely let us know if that's doesn't make sense to,

Tammie Chrin: right.

Tammie Chrin: There was one other question, but it was, I didn't want it, it says, do you recommend six by nine or eight by five by 11. That's just depends on what type of business you're dealing with six by nine. Like the realtors, most of my booklets are six by nine. But sometimes they are like a workbook would be an eight by four.

Tammie Chrin: And sometimes then I like to do this size the eight by five by eight by five for like journals, because it lays a little flatter. So, I like that one first writes [00:26:00] anything writing and it's up to you in the business owner. Okay. Yeah. So

Rob Chrin: it's always nice. To have some example books available at different sizes that you could bring along when you're talking to the business to show them both the sizes and then things like, coloring for black awake versus black or white, black, and white, like me, all the things just to see it so they can see

Tammie Chrin: Matt cover.

Tammie Chrin: The other thing too, is you can remember, you can always add these. You can have multiple sizes for I only I've done a few different sizes. I've done the eight by five by eight by five. I've done the six by nine. So, you can, it just depends, like you could have multiple sizes as well. I have. As a color and as black and

Rob Chrin: white and the extents, definitely.

Rob Chrin: If they're going to have their customers buy it, then the customer can choose. Okay, what size do they

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take me much longer to [00:27:00] rearrange some things and put them, put all the couple sizes on there for them. Yup. Yeah. I think we got off the questions and cents. That's great. I'm glad we're making sense for you.

Tammie Chrin: I know it's I know it's a little complicated when you first hear it, but as we'll keep, re reconfirming all this and thanks for all the questions. We really appreciate it. And perfect. Let you keep going.

Rob Chrin: Perfect. Now that we've given an example here, you can run your own numbers.

Rob Chrin: So, in the unit section, there's a spreadsheet you can download and put in your own numbers. What is it that you want to achieve? what do you want to charge as a setup fee? You can put in different numbers and see the impact of what kind of money's you'll make by doing this another fee, or maybe do a hundred dollars' setup fee or whatever you feel that's.

Rob Chrin: For you, you can see the impact of that. How many businesses will you work with per month? Do you want to do one, maybe do one every other month, maybe going to do two, three, you can [00:28:00] see the impact by adding in each of these, how much monies that you can accumulate by doing that royalty, what kind of royalty do you want to make?

Rob Chrin: We chose five. Maybe you want to do three or two or one or 10, whatever it is, you can put those numbers in and see how that changes the results.

Tammie Chrin: And I just picked five because that worked for me at the, in the beginning. Sometimes it's a little lower, sometimes a little higher, depending on the type of business I'm working with, what kind of booklet it is, what the pricing price range.

Tammie Chrin: Be in, and maybe the business owner wants, you get a sense of all that as you work with the business owner to.

Rob Chrin: Yeah. And when you're talking to the business owner, once, they have an understanding of when it worked with you, you can start talking to them about what is their budget, how much are they spending on advertising and marketing, and get a sense of what are they willing to spend, because that way you can then make adjustments to fit that.

Rob Chrin: Because maybe if you did five, maybe it's going to be a little higher than they wanted. So, you can drop it to three or four or whatever it is so that you can still. [00:29:00] Yeah, I can get a business that's going to work and make sure you're still values you. But maybe for that particular business, you have to come in a little lower or maybe they'll say, I have a lot more volume.

especially if you do a rev share or whatever, or we need the price of the book to be at this point, you can play around with. And that's also when we haven't talked about it, but most of the people that are watching this are no KDP, the

size of the book coloring versus black or white, those all impact how many, I shouldn't say size and number of pages, I'm determining the cost of the book.

Rob Chrin: So, you can look into all those types

Tammie Chrin: And they can find this under the unit section in this group, the download spreadsheet. So, Rob put that together for you guys, so you can crank, do all your own numbers and put them in a spreadsheet and figure out your own what you want to make.

Rob Chrin: We suggest staying in the same niche when starting out.

Rob Chrin: So, finding new businesses is going to be more profitable if you stay in the same niche. And when I say [00:30:00] niche or niche, depending on where you're coming from, like realtors or wedding planners or gyms, it's just so much better just to pick one and stay there. And the reason is we talked about that yesterday.

Rob Chrin: You're not reinventing the wheel, so if you're going to work with realtors, and once let's say you do the whole maintenance type guide right now, as you do a different realtors, the interior is pretty much exactly the same. You're going to change the contact information, some images, maybe update the cover a little bit, and then you're done.

Rob Chrin: You're going to be more profit cause less work that you're going to have to do to do that type of work. So, starting out definitely suggest that you do that. It doesn't mean that if you're working realtors and an opportunity with a gym or a wedding planner comes, definitely take advantage of that.

Rob Chrin: But. Actively searching for, I will recommend that. Just thinking

Tammie Chrin: this kind of happened to me and I did this and I was all over the place. And now I've really honed in on a few [00:31:00] because it was taking me more time to re almost like reinvent the wheel on this, reinvent the wheel on this.

Tammie Chrin: But now that I have it down in certain niches, now it's just like changing the covers and putting a few little customized touches, much easier once I figured, I was like, okay, that makes more sense. I stopped going out to certain businesses, just, I got excited when I first started and it just started going out to anything and everybody, and I found what was better.

Tammie Chrin: I really liked nutritionist and I really liked realtors and I started really honing in on those kinds of things and it's made it a lot easier and now I'm really into wedding planners. So that's something that, so I have about three or four that I stay in that area of business.

Tammie Chrin: We have another question. So how much time do you usually expect to spend on each client during the production of the book and after? It really depends on. This one, sometimes [00:32:00] it depends on it's just on the personality really, because some people I have, they give me the information. I have a, actually a booklet that I created and we do a checkoff list.

Tammie Chrin: So Quicker with the client or with the business owner. But sometimes you know, the business owner doesn't have time it we're back and forth a little bit, but they just give you all the information and then you take off, but sometimes they give you some of the information, then you're waiting a little bit longer.

Tammie Chrin: And sometimes it's just talking with them a little bit longer. It depends on their schedule. That's but on average, I would say, once, once we get. The first meeting or two done, it's probably about, I give myself three weeks to a month to get everything from them from start to finish.

Tammie Chrin: And the book up on, in the Amazon, you as if you're doing KDP, it could take a little longer to during the holidays to get the book [00:33:00] up on Amazon's platform. So sometimes that delays a week or so. So, I like to give myself three weeks to them.

Rob Chrin: Yeah. And also for the book itself is going to be your skill level.

if you're, not as skilled of creating a KDP book that may take you a little longer to do this versus somebody that's totally skilled in that beyond just the interaction with the business of trying to like Tammie or science, getting some of the delays. Isn't the, once she says three weeks, that's just more because it's the communication with the business, getting everything, clarifying things, it's a back and forth thing, maybe they didn't

Tammie Chrin: give you the logo yet and you're waiting for that. So, it, it depends on how many books you have going at the time or your personal life going. But, I'm just going to say three weeks to a month, just that's, that gives you some leeway. And then depending out, as one question I always ask too, is how, when do you expect that?

Tammie Chrin: To be ready because sometimes they think is going to be done in a [00:34:00] week. And

Tammie Chrin: yeah. So, I try not, I try to set up an agreement that we know the expectations

Rob Chrin: as well. And yeah. And so, I think it really depends on the business, how willing they're willing to respond to you and react to things that you need. Cause that usually is that the, delay beyond your own skills and being able to create these books.

Rob Chrin: Yeah. Was that it on the question

Tammie Chrin: on the question?

Rob Chrin: I think. Yeah, so that's pretty much. For today, what I wanted to cover on, just to give you a, perspective of, this model, how the different pieces come together and depending on what you can do and what you want to charge, how you can achieve a thousand dollars a month.

Rob Chrin: To me, the numbers that are there seem very doable and they've been doable for us and doable for the people that have done this model before. And so, I think it just gives you [00:35:00] a baseline and then now you can look at it and adjust it higher or lower, depending on what your goals are, what is it that you want to do?

Rob Chrin: But now, if you want to make 2000 a month, okay, what kind of work do I need to do with regards to number of businesses, royalty fees. Books that the business sells those types of things, which has added that parts out of your control, how many they sell, but sometimes doing a rev share will help with them.

Rob Chrin: If they know they're making money on this, that will help them. So, it's one of the kind of give you an overview of sometimes when you say, you can make a thousand dollars a month and eat to say that you don't have any. Perspective of what that really entails. So, we just wanted to go over that information and hopefully that gives you that sense of what it would take to achieve these numbers.

Rob Chrin: Yeah.

Tammie Chrin: And we do have a we do have a course and all that, that really dives in deeper on this, we're just giving you the idea of how this. Model works. And we have a calculator, Rob put together a KDP [00:36:00] royalty calculator, which is huge. That's very, helpful, but you don't need all those things, but we do have them because we notice it's helped me.

Tammie Chrin: We started out because I do this business and he started creating these things for me. And he's tell me how much do you want to make? And I want to make this much. And so that's where we're sharing with you guys. Numbers and all that stuff, but yes. Then there's the royalty calculators, just fabulous, but I want you to know, you can always get the fees and find out on KDP.

Tammie Chrin: Amazon's KDP. You can find out how much a booklet would cost to make, and it just takes a little bit more time to go through all that, but he has a calculator that you just plug in all the numbers, and that really helped me.

Rob Chrin: And so, speaking of a course on Friday, we're going to talk about the course that we have, and it's really, we want to, to make you successful.

we develop this course because we've outlined and documented all of the [00:37:00] steps that we have gone through all the trial and errors and, add it in all of the pieces and information that helps. Speed up the process because that's the next thing. If you're really looking to accelerate the implementation of the model, that's why we developed the course. With the information we're providing during this week, you can go out and start, even right now, you could know in KDP, you can start doing things, but there's a lot of unknowns that come up.

Rob Chrin: That take it a little longer to do things if you do it on your own. So, they put together and we're going to be sharing with you on Friday about what w what we've put together to help accelerate that. And then the last thing is we're going to have some special deals that we're doing for people that are watching this, to be able to get some Special opportunities that we haven't shared before.

Rob Chrin: So, special deals. So definitely watch the rest of this week and then on Friday too. And we'll talk [00:38:00] about some things that get you started. If you're ready to get, jumpstart this right now,

Tammie Chrin: we have another question. When you're starting out, how many clients would you recommend starting with and how many is too many to juggle?

Tammie Chrin: That's probably, again your own skillset. When I first started, I was new to KDP. I was doing basically one at a time. About one book a month, and a half, just because I was still newer at it. And but the more that I've done, the more that I can do and put together quickly now.

Tammie Chrin: But I was doing about one to two maybe two a month would be the most I personally could do. Just depending on the level of complex. Of the booklet, as well. The gym booklet was, took me a lot [00:39:00] longer and I learned that wasn't something that I was really wanting to do as much. I did create the template and do all that.

Tammie Chrin: So, I do have it, but the one like the realtor once I put that template together now, I'm, that's pretty, pretty quick. Once the realtor says yes and gives me all the information, I can do it fairly.

Rob Chrin: Now, one of the things also, if you get to the point where you're very good at finding businesses that want to work with you, we built up a relationship and have a lot of resources to it.

if that's your limiting factor of creating the books, we have people that can assist you with doing that. So, if you can bring in. Five businesses a month or one or two a week. And, your problem is getting the books done. We have resources that can help you if that's the limiting factor. So, don't limit yourself.

Rob Chrin: If you can get the business coming in.

Tammie Chrin: I think that's, we do have those resources. I think, some people are stronger making the relationships, getting the books. Some people are. [00:40:00] Graphics and KDP, and they don't want to go out and talk to anybody or online talking now. But so, he could think of it that way, but if you just want to do it yourself, which is all I did for, quite a while is just did this by myself.

Tammie Chrin: I was doing about one to two books a month at the time in the beginning, if that helps. I hope that helps answer, but it's really hard to say everybody's a little different and learning and I was doing it full time. Yeah, it was

Rob Chrin: my full-time job. And I think like we talked about just a little bit ago, most of the delays or the time that it takes is the interaction with the business and getting the things that you need.

another example would be like, they send a logo, but it's the wrong size pick pixel size and stuff. So, it was grainy. And so, you got to get them to make those changes. Yeah, exactly. So, it's usually that. Probably is the more, the limiting factor of getting these done, not necessarily the creating the book, even though that is obviously a factor too, [00:41:00] but there's so many pieces that fit in to be able to really accelerate that.

Rob Chrin: But once you get those things going, you can streamline those things.

Tammie Chrin: Yes. The other thing that I'm doing besides just working on the booklet, I'm actually, I'm always, and we were talking about this in the pipeline. I'm always going out to other businesses, starting that relationship, getting those things going or talking online.

Tammie Chrin: And we're going to talk a little bit about that. This week, too, about relationship building because that's another whole pipeline of getting business. So, I'm creating the booklets. But then on this other end, I'm just meeting a new business or I'm talking to a new business owner getting that started. So, there's a lot of other pieces that you're doing besides just creating the booklets after you get one person.

Tammie Chrin: But we'll talk some more about that.

Rob Chrin: And that leads into perfectly for tomorrow's agenda. You have it right on. So, tomorrow is about how to build a pipeline of businesses that want to work with you. So, we're going to spend a lot of time talking about that. Moving forward to be able to, if you say you want to do one a [00:42:00] month, Business-wise, wouldn't it be nice that after month one, that you have a pipeline, got another business ready to go from month to the wings, ready to go, that you can start working with and starting the relationship with them.

Rob Chrin: And, I think we talked about yesterday. I can't remember. We're also with regards to building these relationships, we've been developing a lot of skills and this came from COVID that we can't always go to businesses and build relationships with them. And or if you don't feel confident enough, we're developing all kinds of skills to use email and working with contacts through businesses, through like Facebook and other social media channels.

Rob Chrin: We'll be able to build those relationships. So that's on, I think Thursday day four. Yeah.

Tammie Chrin: Yeah. So, I know that's a sticking point for some people about how do I talk to the businesses? And we really go, we dive into a lot of knots. It doesn't have to be a sales pitch. Doesn't be a cold call.

Tammie Chrin: These are really warm leads. These are [00:43:00] relationship building. And we'll talk a little bit more about that and how you can do it and how, to create a way to talk about the business and how their business is working in and not sound like you're trying to sell them something right off the bat.

you just don't walk in. And here's my book. When a book, what a book anyways, I have a lot of techniques that I've learned in my lifetime of sales and I don't like to do sales. I don't like cold calls. I don't like sale. And I always say I've never sold one thing in my life, but I've made a lot of sales.

Tammie Chrin: Strategies and techniques of how to do that and how to do it authentically and being yourself. Now everybody's a little different how they want to approach this, but I'm going to give you some ideas and then you can tweak them for yourself.

Rob Chrin: Yep. A hundred percent. All right. So that was on the slide.

Rob Chrin: Yeah and awesome. Hopefully that answered today's questions. If you feel that there's still [00:44:00] confusions, definitely reach out to us. And we can clarify that.

Tammie Chrin: And there's a lot. I know we just dumped a lot of information on you, the pricing and the rev share and the, how the royalty works. That's a big piece to this and we just are giving you little pieces, little bite sized pieces of it.

Tammie Chrin: And I know you guys have to marinate this a little bit and let it sink in just like a business owner would, but just not. Just think about this and we have it all worked out. So, if you have questions, we're more than happy to answer the questions for you. We just didn't want to give you so much today that.

Tammie Chrin: This is a lot already, but we have, we have developed it. We have worked through all the, process. And so, we can get you accelerating this a lot quicker, so you don't have to stress about it. I think that's all my, yeah,

Rob Chrin: that was all I wanted to cover. Hopefully, like I said, it gives you that baseline, [00:45:00] that perspective of how to achieve this and you can ratchet it up or down depending on what your goals are, what you want to do.

Tammie Chrin: Yeah. Thank you for being here and asking all these great questions. We appreciate all the questions and that helps everybody else too. Sometimes people that are didn't think about asking that question. So, I think questions are always good and I, hopefully we answered them to our best of our ability.

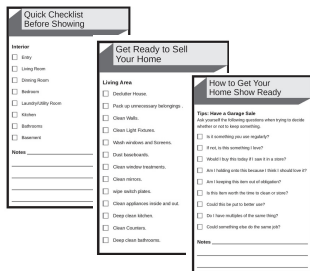
Tammie Chrin: And we're looking forward to seeing you guys tomorrow and we're building pipelines as we build the pipeline of

Rob Chrin: business a hundred percent and then people that are rewatching, this, that haven't watched it live. Definitely ask question, feel free to ask questions too. While it may not be live, what will we monitor these?

Rob Chrin: And we'll respond to this question. You have more,

Tammie Chrin: all right. Have a great day. See you guys tomorrow. Bye-bye.

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talking about KDP 4 B2B Method with you.**

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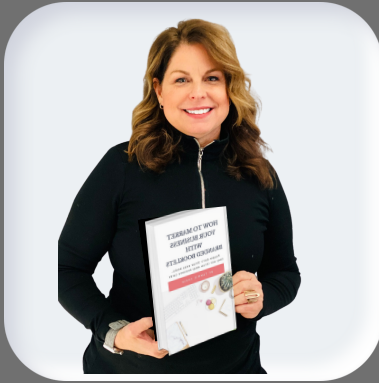
Let's all grow together!

Tammie Chrin

Founder, KDP 4 B2B Method

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Tammie Chrin
Founder KDP 4 B2B



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Hi, I'm Tammie.

I'm excited you made it here.

As a fellow KDP, print-on-demand self-publisher, I know how hard it can be to earn an income with low-content books. Been there done that too. It sucks!

UNTIL

I developed KDP 4 B2B in 2018 – I came up with a way to make a recurring income stream along with a set-up fee by working with businesses and putting their content into a branded booklet.

Sounds crazy, but it's true, and you can take your KDP skills add KDP 4 B2B and start making money every month without running ads, & **No** keywords. The business drives the customer to their branded booklet & you get paid for every book they sell.

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