**The Three Biggest Mistakes Self Publisher's Make with Kindle Publishing**

If you are self-publisher, there are lots of things that you should consider and master upon publishing your book. Self-publishing is noted to be idiosyncratic, complex, and a challenging endeavor. Publishing a book is never easy unless you have the proper knowledge about it. Your audience is the number one factor that you must consider. Just think that you are writing and publishing for them, which only means that you must try your very best to impress them by giving them one of a kind books.

Kindle publishing enables a user to be well acquainted and noticed in the modern or digital age. One can be able to share their messages anytime they want through their fingers, keyboard and with an internet connection. If you opt to be a self-publisher, you should avoid certain mistakes on doing this job. Below are the top three mistakes that self- publishers often commit.

***Mistake #1*: Thinking there’s a magic solution to e-book writing**

**What is the mistake?**

The mistake here is that you are being too confident that there is an answer to any mistake that you might commit upon publishing a certain book. However, your purpose on writing is the basic thing that you should know.

**Why is it a mistake?**

This is a mistake since you have already conceptualized that there is a solution to any mistake, you are not afraid to commit mistake therefore you are not being cautious to avoid doing it.

**What should they do instead?**

Instead of thinking that there’s a magic solution to e-book writing, you should bear in mind that every mistake accounts. It simply means that once your audience noticed a single mistake, it will reflect to your character as a writer or author.

***Mistake #2*: Outsourcing the writing to the lowest bidder**

**What is the mistake?**

The mistake here is that you are placing the content of the writing to a freelance writer. In choosing a writer, you must look for the professional writers instead looking for a lowest bid.

**Why is it a mistake?**

This is a mistake since there are cases that cheap writers also create cheap content to be biased but generally speaking it is true.

**What should they do instead?**

Instead of outsourcing the writing to the lowest bidder, you must shift to professional writers for a bigger chance of producing or publishing quality e-books. Professional copywriters and editors will help you to produce quality content e-books.

***Mistake #3:* Writing about what YOU want to write about, not what customer wants to buy**

**What is the mistake?**

The mistake here is that you are actually discouraging your customer to become loyal to you. If you were not able to please them with your write ups, then you will be having trouble in searching for your next customer.

**Why is it a mistake?**

This is a mistake because, as a writer, you must provide a cover, a theme, and a complete form of write up that your customer requests from you.

**What should you do instead?**

Instead of writing about what YOU want to write about, not what customer wants to buy, you should provide and give them the exact type of content that they want to buy. Since you are being hired to write for them, then you must follow their instructions regarding what they want.