Case Study: Scaling a KDP Business from $0 to $80,000 Revenue in 3 Years

Role: KDP Publisher & Marketing Strategist
Duration: 3 Years
Tools: Amazon KDP, AMS (Amazon Ads), Canva, Google Sheets, Publisher Rocket, Kindlepreneur, Helium10, Adobe Acrobat
Ad Spend: $10,000
Revenue: $80,000

🧩 Challenge

Starting with zero publishing experience, I set out to build a profitable self-publishing business on Amazon KDP. My goal: to create a sustainable passive income stream by launching quality low-content and niche books that would perform well in a competitive marketplace.

The challenge was twofold:

- **Standing out in an oversaturated market**

- **Learning and executing paid ads with little room for error**

🎯 Strategy

I approached this as a lean digital business, focused on **data-driven product creation and ad optimization**:

1. Market Research

- Used Publisher Rocket & Amazon's BSR data to identify profitable niches with low competition

- Prioritized evergreen and seasonal demand niches (e.g., planners, journals, educational workbooks)

2. Content Creation

- Designed 100% original, value-driven books using Canva and Adobe Illustrator

- Optimized titles, subtitles, and descriptions with strategic keywords

3. Ad Spend Allocation

- **Year 1**: Invested heavily in Amazon Ads ($7,000) to A/B test designs, pricing, and keywords

- **Years 2-3**: Scaled winning ads and reduced underperforming ones; refined targeting with sponsored keyword campaigns

4. Conversion Optimization

- Regularly updated listing metadata

- Split tested covers and interior designs based on performance data