

way to do it is to pick your market and look at what your competitors in that area are charging. Your neighbors are your competitors, because there are pockets within a neighborhood that are actually more profitable.

For example, if I live next to downtown, my property is going to be slightly more valuable because downtown is an attraction.

Then, if this is your first unit, I always recommend going slightly — say 10–15% — below market rate. So if your competitor is charging \$100 a night, you can come in at \$85–90.”

Five-star reviews:

“Airbnb actually gives new listings an internal algorithm boost. They’ll boost your listing to the top of the search results for a

certain timeframe. And within that timeframe, you want to get as many five-star reviews as possible. Airbnb’s algorithm takes in over 100 different factors. But the most important ones are pricing, reviews and instant booking.

To ensure high reviews, you want to make sure you have the basic necessities, plus a little bit more. The most important thing that you need to have is internet. Your guests are not going to be satisfied if the Airbnb has very slow internet speeds. I provide my guests with Netflix. I also supply linens, fresh towels and toiletries. All of those standard things that you would expect when you stay at someone’s house, you should provide.

And beyond that, you just want to make your space as comfortable as possible. As long as your guests are

comfortable and they’re not sending you any complaints, you’re most likely going to get a five-star review.”

Can you earn a 6-figure salary from Airbnb Arbitrage?

Sam says not only is it possible to make Airbnb Arbitrage a six-figure business — it’s something many of his students have achieved. He has a whole section on his site devoted to case studies of people using this business model successfully. You can find them [here](#).

To learn more from Sam about how to create your very own six-figure Airbnb Arbitrage business, check out his article: [The Ultimate Airbnb Hosting Guide on the Planet.](#)

AUTHOR Q&A: AILEEN FAN

Author of *Habits for Better Vision: 20 Scientifically Proven Ways to Improve Your Eyesight Naturally*



Tell us a bit about your book. What is it about? Who is the target audience?

My book is inspired by my family story of two generations of boys who reversed their myopia (nearsightedness) naturally without glasses. It is also based on my five years of research to find ways to improve eyesight. It builds on the five pillars of holistic and natural vision improvement: belief, body, mind, environment and habits.

Myopia has become an epidemic. According to the American Academy of Ophthalmology, it is expected

to affect nearly 5 billion people by 2050. When facing a myopia diagnosis, most people feel they have no choice but to get prescription lenses. But glasses and contact lenses are not the only solutions, and our genes are not problematic. We can do something good for our eyes right now and right away.

My target audiences are:

1. Parents with children who are diagnosed with myopia and have the best window of opportunity to reverse it.
2. Myopic people who want to improve their vision naturally, and even reverse myopia through new habits and lifestyle

changes. Currently, 42% of the U.S. population aged 12–54 are myopic. In some Asian countries, the statistic of youth myopia is 80–90%.

3. Parents who want to help their children prevent myopia, as children with glasses are popping up everywhere. Prevention is the best medicine.

What inspired you to write this particular book?

I wanted to write this book five years ago but never did. My son was told to wear glasses when he was 9 years old. But I was determined to help him improve his vision without glasses. Together, we developed new

habits and routines to nurture his vision. Today my 14-year-old son is a happy child and excels in academic, sports and musical activities.

My son regularly does his acupuncture points massages at the school, and some children told their parents. These parents started to ask me questions. Since my husband and I both worked in the ophthalmology industry, we have knowledge about the eye and its workings.

The decision to write this book is credited to James, my choose-yourself hero. He sent an email on December 28, 2018, called “My First Choose Yourself Book Challenge” — to write a 20-page book about habits and upload it to Amazon. It said to search “habits” at SSRN.com and pick some academic research and then write the book: *20 Scientific PROVEN Habits to DO X*.

I was so thrilled about the idea that I was jumping in excitement at home. Despite being in the holiday season, I started mind-mapping immediately.

What was the writing process like? How long did it take? Was it challenging? Did you already have an outline?

Since this is my second book, it took me less than four months to write the “ugly” first draft of 25,000 words. By the way, it took me two years to write my first book, in which I made plenty of publishing mistakes. For this book, I started with mind-mapping using Post-It Notes on the wall. I did a brain dump of everything I knew, simplified to 20 ideas and then categorized the 20 ideas into five parts. I began writing what I knew under each idea and then supported those ideas through research and studies. I did my research with PubMed, SSRN, Google Scholar, related books and websites.

I enjoyed the writing process as if my writing was to educate myself.

For example, when I wrote about stress and emotion and their links to myopia, I was teaching myself on some of the ideas I already knew but didn't practice regularly. I also had the urge to share the important information with people like me who are both a parent and a myope. Throughout this writing process, I practiced what I learned. I improved my eyesight by 1.5 diopters and only use my glasses from 15 years ago when I am driving.

What was the editing process like? Did you hire a professional editor or do it yourself? Did you use any tools to help you?

The editing process was longer than my writing process. I even doubted if I'd ever finish it. I first did three rounds of self-editing, including rewriting and reading it out loud. Then I asked my 14-year-old son to edit with me. After that, I hired a professional editor, Katie Chambers. She did the line editing, which addresses the writing style and conventions at the sentence and paragraph level. She also gave me advice to rearrange sections. At the end, I printed out everything on paper and read it aloud from the beginning to the end.

I have one tip to share. I quoted more than 100 scientific studies, and my editor recommended Citation Machine.net. It is a free bibliography citation service that saved me a lot of time and money.

What was the design process like? Did you hire someone or do it yourself? Did you use any tools to help? What about the interior layout process?

I used 99designs, as James had advised. The \$399 package covers both the Kindle and paperback cover design. I personally invited some top designers to join my competition. I ended up getting more than 150 designs, of which 80–90% were professional. I also ran a Facebook poll

to choose the winner. My cover designer, Lila M., is from Europe. She is very talented and knows the exact technical details of a book cover, including the bar code.

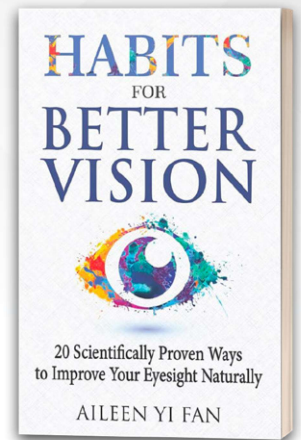
I credited her in my book. I highly recommend a professional cover design, since it will be money well spent. The great thing about 99designs is you have different styles and designers to choose from.

For interior design, I used Upwork. A friend of mine recommended Lazar Kackarovski from Eastern Europe. He is a very experienced and reasonably priced. I loved the simple and elegant font he used in my book.

What was the publishing process like on Amazon?

Amazon provides user-friendly services to authors. I started by creating a Kindle Direct Publishing (KDP) account, and filled in the tax information and where the royalty payment would go. I suggest that first-time authors prepare the following before publishing on KDP: the book title and subtitle, book contributor names, book description, categories, keywords, book cover (.JPEG), Kindle book file (.MOBI), paperback cover (.PDF) and paperback interior (.PDF).

If you live in the U.S., you can call KDP and ask questions live. I had called KDP three times regarding tax information, adding categories and running a promotion. Each time, the KDP customer service called me instantly. If you are not in the U.S., you can email them. You must log into your KDP account and choose “Help” on the top menu, find the



related questions and then choose to contact them by either email or call.

How has the book been doing?

My book was published on August 26. It was the No. 1 new release for two weeks, and then climbed to No. 1 best-seller in three categories and still maintains its position. I can now call myself an Amazon best-selling author to please my ego. Truthfully, few people write books in my eye problems category, so I had an easier job to achieve the best-seller status. I have lucky days selling hundreds of copies and regular days selling five or 19 copies. Amazon's algorithm was gracious enough to keep my best-seller ranking. I am very grateful.

I set the Kindle price for \$0.99 for the first several weeks because (1) I really hope to reach and help more people and (2) several book promotion sites require a discount price, so I don't need to go back to reset the price or run a promotion each time. I didn't discount the paperback book and some customers buy it.

Have you been doing any marketing for the book?

Yes, marketing is the biggest challenge for me in the whole process. The following marketing tactics are effective for me so far:

1. **Speak to an audience.** I love the interaction and deep connection when speaking to a live audience. But this is very time-consuming and hard to organize. My audience is usually small—under 50 people, and usually a dozen or so attendees. In my first event, a beautiful Jewish mom told me that I am “the messenger for her prayers.” Her 9-year-old child was just “sentenced to lifetime of prescription glasses” and she heard my story and now knows exactly what to do.

I've had so many people come

and thank me. They asked me about their headaches from high myopia, worsening progressive myopia, issues with contact lenses, dilemma of surgery or surgery expiration after 10 or 12 years, nutrition, etc. One audience told me in China and Korea the rates of youth myopia are 90% and 96.5%. An old gentleman really liked my “changing beliefs” message. He told me he was determined to reverse his AMD (age-related macular degeneration), and he did it. Those are the most satisfying moments in my life.

2. **Promote to my very small email list of people.** They truly supported me.
3. **Promote on book promo sites,** which usually cost \$10–30. These sites feature my book in an email to their own subscribers. I had great success with Buck Books (\$29 promotion) and sold three-digit copies in a day, while another four promotion sites only generated a dozen or so copies, which wasn't very effective.
4. **Use social media:** I posted several times on Twitter, Facebook and LinkedIn but do not know how to measure the result on book sales. The biggest success was to have James follow me on Twitter.
5. **Write a press release.** I wrote one by myself and emailed to some local media. However, I didn't get any response. I plan to do some follow-up.

Soon, I plan to start a blog and perhaps contact podcasters now that the book has gained traction. I scheduled book readings in local bookstores in October, December and next April. I will have a small desk for one day in the Miami Book Fair in November. I plan

to run a couple of Zoom meeting seminars with another author who writes parenting books.

What did you find most challenging about this process?

This is the first time I managed the whole publishing process by myself, including buying ISBN numbers, registering copyright, selecting freelancers, etc. I was learning and doing at the same time. It was painfully slow, but I would like to publish more books in the future, including my 12-year-old daughter's books. The learning process is well worth it. Marketing is another challenge. It is not easy to stand out as a “Purple Cow,” but I have grit and am determined to go for the long term.

What do you hope to accomplish as a published author?

I want to build an author and speaker platform to share my stories and experiences so other people can learn from my successes and failures. I practice James' 1% improvement every day in different areas of life. I also follow the ILT formula, which stands for invest, learn and teach. For this book, I hope to reach 0.05% of the 2 billion myopic people around the world, which equals 1 million people. It may take years, but I am prepared.

Do you have plans to write another book?

Yes. I want to continue my writing. English is not my first language, so I only write “problem-solving” and “How to” books. Although I appreciate reading great fiction books. Writing is healing for me. Currently I have a list of more than 150 book ideas, as I learned from James to write down some ideas every day. I plan to start another book in October. 🌟