

How to Publish Your E-book on Amazon

Presented by your President – Joanne Fisher



Don't have an Amazon Account?

Open one up

If you have an Amazon account, you can use it for KDP also

Consider your tax situation

Decide if you want to enroll in KDP Select

KDP University has publishing tools available-Help Topics

KDP University has easy to follow videos on "How To" just about anything

Here's a quick video: <https://youtu.be/OPLtEkyg3OU>

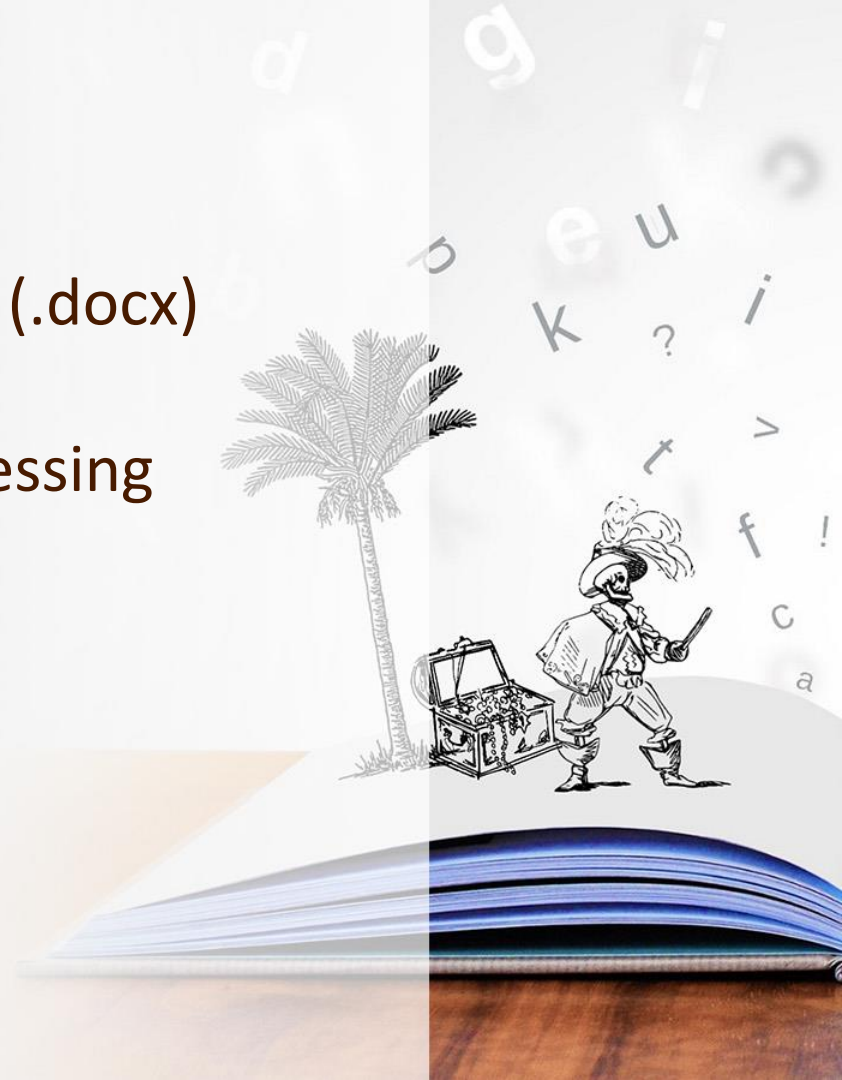


Before Amazon KDP

- Completed manuscript (edited, proofread and formatted for E-Book files)
 - Cover (needs to be in .JPEG format)
 - ISBN Number
 - Keywords

Manuscript

- KDP requires a Word document (.docx) format
- You can use another word processing software; .pdf
- MUST be edited
- MUST be proofread
- MUST be correctly formatted
- Here's an example...





Christmas in Florence





Cover

- For an E-book all you need is a .JPEG file (picture file)
- You can have a professional graphics designer create one for you
 - Do it yourself using BookBrush
 - Either way, you will spend money



Very Quick Lesson on BookBrush

You need to create an account and pay a full-year subscription

Log on to BookBrush

Click on “Cover Creator”

Click on “eBook”

Select “Kindle”

Click “Template” and browse through 20 template samples

Click on “Author Name”, back space and enter your name

Click on “Title”, back space and enter your title

Click on “Sub-Title”, either delete or back space and enter your title

Move around text as you please, make larger or smaller as you please

Click “Download” and select .JPEG

Hit “Save to your computer”

And save your .JPEG cover



Create a New Title



Kindle eBook

Paperback

- ✔ **Book Content:** You can upload a manuscript, or use our free creation tools to create children's books, educational content, comics, and manga. [Get started with Kindle content creation tools.](#)
- ✔ **Book Cover:** You can use our online Cover Creator, or upload a cover of your own. [Creating a great cover.](#)
- ✔ **Description, Keywords and Categories:** Tell readers [about your book](#) and help them find it on Amazon.
- ✔ **ISBN:** Get a free ISBN to publish your paperback. Kindle eBooks don't need one. [More about ISBNs.](#)

[See all Getting Started tips >](#)

Log in to your Amazon KDP account
Go to "Create a New Title"
Select "Kindle eBook"



Kindle eBook Details

i In Progress...

Kindle eBook Content

i Not Started...

Kindle eBook Pricing

i Not Started...

Language

Choose your eBook's primary language (the language in which the book was written). [Learn more about languages supported on Kindle.](#) v

English



Book Title

Enter your title as it will appear on the book cover.

Book Title

Christmas in Rome

Subtitle (Optional)

Series

If your book is part of a series, add series details so readers can easily find the titles on a single detail page. (Optional) [Learn more](#)

Add your title to an existing series or create a new one. Linked formats for this title will be automatically added to the series once setup is complete.

Add series details

Edition Number

You can provide an edition number if this title is a new edition of an existing book. [What counts as a new edition?](#) ▾

Edition Number (Optional)

Author

Primary Author or Contributor

Joanne

Fisher

Contributors

Contributors (Optional)

Author ▾

First name

Last name

Remove



Description

This will appear on your book's Amazon detail page. [Why do book descriptions matter?](#) ▾

This book is going to be a novella that is set in Rome, Italy. The two main characters are going to fall in love in the end and there will be delectable authentic Roman recipes for your culinary challenge.

3795

characters left

Publishing Rights

- ☒ I own the copyright and I hold the necessary publishing rights. [What are publishing rights?](#) ▾
- ☐ This is a public domain work. [What is a public domain work?](#) ▾



Keywords

Enter up to 7 search keywords that describe your book. [How do I choose keywords?](#) ▾

Your Keywords (Optional)

Keywords are important for readers to search for your book



Easy, just search on Bing or Google “How to use Amazon keywords for eBooks”
Use words that would be found in your book
Separate them with a ;

Searches related to cold war

| | |
|-------------------------|--------------------------------|
| cold war history | causes of cold war |
| cold war summary | cold war timeline |
| world war 2 | origins of the cold war |
| world war 1 | the cold war facts |

Complete every field and don't leave any spaces except at the end of the field

Searches related to romance

Romance story romantic love
Love story man woman lover
Loverboy lovely lady modern
My love your love my love|

<https://youtu.be/rkmFMwhqJuM>

Consider Publisher Rocket

Categories

Choose up to two browse categories. [Why are categories important?](#) ▾

Set Categories

Age and Grade Range

Children's book age range (Optional)

Age Range

Minimum

Select ▾

Maximum

Select ▾

US grade range (Optional)

U.S. Grade Range

Minimum

Select ▾

Maximum

Select ▾



Pre-order

☐ I am ready to release my book now

☒ **Make my Kindle eBook available for Pre-order.** [Is KDP Pre-order right for me?](#) ▾


Set Release Date (GMT)

Release date (GMT)



You can release your book as soon as you've uploaded both the cover and the manuscript
Or you can schedule a pre-order
Click on the question link for an explanation.

Part I complete



Christmas in Rome

Kindle eBook Details

✓ Complete

Kindle eBook Content

i Not Started...

Kindle eBook Pricing

i Not Started...

Manuscript

Please read our [KDP Content Guidelines](#) and upload a manuscript containing interior content for your Kindle eBook. [View supported file types](#) ▾

Digital Rights Management (DRM)

Enable DRM on this Kindle eBook. [How is my Kindle eBook affected by DRM?](#) ▾

☐ Yes

☒ No

DRM (Digital Rights Management) is intended to inhibit unauthorized distribution of the Kindle file of your book. Some authors want to encourage readers to share their work, and choose not to have DRM applied to their book. If you choose DRM, customers will still be able to lend the book to another user for a short period, and can also purchase the book as a gift for another user from the Kindle store. Important: Once you publish your book, you cannot change its DRM setting.

Recommended formats for Kindle eBooks: docx, EPUB and KPF. [See a full list here.](#)



Use Kindle Create to transform your manuscript to an eBook with professional book themes, images, and Table of Contents. [Click here to download for free.](#)

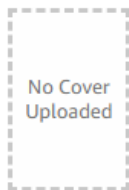
Upload eBook manuscript

Blue links are very important. Please ensure to click them if you need help.

Kindle eBook Cover

We recommend a book cover for a good reader experience. You can create a cover using our Cover Creator tool or upload your own Kindle eBook cover. [See our cover guidelines.](#)

☒ **Use Cover Creator to make your book cover (upload your own cover image or use KDP's stock images)**



Launch Cover Creator

☐ Upload a cover you already have (JPG/TIFF only)

Kindle eBook Preview

Online Previewer


The Online Previewer is the easiest way to preview. It lets you preview most books as they would appear on Kindle e-readers, tablets and phones.

Launch Previewer

Downloadable Preview Options



Your book cannot be downloaded.



Kindle eBook ISBN

ISBN (Optional)

Kindle eBooks are not required to have an ISBN. [What is an ISBN?](#) ▾

Publisher (Optional)

An ISBN is an International Standard Book Number. You can publish your book without one, but if you do have one, you may enter it here. However, it will only be used as a reference and won't actually appear on the detail page of your eBook (only the ASIN will). Important: Do not use an ISBN from a print edition for your digital edition. If you want to include an ISBN for the digital version of your book, it must be a unique ISBN. You can purchase an ISBN from multiple sources on the Web. [Learn more about ISBNs.](#)

< Back to Details

Save as Draft

Save and Continue

Next step: Pricing



Topic 11 - eBook Rights & Pricing (amazon.com)

HOW TO SET EBOOK RIGHTS & PRICING

1

Select territories

During title setup, you'll be asked to select the territories for which you hold distribution rights. You have two options:

- **All territories (worldwide rights).** This enables Amazon to make your book available for sale on all Amazon websites. If your book is your original content and you've never published it before, you most likely have worldwide rights.
- **Individual territories.** This will limit sales of your book to the selected territories. Here's a [list of territories](#) ∨ included in each Kindle Store.

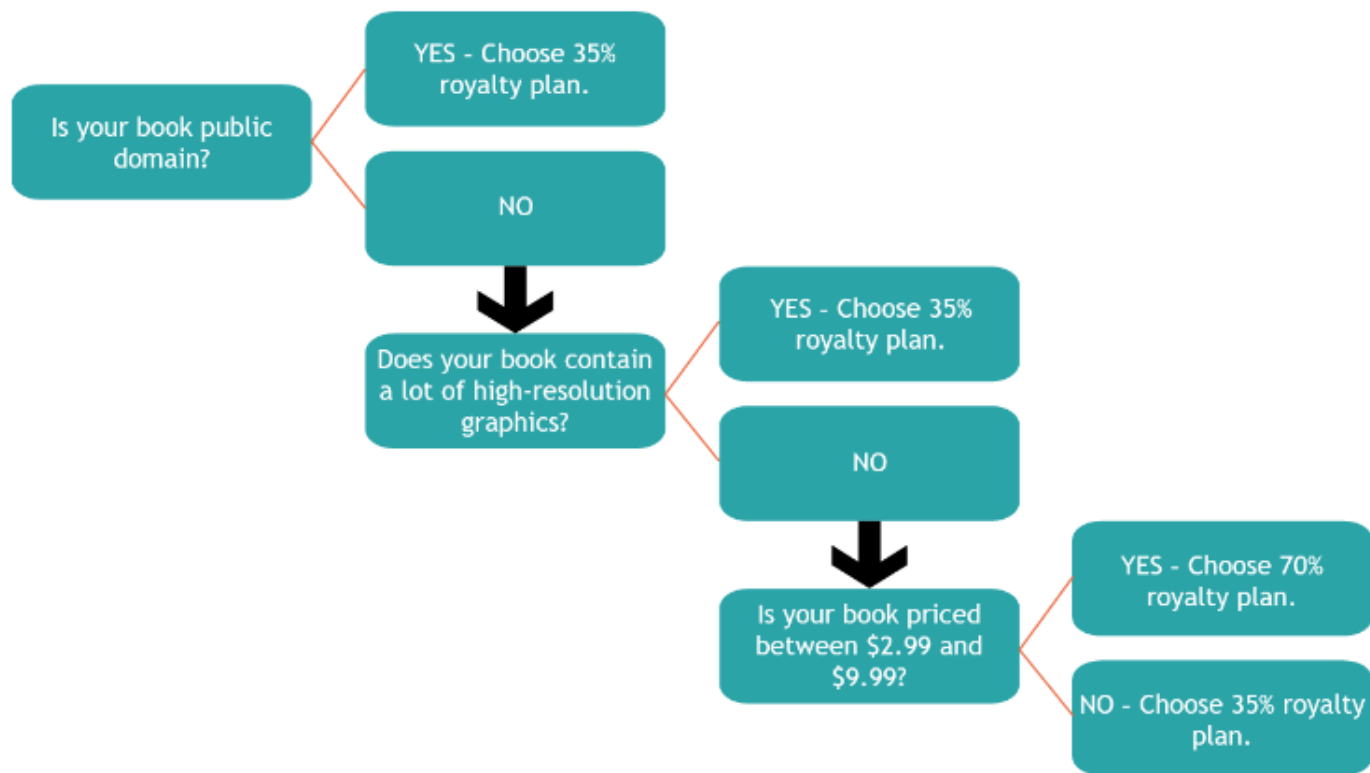
2

Choose a royalty plan


You'll choose between two royalty options for your eBook: **35%** and **70%**. The right plan for you will depend on factors like the type and size of content in your book, as well as your desired price point:

- **Public domain.** If your book content is public domain, it's ineligible for the 70% royalty plan.
- **File size.** If your book contains lots of graphics or images and you choose the 70% royalty plan, we may deduct delivery costs to process, store, and deliver your book to customers. Delivery costs do not apply to the 35% royalty plan.
- **List price.** If you want more flexibility in setting your list price, you may want to choose the 35% option. The 70% plan requires you to set your list price within a certain range (e.g., between \$2.99 and \$9.99 for eBooks sold on Amazon.com). Being able to set your list price outside of this range may allow you to sell your book at more competitive prices.

See the chart below for help on choosing a plan that will work best for your book:



TIP: The 70% royalty option only applies to books sold to customers in the [70% territories](#). Sales to customers in all other locations will receive a 35% royalty, and will show up in your royalty reports at the 35% rate.



ACTIVITY

Look at eBooks with content similar to yours on Amazon to find typical list prices. When you enter your pricing information, you'll be able to see your estimated royalty. Our pricing grid automatically calculates your estimated royalty based on:

- Marketplace
- List price you enter
- Royalty plan (35% or 70%) you choose
- Delivery cost

To see how your list price, royalty plan, and delivery costs impact your estimated royalty:

1. Go to your [Bookshelf](#).
2. Under the KINDLE EBOOK ACTIONS menu, select "Edit eBook Pricing."
3. Select the territories for which you hold distribution rights.
4. Select a royalty plan.
5. Enter a list price and see how the pricing grid automatically updates the delivery cost and estimated royalty. You'll also be able to see the minimum and maximum list prices you can set. Applicable taxes will display for marketplaces in which they are charged.

The price you enter won't be saved until you click **Publish Your Kindle eBook** so don't be afraid to experiment with entering different list prices.



INSIDER TIP

Enrolling your eBook in our optional [KDP Select](#) program gives you the opportunity to reach more readers and earn more royalties. Enrolling in KDP Select means your book will be exclusive to the Kindle Store and will be included in [Kindle Unlimited \(KU\)](#) and the [Kindle Owners' Lending Library \(KOLL\)](#). Enrolling in KDP Select also grants you access to a new set of promotional tools like [Kindle Countdown Deals](#) and [Free Book Promotions](#).

WHAT TO DO NEXT

1. [Download or print](#) the KDP Jumpstart companion guide. The companion also includes instructions on updating your list price and removing your eBook from sale.
2. Go to your [Bookshelf](#) and follow the instructions in the companion guide.
3. When you're finished, you'll save and publish your eBook. Congratulations on becoming a published author!

Want to know when your book will become available on Amazon? For information on timelines, including details on new publications and updates to published books, see our [Help page](#).



Need help?
Click KDP
Jumpstart!

*Or click the
word Kindle*

Publish your E-book!



Email me at jfisher@scwg.org

Visit scwg.org for a copy of this presentation

[Amazon Kindle Direct Publishing:](#)
[Contact us with your KDP questions](#)