

Publishing Your Book on Amazon

Stan C. Smith

As an author, one of your primary goals is to get your book into the hands of as many readers as possible. Considering Amazon makes up about 80% of the overall book market in the US, and about 90% of the ebook market in the US, it makes good sense to start by putting your book on Amazon.

Our goal is to have a finished product, published on Amazon, with professionally edited content, a professional-quality cover, and a growing collection of reviews.

You've planned and outlined a gripping story, you've written the best story you can, you've edited the story to the best of your ability and then had it professionally edited. You've written an excellent tagline and blurb for the book.

It's time to *upload your book to Amazon*, where you can make it available to the world.

Why put your book on Amazon?

If you are using your book as a ***reader magnet*** (to promote a series and to get subscribers for your author email newsletter), you DO NOT have to publish your book on Amazon. You can use Bookfunnel to distribute your book to your Advance Reviewer team and for joining multi-author promotions to get new readers (new subscribers to your email newsletter).

However, even if you are using your book as a reader magnet, you can still put it up for sale on Amazon (although you cannot enroll it in Kindle Unlimited if you are giving away free ebook copies elsewhere).

With your book on Amazon, you can:

- Sell your book on Amazon (for 99¢ or for \$2.99 or more, depending on the book's purpose)
- Make your book *free* on Amazon (to get readers into your series or stand-alone books)
- Start getting reviews, which boosts your credibility as an author
- Start building up your Amazon presence (once you have at least one book published, you can create your Amazon Author Page).
- Join multi-author retail sales (even if your book is free on Amazon) in Bookfunnel.

Items needed to publish your Kindle eBook on Amazon

- Your eBook file (in EPUB format)
- Your eBook cover image (JPEG format)
- Your tagline and book description
- Seven Keyword Phrases (more on this later)
- Three Categories (more on this later)
- Your plan for pricing the Kindle book.

Items needed to publish your Print Book on Amazon

- Your print book file (in PDF format).
- Your print book cover image (PDF format). Includes the spine and back cover.
- Same Keyword Phrases and Categories from above (more on this later)

Set up your Amazon KDP Account

KPD (Kindle Direct Publishing) is Amazon's publishing service for Kindle eBooks as well as print books. You have to have account before you can publish on Amazon.

Sign up here: <https://kdp.amazon.com>



As you would expect, in order to sell books on Amazon, you will have to enter some tax and financial information. For example, your bank routing information for *direct deposit of royalties*. Fortunately, those are all one-time tasks!

Once you have a KDP account, you have the **POWER TO RULE THE WORLD!!** Okay, maybe that's an exaggeration, but it *is* amazing to have to power to control every aspect of your own writing career, right? That's why *Indie Publishing* is so awesome!

So... go ahead and sign in to your KDP account. Once you're signed in, at the top of your screen you will see these main areas of the site.



Go to your Bookshelf

View your Quality Issues Dashboard

Create. Manage. Publish.

Reach readers in the format they want. Publish an eBook, paperback, hardcover, or series.

+ Create new title or series

New to KDP? Learn more about our resources to help you get started:
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Bridgers 2: The Cost of Survival
by Stan C. Smith
Series status: **In review** ▾
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Submitted on May 19, 2018 ASIN: B07D6175T5

Here you will find your previously published books. This is create new books and change various aspects of previous books. You can change the **Keyword phrases** and the **Categories**. You can upload a new **cover**. You can upload a new **interior file** (for example, after you have corrected some typos, changed the front or back matter, or any other changes to the book's content). You can also change the book's **price** whenever you want to.

When you are ready to create your new book, click *Create a new title or series*.

Create. Manage. Publish.

Reach readers in the format they want. Publish an eBook, paperback, hardcover, or series.

+ Create new title or series


New to KDP? Learn more about our resources to help you get started:
[How to create a book](#) | [Book timelines](#) | [Free ISBNs](#) | [Tools and resources](#)

You will then see the four main choices. Normally, when publishing, you would create the Kindle ebook first. Once the ebook is complete, then you can create the print book (assuming you intend to make a print version).

What would you like to create?

Pick an option and we'll get you started. You can save your progress as you go.


[Learn about the publishing process](#) ▾



Kindle eBook

Publish **digitally to Kindle** and other hand-held devices. Includes comics and manga.


Create eBook



Paperback

Make your **title available in print** and ship around the world.


Create paperback



Hardcover

Bind your **book in hardcover** and ship around the world.

Create hardcover



Series page

Collect your books together and build a single, **Amazon Series page**.

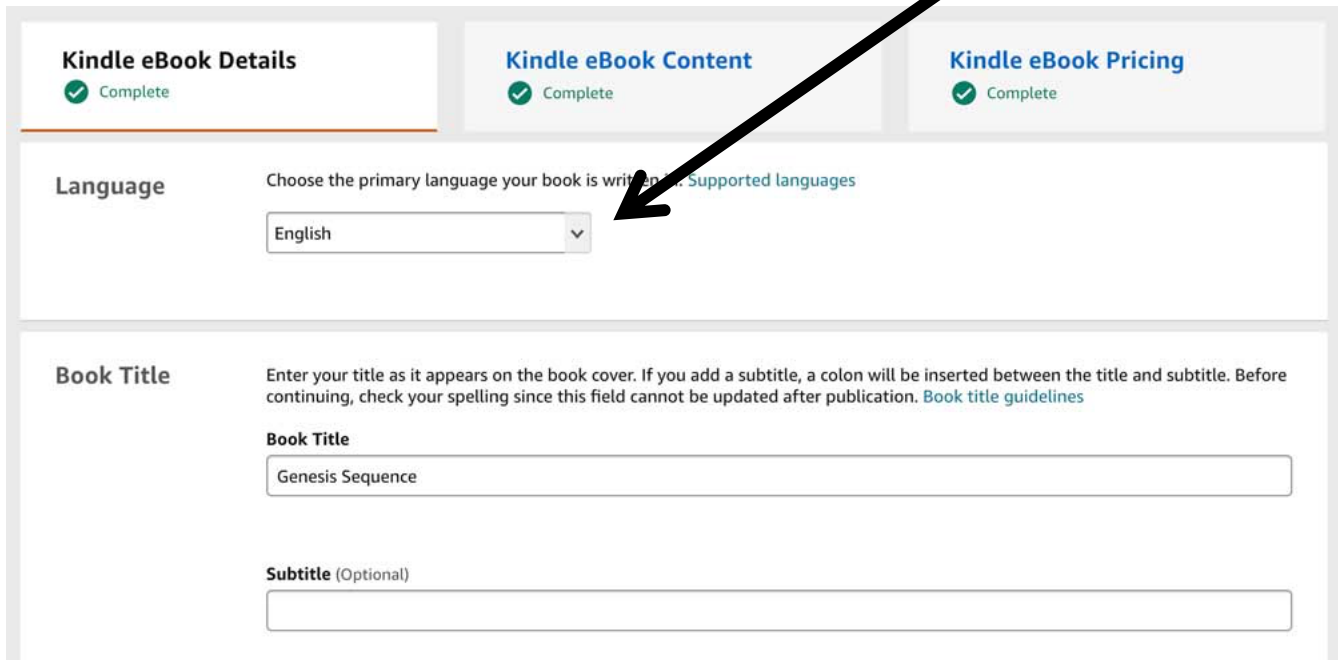
Create series page

At the top of the next page, you'll see headers for the three main pages for creating your ebook:

Kindle eBook Details In Progress...	Kindle eBook Content Not Started...	Kindle eBook Pricing Not Started...
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Kindle eBook Details

This page has all the basic information for your book. The first item, *Language* is a given, right?



The screenshot shows the 'Kindle eBook Details' section with three tabs: 'Kindle eBook Details' (Complete), 'Kindle eBook Content' (Complete), and 'Kindle eBook Pricing' (Complete). The 'Language' section has a dropdown menu set to 'English'. Below it, the 'Book Title' section has a text input field containing 'Genesis Sequence' and a 'Subtitle (Optional)' field which is empty.

Type in your *Book Title*. Be careful to get it exactly the way you want it!

Here are some things to keep in mind:

First, I would avoid the *Subtitle*. Your title will look better if you put everything in the main *Book Title*. Some authors like to include important keywords in their titles, which may make it easier for readers to find their books. Here are a few examples of that approach:



Assassination Protocol: A
Military Space Opera
Thriller (Cerberus Book 1)
> Andy Peloquin
★★★★☆ 64

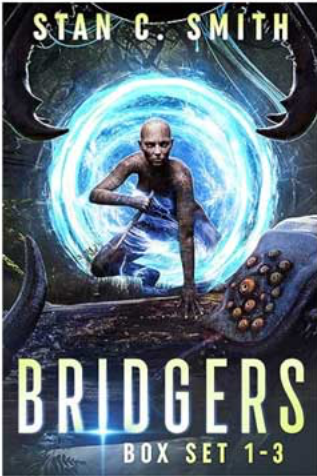


End of Summer: A post
viral-apocalypse story:
Book One of the Seasons
of Man
S.M. Anderson
★★★★☆ 362



Hell's Gate: A Thriller
> Bill Schutt
★★★★☆ 104

I do this for my box sets...



Bridgers 1-3: An Apocalyptic Alternate Universe Series (Bridgers Box Sets Book 1) Kindle Edition

by Stan C. Smith (Author) | Format: Kindle Edition

4.5 ★★★★★ (798) 4.4 on Goodreads 444 ratings

[Book 1 of 2: Bridgers Box Sets](#)

INCLUDES BOOKS 1, 2, and 3.

630 pages of relentless action. As one reader says, this is the series “you will truly hate to put down when the phone rings or the bathroom calls or you simply have GOT to get some sleep.”


Alternate versions of Earth, breathtaking landscapes, creatures unlike any you’ve ever imagined. Bridging begins as adventure for wealthy tourists but soon becomes a desperate attempt to save the human species from extinction.

The first half of the series, together for the first time in one box set.

Books included in this box set:

- Bridgers 1: The Lure of Infinity
- Bridgers 2: The Cost of Survival
- Bridgers 3: The Voice of Reason

...but not so much for the individual books:



Genesis Sequence (Across Horizons Book 5) Kindle Edition

by Stan C. Smith (Author) | Format: Kindle Edition

4.2 ★★★★★ (623) 4.2 on Goodreads 315 ratings

[Book 5 of 5: Across Horizons](#) [See all formats and editions](#)

A young Neanderthal. A robotic drone. A new future begins.

Banished from her tribe, Skyra Una-Loto wanders through an ancient landscape teeming with fierce predators. Skyra searches for a way to overcome the crippling fear that has plagued her since witnessing her birthmother’s brutal death.

The problem is, to overcome her fear and reclaim her strength, she must attack and kill predators that will probably kill her first.

Skyra’s desperate quest takes an unexpected turn when she encounters a creature unlike anything she has seen before. It walks on four legs, yet it can also fly. It eats fire instead of flesh, and it speaks a strange language called English. Its name is Ripple.

Ripple cannot believe its good luck. Having jumped 47,000 years into the past, the robotic drone has completed its research mission and is stranded here forever. Now it has found a living, breathing

[Read more](#)

If you are writing a series, next you can fill in the *Series* box. IMPORTANT: When you enter the series name and number, Amazon will put that information in parentheses after the book title (like you see for *Genesis Sequence* above).

Series	This title is part of a series. You can edit details or remove the title from the series. (Optional) Learn more
Series Title	Across Horizons
Book number	5
Edit series details	Remove from series

Next is the *Edition Number*. Usually you will leave that blank.

Edition Number The edition number tells readers whether the book is an original or updated version. Note: This cannot be changed after the book is published. [What counts as a new edition?](#) ▾

Edition Number (Optional)

Fill in the *Author* name. If you want your middle initial to show up, like I do, you need to put it in the first box.

Author Enter the primary author or contributor. Pen names are allowed. To include a middle name or prefix, add it to the first name field. Suffixes should be added to the last name. [Author guidelines](#)

Primary Author or Contributor

There is a Contributors box, but you won't need that unless you have a co-author.

Contributors Add up to 9 contributors. They'll display on Amazon using the order you enter below.

Contributors (Optional)

Author ▾

Next is the box for your *Book Description*. This is extremely important!

Description Summarize your book. This will be your product description on Amazon, so customers can learn more about your book. [How do I format the description?](#) ▾

B I U | | | Format ▾ | Source

A young Neanderthal. A robotic drone. A new future begins.

Banished from her tribe, Skyra Una-Loto wanders through an ancient landscape teeming with fierce predators. Skyra searches for a way to overcome the crippling fear that has plagued her since witnessing her birthmother's brutal death.

The problem is, to overcome her fear and reclaim her strength, she must attack and kill predators that will probably kill her first.

Skyra's desperate quest takes an unexpected turn when she encounters a creature unlike anything she has seen before. It walks on four legs, yet it can also fly. It eats fire instead of flesh, and it speaks a strange language called English. Its name is

2739
remaining characters

Writing a good tagline and blurb (description) is skill in itself, and we have discussed this at length in other session (see the handout in the Resources page on our website).

Your book description is what people see on your book's Amazon product page.

Publishing Rights. Easy... if you wrote the book, select the first choice.

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?](#) ▾

Next is a box for *Primary Audience*. Under *Sexually Explicit Images or Title*, select *No*. For *Reading Age*, I don't recommend doing this unless you are targeting your book *specifically* to a young audience. In my case, even though I want to target Young Adult readers with many of my books, I also want to target adults, so I never to fill this in.

Primary Audience

Sexually Explicit Images or Title
Does the book's cover or interior contain sexually explicit images, or does the book's title contain sexually explicit language? [Learn more.](#)

Yes

No

Reading age (Optional)
Choose the youngest and oldest ages at which a person could enjoy this book.

Minimum ▾

Maximum ▾

Primary Marketplace. If you are in the United States, select *Amazon.com*.

Primary marketplace

Choose the location where you expect the majority of your book sales. Changing your primary marketplace may impact your list price. Please confirm your list price before publishing your book.

▾

Now, it's time to choose your *Categories*. These are important because they help people find your book when they are browsing by category (instead of searching by keyword). You can only choose three categories in this screen. This is important, so be sure to choose categories that actually fit your book.

Categories

Choose up to three categories that describe your book. Note: You must select your primary marketplace and audience first. [What are categories?](#) ▾

Your title's current categories

Kindle Books › Science Fiction & Fantasy › Science Fiction › [Time Travel](#) ↗

Kindle Books › Science Fiction & Fantasy › Science Fiction › [Adventure](#) ↗

Kindle Books › Science Fiction & Fantasy › Science Fiction › [Alternative History](#) ↗

Now, it's time to type in your *Keywords*. This is even more important because this determines how easy it is for readers to find your book when they type search words in the Amazon search bar. There are numerous tricks for coming up with good *Keywords*. Usually authors start by going to Amazon and typing in some keywords in the search box, as if they are searching for their own book. Then they will see actual search terms pop up as they type. These are actual search terms people use, and you can copy and paste them in for your book's keywords on your KDP page.

Keywords

Choose up to 7 keywords highlighting your book's unique traits. Keywords are typically short phrases, up to 50 characters, that customers use to narrow their book search on Amazon. Example: medieval fantasy books. [How do I choose keywords?](#) ▾

Your Keywords (Optional)

alternate universe fiction

time travel novels

science fiction adventure books

time travel alternate history

prehistoric adventure

time travel sci fi

time travel science fiction kindle books

The above are keyword phrases I got using a software program called ***Publisher Rocket***.

Pre-order. If you plan to make your book available for purchase *before* the planned release date, select the second choice here. This is something I do with all my novels. As soon as you have your book's ebook cover and the blurb, you can go ahead and put it up for Pre-order. Just be sure to choose a realistic publishing date! Give yourself plenty of time to get the book ready.

Or, if the book is completely ready now, you can select the first choice.

Pre-order

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Save and Continue

Now you're on the *Kindle Ebook Content* page. The first thing you do here is upload your eBook file (The EPUB file your created... remember, we looked at how to do that a previous session. See the handout in the Resources page on our website).

Notice that it asks if you want to enable DRM (Digital Right Management). I never do this because it can cause problems with some book reader devices, and I don't waste time worrying about people pirating books (it's really easy to do anyway, so you cannot stop it... all you can do is decide not to waste time worrying about it... DRM cannot stop it either).

Manuscript

Upload your manuscript (i.e. your book's interior content). We recommend using a KPF file. [See all supported file types](#)

For help designing your manuscript with professional themes, chapter titles, or images, you can use Kindle Create or [our eBook Formatting Guide](#).

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Next, upload your eBook cover. This is the rectangular JPG file you received from your cover designer. It needs to be at least 2,500 pixels tall.

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)

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

Upload your cover file

You have your own cover image, so select this.

Then upload your JPG cover image.

When it's done, this is what you will see:

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

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



Upload your cover file

✔ **Cover uploaded successfully!**

AI-Generated Content. This is for data-collection purposes only. Do not select *Yes* if you use AI tools for brainstorming, outlining, inspiration, or marketing. In other words, they are not talking about *assistive AI*. They want to know if you used AI to actually *write* your book or create the entire images in the book. Almost always, you would select **No**.

AI-Generated Content

Amazon is collecting information about the use of Artificial Intelligence (AI) tools in creating content. [What is AI-generated content?](#) ▾

Did you use AI tools in creating texts, images, and/or translations in your book?

Yes

No

Use the *Online Previewer* to check it out and make sure everything looks good.

Kindle eBook Preview

Online Preview and Quality Check

Preview your book online to check for quality issues and see how it appears on Kindle and mobile devices. TIP: Use our [Kindle Previewer](#) to preview books with interactive features.

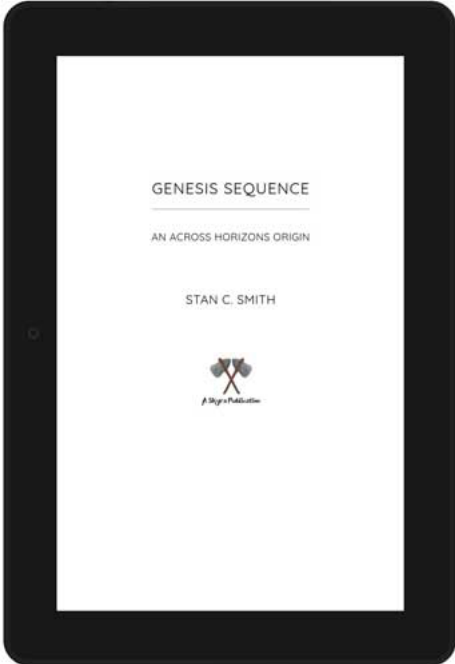
✔ Well done! Your manuscript does not have spelling errors or image issues.

Launch Previewer

< Back Quality ? Help

Genesis Sequence

Location of 3055 Font Size Table of Contents Device



Quality issues

0 Spelling 0 Image

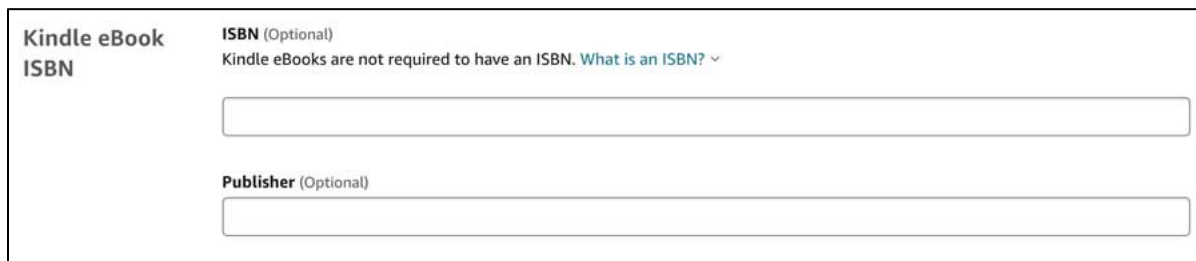
To fix any quality issues, update your manuscript, then upload the corrected file. You can view all issues here or email yourself the full list.

Hide ignored (13)

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No open quality issues.

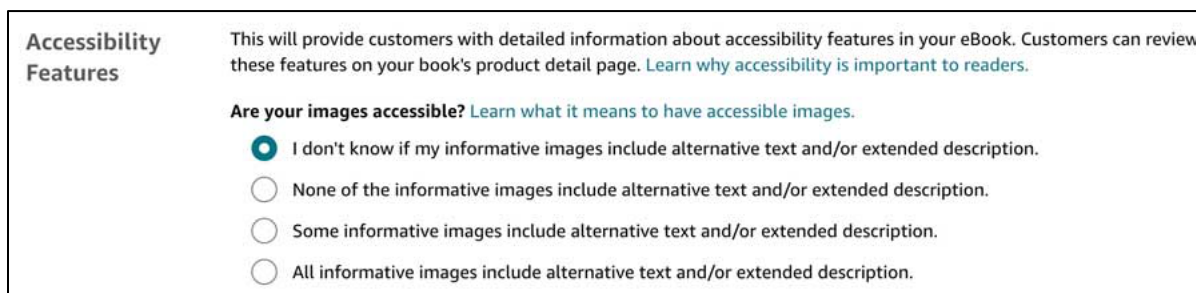
If everything looks good, click *Back* in the upper left to go back to the previous screen.

Kindle eBook ISBN. Not necessary. Ebooks do not need an ISBN, so you can skip this. If you are creating a *print book* instead, you can simply select the choice for getting a free ISBN from Amazon for your print version. Or, you can purchase your ISBN online from Bowker (<https://www.myidentifiers.com>) and then enter your purchased ISBN here. When I publish my print books on Amazon, I simply use the free ISBNs they provide.



The screenshot shows two input fields. The first is labeled "Kindle eBook ISBN" and is optional. Below it is a text box for the ISBN. The second is labeled "Publisher (Optional)" and is also optional, with a text box below it.

Accessibility Features. This is relatively new. It only applies if you have images in the interior of your book. If you don't have any, you can select *None* or *I don't know*.



The screenshot shows the "Accessibility Features" section. It includes a description: "This will provide customers with detailed information about accessibility features in your eBook. Customers can review these features on your book's product detail page. [Learn why accessibility is important to readers.](#)" Below this is the question "Are your images accessible?" with a link "Learn what it means to have accessible images." There are four radio button options: "I don't know if my informative images include alternative text and/or extended description." (selected), "None of the informative images include alternative text and/or extended description.", "Some informative images include alternative text and/or extended description.", and "All informative images include alternative text and/or extended description."

Click *Save and Continue* to go on to the third page, *Kindle eBook Pricing*.



The screenshot shows a progress bar titled "Genesis Sequence". It has three steps: "Kindle eBook Details" (Complete), "Kindle eBook Content" (Complete), and "Kindle eBook Pricing" (In Progress...). Below the progress bar is the "KDP Select Enrollment" section, which includes the text "Reach more readers. Maximize your sales potential. (Optional)" and "KDP Select is a free, 90-day program offered to Kindle eBooks. It allows you to run discounts and participate in promotions like Kindle Unlimited. [Rules and requirements](#)". There is also a link "Visit the Promotions Page to manage your KDP Select Enrollment".

The first choice in this page (see image above) is to *Enroll in KDP Select (Kindle Unlimited)*. This is Amazon's subscription service, in which authors get paid for each page that is read. The majority of my income is from Kindle Unlimited, so I enroll most of my books in KU.

IMPORTANT: This example is for a reader magnet, in which I will give away thousands of free copies of the ebook (using Bookfunnel and on my website), and so I **CANNOT** enroll this book in *KDP Select*! If you enroll a book in *KDP Select*, you cannot sell or give away the eBook on any other site.

For *Territories*, select *Worldwide*.

Territories Select the territories where you have rights to sell this book. This will determine where the book is available for sale. Which territory option should I pick?

All territories (worldwide rights) [What are worldwide rights?](#) ▾

Individual territories [What are Individual Territory rights?](#) ▾

Royalty and Pricing. The price you set for your book should depend on a number of factors. It depends what your goals are for the book. For example, if it is a prequel you are using as a reader magnet versus one of the novels in your series.

NOTE: If you price your book below \$2.99, you only make 35% royalties. If you price it at \$2.99 up to \$9.99, you make 70% royalties. So, if you are publishing a book to make money from direct sales (rather than the indirect sales of a reader magnet), then ALWAYS price it at \$2.99 or above!

Pricing, royalty, and distribution Select a royalty plan and set your Kindle eBook list prices below. [How does pricing and royalties work?](#)

35% 70%

i Your book file size after conversion is 0.35 MB.

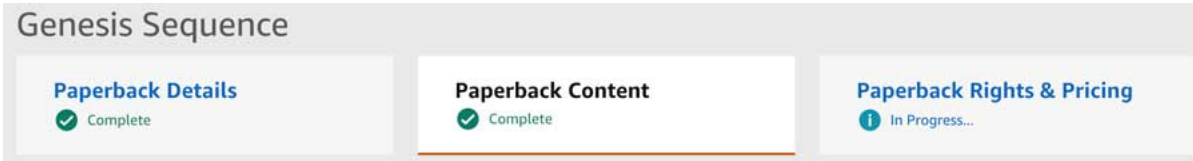
Marketplace ▾	List Price ▾	Delivery ▾	Rate ▾	Royalty ▾
Amazon.com	\$ 4.99 USD Set a list price between \$2.99-\$9.99 ▾ Base all marketplaces on this price	\$0.00 \$0.05	35% ▾ 70%	\$1.75 \$3.46
Amazon.in	₹ 426 INR Set a list price between ₹49-₹10999 ▾ Base this price on Amazon.com	₹361 without IN GST ₹0	35% ▾	₹126
Amazon.co.uk	£ 3.70 GBP Set a list price between £1.77-£9.99 ▾ Based on Amazon.com	£0.03	70%	£2.57
Amazon.de	€ 4.26 EUR Set a list price between €2.69-€9.99 ▾ Based on Amazon.com	€3.98 without DE VAT €0.04	70%	€2.76

Click *Publish Your Kindle eBook*. That's it!

Your Kindle ebook will be available for sale usually within 24 hours. You are *published*!!

Publishing the Paperback Version of your Book on KDP

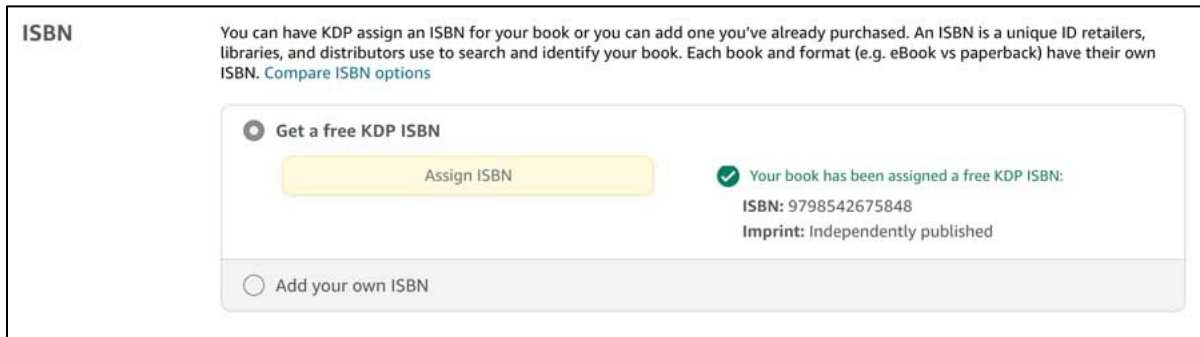
Publishing the print version of your book is very similar. You will have the same three pages for setting up the book:



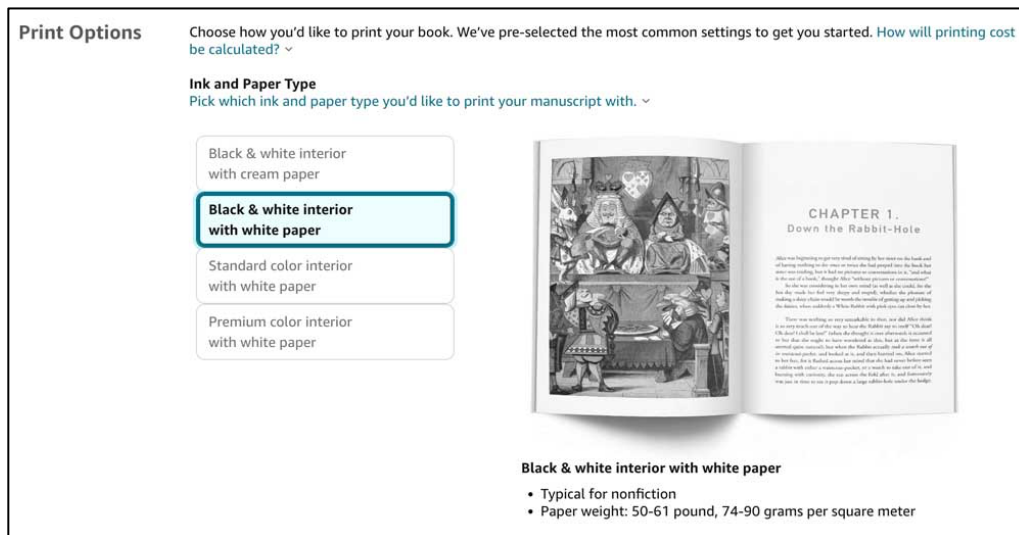
Everything on the *Paperback Details* page is the same as for the *Kindle Ebook Details* page, so I'll skip that page.

On the *Paperback Content* page, a few things are different:

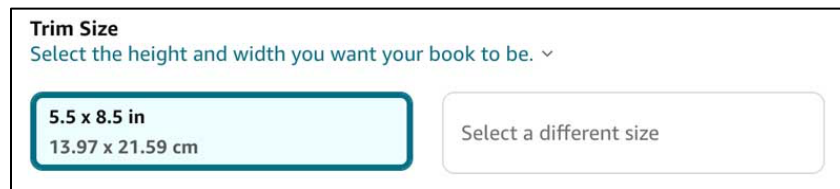
ISBN. This is where you can get a free ISBN from Amazon, or use one you purchased from Bowker. I always use the free ones from Amazon.



Print Options. Generally, for fiction books, choose *Black & white interior with cream paper*. For nonfiction books, authors usually choose *Black & white interior with white paper*.



Trim Size. This is the actual dimensions of the physical paperback book. I always choose 5.5 x 8.5 inches, so that all my books are the same size when placed together on a bookshelf.

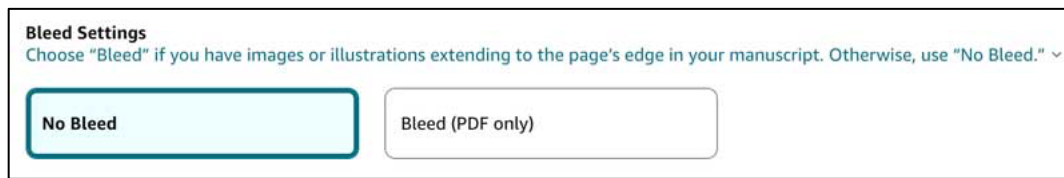


Trim Size
Select the height and width you want your book to be. ▾

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13.97 x 21.59 cm

Select a different size

Bleed Settings. Choose *No Bleed* (unless you have images in the book's interior that you want to extend all the way to the page's edge).

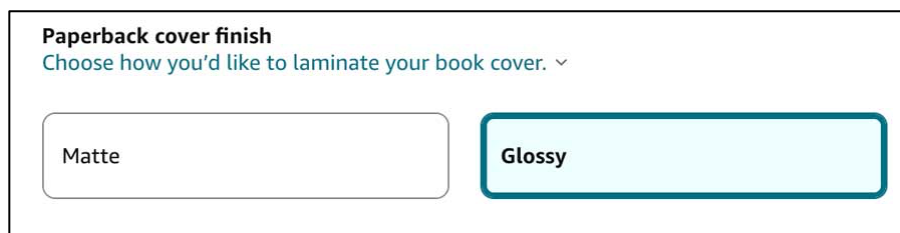


Bleed Settings
Choose "Bleed" if you have images or illustrations extending to the page's edge in your manuscript. Otherwise, use "No Bleed." ▾

No Bleed

Bleed (PDF only)

Paperback cover finish. This is a matter of taste, but I always choose Glossy because it makes the cover images sharper, and the colors really pop.

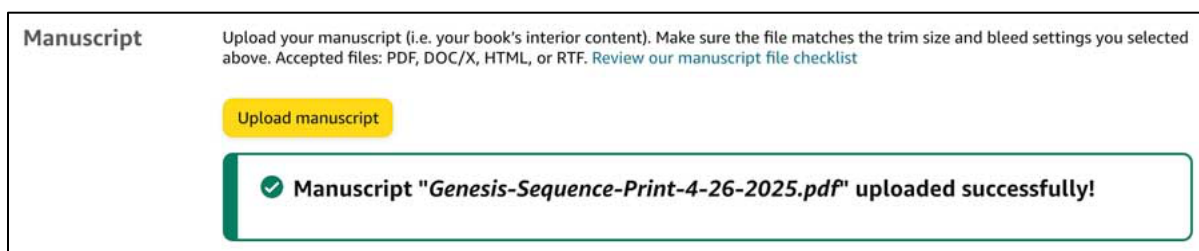


Paperback cover finish
Choose how you'd like to laminate your book cover. ▾

Matte

Glossy

Upload your manuscript. This is the same as with your ebook. BUT... in this case you are uploading a PDF file that is formatted specifically for your chosen trim size. Remember, we discussed how to create your print file in a previous session, and the handout is in the *Resources* page of our website.



Manuscript

Upload your manuscript (i.e. your book's interior content). Make sure the file matches the trim size and bleed settings you selected above. Accepted files: PDF, DOC/X, HTML, or RTF. Review our manuscript file checklist

Upload manuscript

✔ Manuscript "*Genesis-Sequence-Print-4-26-2025.pdf*" uploaded successfully!

Book Cover. Again, this is the same process. BUT... in this case you are uploading a PDF file instead of a JPG. Your PDF file, provided to you by your cover designer, is a full wrap-around cover, including the front, the spine, and the back.

Book Cover

Create a cover using Cover Creator, or upload a single PDF that includes the back cover, spine, and front cover as one image, no larger than 650 MB. If uploading your own, use our [Cover Calculator](#) for exact file dimensions and review our [Cover Formatting Guide](#). Note: To include spine text, your book must have at least 79 pages.

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

Upload a cover you already have (print-ready PDF only)

Upload your cover file

✓ Cover uploaded successfully!

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