

# Get your First 1,000 Readers

Stan C. Smith

## ***Step 8: Putting your Book on Amazon***

Remember, the goal is for everyone to end up having a finished product, published on Amazon, with edited content, a high-quality cover, and a growing collection of reviews. Then we will go through the process of putting your reader magnet to work for you as an author!

We've already talked extensively about *what* a Reader Magnet is and why it's a good idea to have one, how to *plan* your Reader Magnet, how to get it *written*, how to *edit* it, how to choose a high-quality *cover*, how to write a *tagline* and *book description*, and how to use *Bookfunnel* (see the previous handouts for Steps 1-7—on the WoW website Resources page: <https://writersofwsbg.weebly.com/resources.html>).

Now it's time to *upload your book to Amazon*, where you can make it available to the world (for free or for \$\$).

### ***Why put a Reader Magnet or other book on Amazon?***

We have already looked at using Bookfunnel to distribute your books to your Advance Reader team and for joining multi-author promotions to get new readers (new subscribers to your email newsletter). But your Reader Magnet can be used in a lot of different ways.

In addition to giving your Reader Magnet away to get more subscribers, you can also do the following:

- *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 eBook on Amazon***

- Your eBook file (in MOBI format). Remember, we looked at how to get these in *Part 6 – How to Format your Book*.
- Your eBook cover image (JPEG format). Remember we looked at how to get this in *Part 4 - Getting a Cover for your Book*.
- Seven Keyword Phrases (more on this later)
- Two Categories (more on this later)

### ***Items needed to publish your Print Book on Amazon***

- Your print book file (in PDF format). We looked at how to get these in *Part 6 – How to Format your Book*
- Your print book cover image (PDF format). We looked at how to get this in *Part 4 - Getting a Cover for your Book*.
- Same Keyword Phrases and Categories from above (more on this later)

## Set up your Amazon KDP Account

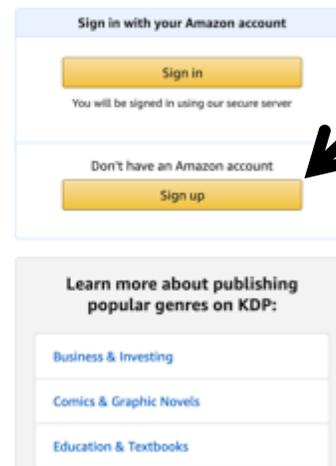
KPD (Kindle Direct Publishing) is Amazon's publishing service for Kindle eBooks as well as print books. You have to have account before you can publish on Amazon.

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

kindle | direct publishing



Self-publish eBooks and paperbacks for free with Kindle Direct Publishing, and reach millions of readers on Amazon.



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.

This is where you create your books.

This is where you keep track of sales, page readers, and much more

kindle | direct publishing

Bookshelf

Reports

Community

KDP Select

# Go to your Bookshelf

**CreateSpace has moved to Kindle Direct Publishing**  
If you have books on CreateSpace, [move them to KDP](#) in three steps.

**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](#)

**Your Books** Sort by: Last Modified Filter by: All

Q Title, status, etc. Search

**Foregone Conflict**  
By Stan C. Smith

Kindle eBook **\$0.99 USD**  
**PRE-ORDER PUBLISHING** ASIN: B0BCVSNRRN  
Scheduled for July 30, 2020

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Why offer multiple formats?

From here on down the page, you will find all your previously-published books. This is where you would change various aspects of the 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 one of these choices. For this example (my Reader Magnet **FUSED: Training Day**), I'll select *Kindle eBook*.

**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](#)

You will then see the three main pages of details you will be completing:

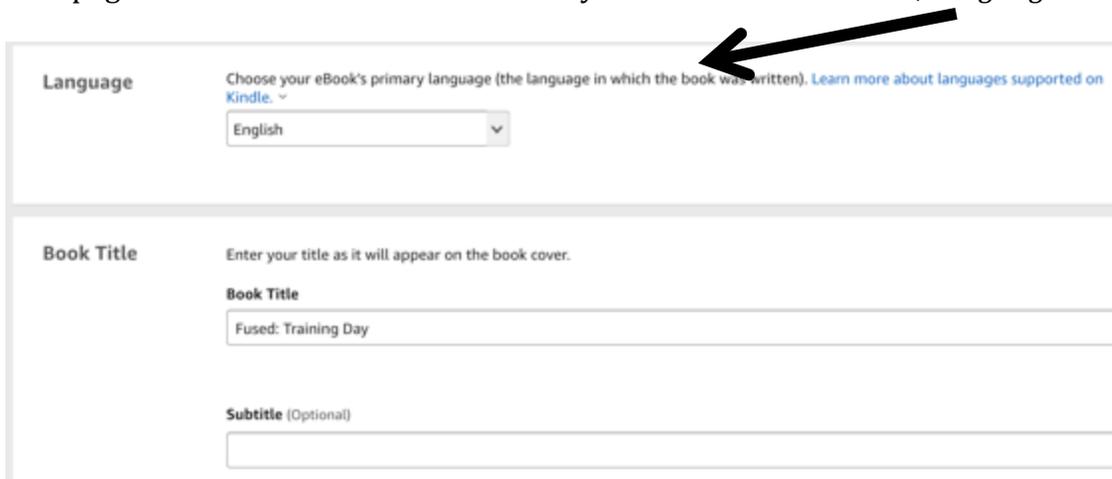
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In Progress...

**Kindle eBook Content**  
Not Started...

**Kindle eBook Pricing**  
Not Started...

## Kindle eBook Details

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



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

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

**Book Title**  
Fused: Training Day

**Subtitle (Optional)**

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

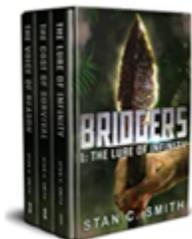


End of Summer: A post  
viral-apocalypse story:  
Book One of the Seasons  
of Man  
S.M. Anderson  
★★★★☆ 362

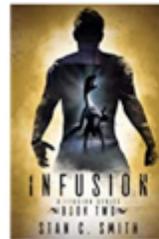


Hell's Gate: A Thriller  
> Bill Schutt  
★★★★☆ 104

I do this for my box sets, but not so much for the individual books:



Bridgers 1-3: An Apocalyptic Alternate  
Universe Series (Bridgers Box Sets Book 1)  
Dec 10, 2018  
by Stan C. Smith  
★★★★☆ (32)  
**\$6.99**  
**INCLUDES BOOKS 1, 2, and 3.**  
**630 pages of relentless action. As one reader  
says, this is the series "you will truly hate to  
> Read more**



Infusion (Diffusion Book 2) Oct 2, 2015  
by Stan C. Smith  
★★★★☆ (39)  
**\$3.99**  
**Who would you trust with the power to alter  
the destiny of humanity?**  
Devastated by the loss of his son in a remote rainforest of  
> Read more  
Other Formats: Paperback

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 *Infusion* above).

**Series** The series name and volume number will help customers find other books in your series on Amazon.

**Series Information** (Optional)

Series name  Series number

For my Reader Magnet, I have now yet started the rest of the series, so I am not going to enter anything in the *Series* box now. I can always come back and change this later when I have more books in the series. For now, I'll just type the series as part of the main title: ***Fused: Training Day***.

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

**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)

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

**Author** **Primary Author or Contributor**

Stan C.  Smith

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

**Contributors** **Contributors** (Optional)

Author  First name  Last name

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

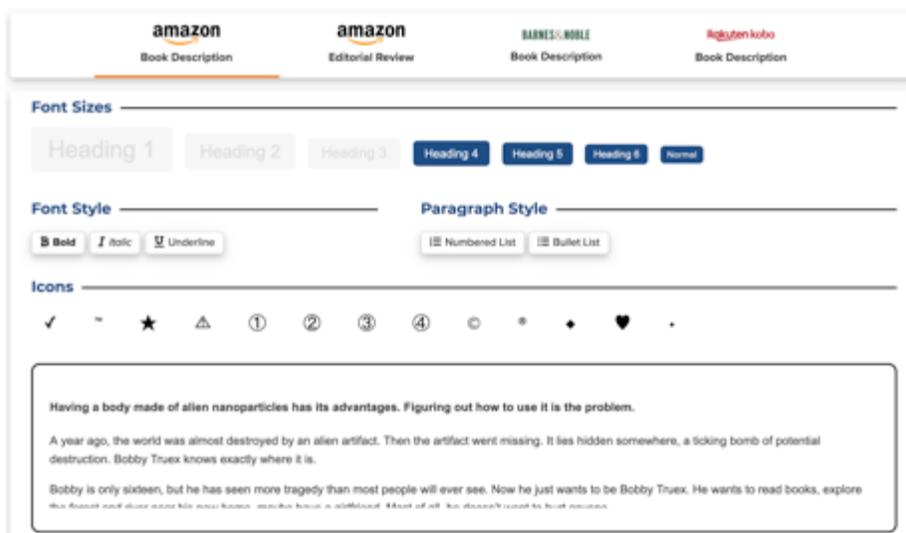
**Description** This will appear on your book's Amazon detail page. [Why do book descriptions matter?](#) ▾

4000 characters left

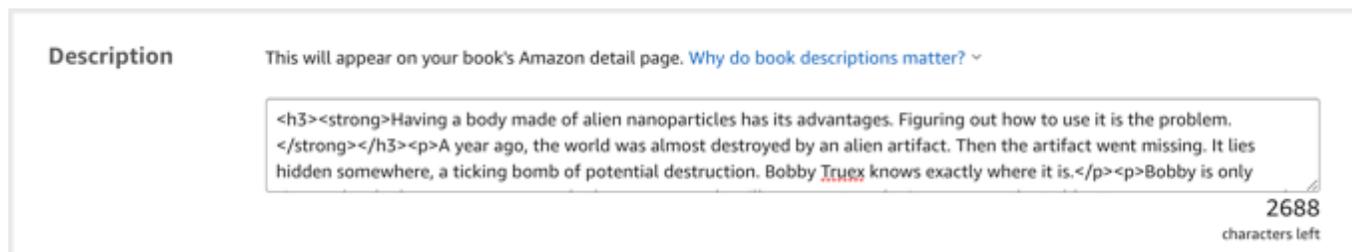
Remember, we discussed this in *Part 5: Writing your Tagline and Book Description*. Your book description is what people see on your book's Amazon product page.

After you have written your description and are ready to paste in into this box, the best way to do this is to use the **Kindlepreneur Book Description Generator**. This is a free online tool that help you format your description perfectly for Amazon's requirement. The free tool is here:

<https://kindlepreneur.com/amazon-book-description-generator>



You paste in your tagline and description, then format it the way you want it. Then you click *Generate My Code*. This generates HTML code. You copy the code and then go back to your KDP page and paste it in. It will look like this:



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



Now it's time to type in your *Keywords*. This is 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** Enter up to 7 search keywords that describe your book. To enter the [Kindle Storyteller](#) contest, you need to add the keyword `StorytellerUK2020`. [How do I choose keywords?](#) ▾

**Your Keywords** (Optional)

science fiction adventure books	ya science fiction
alien contact stories	ya sci fi books
creature adventure stories	science fiction young adult
ya alien contact	

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

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 two categories in this screen, but there is a way you can put your book in up to TEN categories (by emailing KDP and making a request). We can talk about that at a later time.

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

Fiction > Science Fiction > Alien Contact  
 Fiction > Science Fiction > Action & Adventure

Next is a box for *Age and Grade Range*. I don't recommend doing this unless you are targeting your book *specifically* to a young audience. In my case, even though I want target Young Adult readers with ***Fused: Training Day***, I also want to target adults, so I am not going to fill this in.

**Age and Grade Range** Children's book age range (Optional)  
 Age Range

Minimum  Maximum

*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, but with this Reader Magnet, I am ready to publish it right now.

**Pre-order**

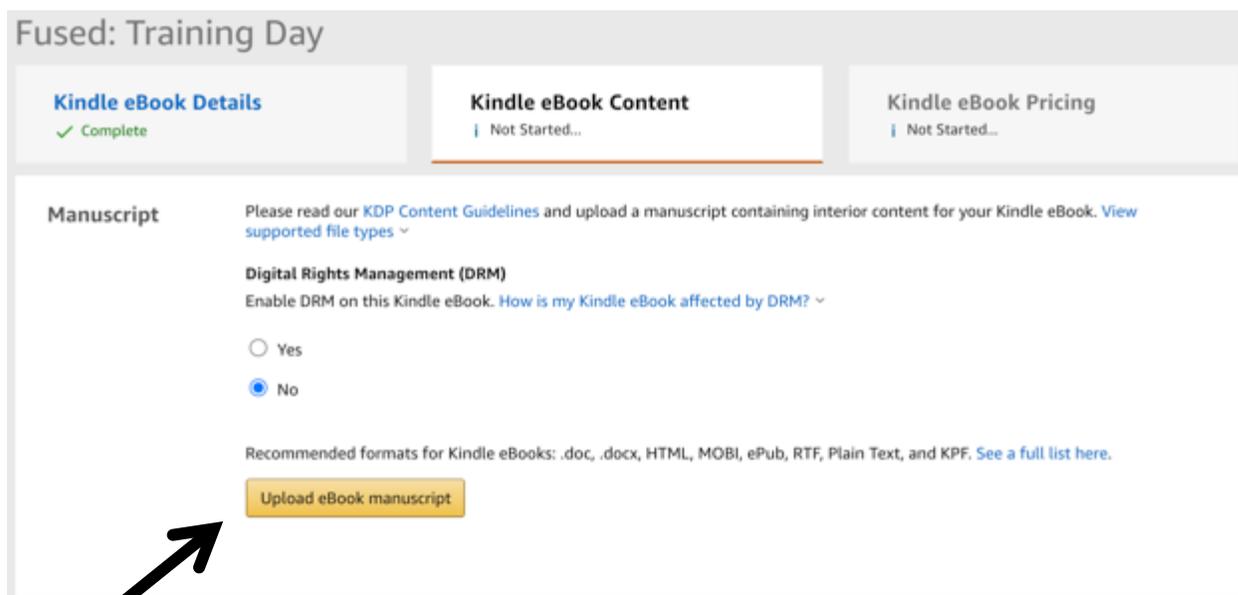
I am ready to release my book now

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

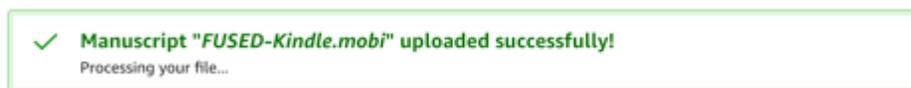
Click *Save and Continue* to go to the next page:

Now you're on the *Kindle eBook Content* page. The first thing you do here is upload your eBook file (the MOBI file your created... remember, we looked at how to do that in *Part 6 – How to Format your Book*).

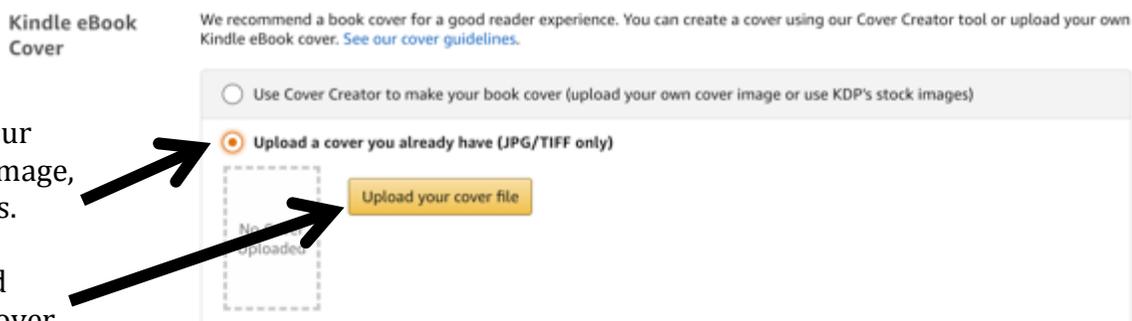
First, it asked if you want to enable DRM (Digital Right Management). I never do this, because it can cause problems with some book reader devices, and I don't waste time worrying about people pirating books (it's really easy to do anyway, so you cannot stop it... all you can do is decide not to waste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



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Then upload your JPEG cover image.

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

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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



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

*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.

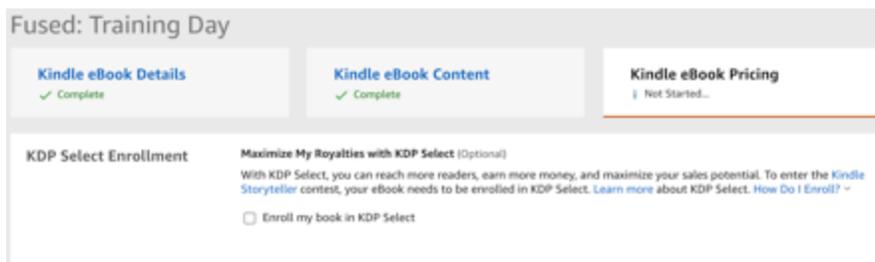
Kindle eBook  
ISBN

ISBN (Optional)

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

Publisher (Optional)

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



The first choice in this page (see image above) is to *Enroll in KDP Select*. This is Amazon's subscription service, in which authors get paid for each page that is read.

**IMPORTANT:** This example is for a Reader Magnet, in which I will be giving the book away for free on other sites (on 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*.

Select the territories for which you hold distribution rights. To enter the Kindle Storyteller contest, you need make your book available at least in Amazon.co.uk. [Learn more about distribution rights.](#)

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

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

*Royalty and Pricing*. This is a novella of only 15,000 words, and so I am pricing at 99¢. I won't make much money from it (35¢ per copy), but that's okay because this is a Reader Magnet—so I want as many people reading it as possible.

NOTE: If you price your book below \$2.99, you only make 35% royalties. If you price it at \$2.99 or above, 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!

### Royalty and Pricing

#### KDP Pricing Support (Beta)

See the relationship between price and past sales and author earnings for KDP books like yours.

[View Service](#)

Select a royalty plan and set your Kindle eBook list prices below

- 35%
- 70%

Your book file size after conversion is 0.21 MB.

<a href="#">Primary Marketplace</a>	<a href="#">List Price</a>	<a href="#">Rate</a>	<a href="#">Delivery</a>	<a href="#">Royalty</a>
Amazon.com ▾	\$ 0.99 USD Must be \$0.99-\$200.00 ▾ All marketplaces are based on this price	35% ▾ 70%	\$0.00 n/a	\$0.35 n/a
<a href="#">Other Marketplaces (12)</a> ▾				

Book Lending. This is up to you. I usually select it because I want as many readers as possible.

### Book Lending

#### Allow Kindle Book Lending (Optional)

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