



# Resources To Make Publishing Your Kindle Book Easier & Faster

Created in collaboration with the incredible Kate Schultz.

## 1

### GETTING READY TO WRITE YOUR BOOK

Recommended Writing Software:

Scrivener: <https://www.literatureandlatte.com/>

Microsoft Word: <http://products.office.com/en-us/word>

Free Formatting Guides: <http://www.bookdesigntemplates.com/guides/>

Download Kindle Previewer: [http://www.amazon.com/gp/feature.html/ref=amb\\_link\\_359603402\\_4?  
ie=UTF8&docId=1000765261&pf\\_rd\\_m=ATVPDKIKX0DER&pf\\_rd\\_s=right-4&pf\\_rd\\_r=12CFTZSPTH5H8X7P289Y&pf\\_rd\\_t=1401&pf\\_rd\\_p=1913772982&pf\\_rd\\_i=1000765211](http://www.amazon.com/gp/feature.html/ref=amb_link_359603402_4?ie=UTF8&docId=1000765261&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=right-4&pf_rd_r=12CFTZSPTH5H8X7P289Y&pf_rd_t=1401&pf_rd_p=1913772982&pf_rd_i=1000765211)

Download KindleGen: [http://www.amazon.com/gp/feature.html/ref=amb\\_link\\_359605322\\_2?ie=UTF8&docId=1000765211&pf\\_rd\\_m=ATVPDKIKX0DER&pf\\_rd\\_s=right-4&pf\\_rd\\_r=09WX98BNS9EVTT41JFR4&pf\\_rd\\_t=1401&pf\\_rd\\_p=1914857422&pf\\_rd\\_i=1000765261](http://www.amazon.com/gp/feature.html/ref=amb_link_359605322_2?ie=UTF8&docId=1000765211&pf_rd_m=ATVPDKIKX0DER&pf_rd_s=right-4&pf_rd_r=09WX98BNS9EVTT41JFR4&pf_rd_t=1401&pf_rd_p=1914857422&pf_rd_i=1000765261)

Get audios transcribed on Fiverr (\$5 dollars for 10 minutes):

<https://www.fiverr.com/transexpert/transcribe-any-english-audio-or-video-up-to-10-minutes>

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## FORMATTING YOUR BOOK & UPLOADING TO KINDLE

Create your Kindle Direct Publishing Account here: <http://kdp.amazon.com/>

How to embed a video in a Kindle book:

<http://kindlegen.s3.amazonaws.com/AmazonKindlePublishingGuidelines.pdf>

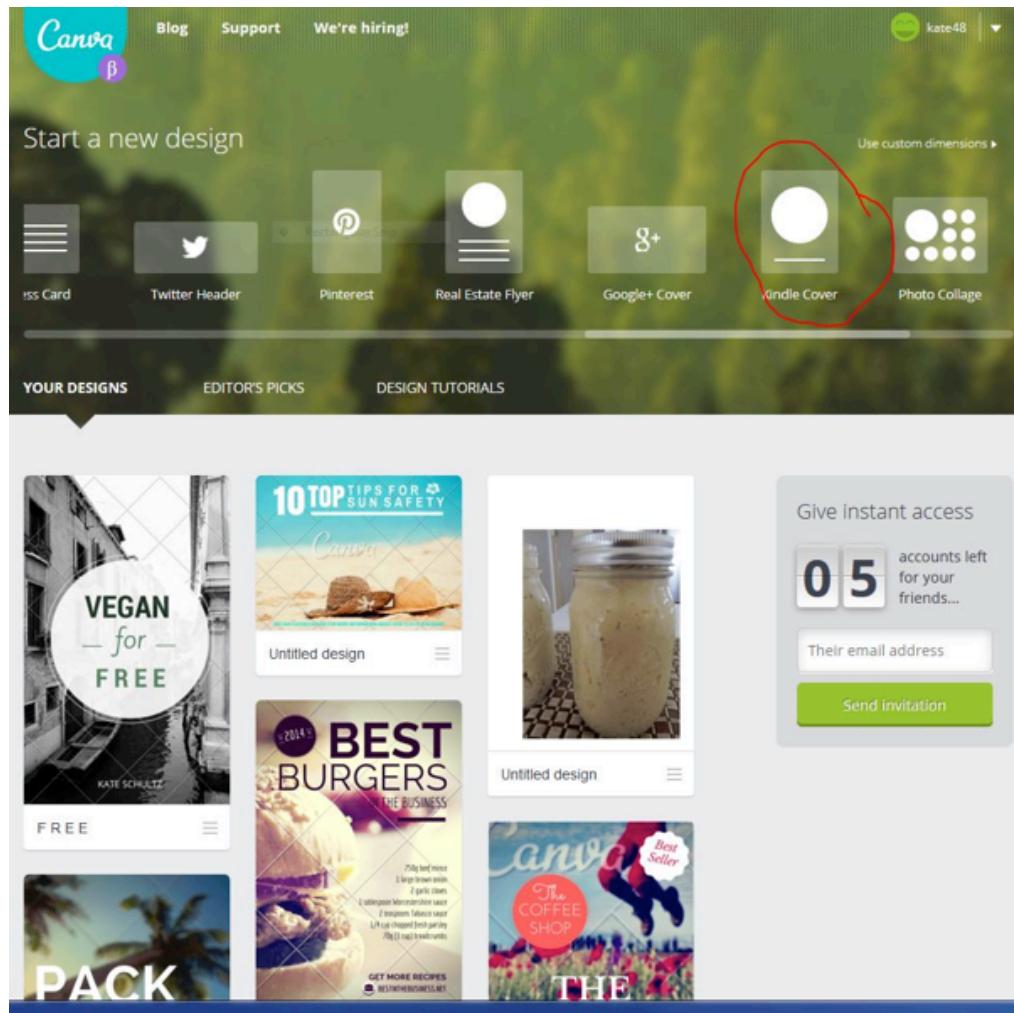
Kindle cover design: [canva.com](https://canva.com)

Borders for White Cover Art:

Cover art with white or very light backgrounds can seem to disappear against the white background. Adding a very narrow (3-4 pixel) border in medium gray will define the boundaries of the cover.

Pick A Kindle Cover

Choose cover template and edit. Upload your own graphics for cover or choose from Canva. When you select choose Kindle Cover, you don't have to worry about the cover specs--just the design. All of the Canva covers are designed by professional graphic designers.



print books - so CreateSpace is still best for print on a budget.)

Format Your Kindle Book in Microsoft Word:  
<http://www.bookdesigntemplates.com/>

If you have a Kindle book that won't be exported from Scrivener, or that has photos or illustrations, using Microsoft Word is the easiest way to prepare your book. Using the templates from thebookdesigntemplates.com gives you the proper foundation for a perfectly formatted Kindle book. Templates plus exquisite instructions on how to use them. Templates are under \$40.

**FirstEditing.com:** Professional. Reasonable price. Every type of editing from proofreading to full-on book editing.

**BookBaby:** They do it all at reasonable prices. Kindle and other ebook stores. (But you can't do Kindle Select if this option). Good option if you want to get your ebook on all venues and don't care about Kindle Select. Also print (but you have to buy the

**CreateSpace:** All-in-one kindle to print option, this is great if you want to offer both a kindle and print version of your book. They do the printing and shipping, all you have to do is sign up and upload your book to their specifications. Make sure to order a test copy to make sure everything looks great!

**Solo Service For Kindle Publishing:** If you want someone to walk you through the whole process, and have money to invest in the promotion and creating, then this might be worthwhile. <http://crescendopublishing.com/>

## 3

### PROMOTING YOUR BOOK ONCE IT'S ON KINDLE

Places to promote your book when it's free:

<http://authormarketingclub.com/members/submit-your-book/>

Places to submit a free press release:

<http://www.avangate.com/avangate-resources/article/press-release-distribution.htm>

## 4

### MISCELLANEOUS

1. KDP Select FAQ - The Legal Stuff and Payment Info
  - (a) What is KDP Select? (Includes new information on Kindle Unlimited).
    - (i) KDP Select is an optional program from Amazon that allows you to reach even more readers. If you choose to make a book exclusive to the Kindle Store, which is a requirement during your book's enrollment in KDP Select, the book will also be included in Kindle Unlimited and the Kindle Owners' Lending Library (KOLL). You can earn a share of the KDP Select Global

Fund based on how frequently Kindle Unlimited customers choose your book and read more than 10% of it, or KOLL customers download it.

- (ii) Currently, Kindle Unlimited is available to customers in Amazon.com and the Kindle Owners' Lending Library is available for readers in the following marketplaces: Amazon.com, Amazon.co.uk, Amazon.de, Amazon.fr, and Amazon.co.jp.
- (b) In addition, by choosing KDP Select, you will have access to a new set of promotional tools, including the two most popular.
  - (i) **Kindle Countdown Deals** (limited time promotional discounting for your book) and
  - (ii) **Free Book Promotion** (readers worldwide can get your book free for a limited time). Authors and publishers can enroll a single title, their whole catalog or anything in between within KDP Select. By enrolling your book in KDP Select, you will also be eligible to earn 70% royalty for sales to customers in Brazil, Japan, India, and Mexico.
- (c) Enroll your book in **KDP Select** to earn higher royalties, reach new readers through **Kindle Unlimited** the **Kindle Owners' Lending Library** and call attention to your book with tools like **Kindle Countdown Deals** and **Free Book Promotions**.

2. What is Kindle Unlimited?

- (a) Kindle Unlimited is a subscription service currently available to customers in the U.S. that lets customers read as many books as they like, and keep them as long as they want. Any customer can choose whether to subscribe to Kindle Unlimited. They don't have to be Amazon Prime members, but they do need to pay a subscription fee.

3. What is the Kindle Owners' Lending Library?

- (a) With an Amazon Prime membership, Kindle owners can choose from thousands of books to read for free once a month, with no due dates.

4. Why should I choose KDP Select?

- (a) **Earn higher royalties** – Earn your share of the KDP Select Global Fund when readers read your books from Kindle Unlimited and the Kindle Owners' Lending Library. The fund amount is variable and announced on a monthly basis. Amazon constantly monitors all factors that impact the KDP Select fund in order to set the fund amount for our KDP Select authors. You can also earn 70% royalty for sales to customers in Japan, India, Brazil, and Mexico.
- (b) **Maximize your book's sales potential** – Choose from two promotional tools: Kindle Countdown Deals, time-bound promotional discounts for your book, available on Amazon.com and Amazon.co.uk, while earning royalties; or Free Book Promotion, where readers can get your book free for a limited time.
- (c) **Reach a new audience** – Help readers discover your books by making them available through Kindle Unlimited and the Kindle Owners' Lending Library and reach the growing number of Amazon Prime customers in the U.S., U.K., Germany, France, and Japan.
- (d) If my books are distributed in Kindle Unlimited and the Kindle Owners' Lending Library, can customers still buy it?
  - (i) Yes, your books will still be available for anyone to buy in the Kindle Store, like they've always been, and you will continue to earn royalties from those sales like you do today.

5. WHAT DOES IT MEAN TO PUBLISH EXCLUSIVELY ON KINDLE?

- (a) WHEN YOU CHOOSE KDP SELECT FOR A BOOK, YOU'RE COMMITTING TO MAKE THE DIGITAL FORMAT OF THAT BOOK AVAILABLE EXCLUSIVELY THROUGH KDP DURING THE ENTIRETY OF ITS ENROLLMENT IN THE PROGRAM.
- (b) ALL CONTENT MADE EXCLUSIVE TO AMAZON IN KDP SELECT MUST REMAIN FOR SALE ON OUR SITE ONLY; IT CANNOT BE AVAILABLE FOR FREE OR FOR PURCHASE IN DIGITAL FORMAT ANYWHERE ELSE, INCLUDING PUBLISHING THE CONTENT OF YOUR BOOK ON THE WEB, INCLUDING ON YOUR OWN WEBSITE, BLOG, ETC. HOWEVER, YOU MAY CHOOSE TO MAKE UP TO 10% OF YOUR BOOK AVAILABLE ON OTHER SITES AS A SAMPLE, AS WELL AS CONTINUE TO DISTRIBUTE YOUR BOOK IN PHYSICAL FORMAT, OR IN ANY FORMAT OTHER THAN DIGITAL. SEE THE [\*\*KDP SELECT TERMS AND CONDITIONS\*\*](#) FOR MORE INFORMATION.
  - (1) If your book is marketed in a way that indicates it is available for distribution, for sale or for free, then it is not eligible for KDP Select. For example, one of the possible indicators that the book is available for distribution may be the presence of instructions on another website or sales channel for downloading or obtaining the book.

## 6. Enrollment

- (a) Do I have to enroll all my titles in KDP Select? Is there a limitation on the number of titles to enroll?
  - (i) No. KDP Select is an optional program. If you choose to take advantage of KDP Select, you can enroll a single title, your whole catalog, or anything in between. Titles that are not enrolled in KDP Select do not have to be exclusive to Kindle.
- (b) Can I enroll my book in KDP Select without participating in Kindle Unlimited and the Kindle Owners' Lending Library or vice-versa?

- (i) No. Only books enrolled in KDP Select are eligible to be included in Kindle Unlimited and the Kindle Owners' Lending Library. All KDP Select-enrolled books with US rights will be automatically included in Kindle Unlimited and the Kindle Owners' Lending Library.
- (c) Can I un-publish my KDP Select-enrolled titles and re-publish them on KDP later?
  - (1) Yes.
- (d) Kindle Free Promotions
- (e) You can offer any book enrolled in KDP Select free to readers for up to five days at your discretion during each 90-day enrollment period in KDP Select.
- (f) When I offer my book for free, when does the free promotion start and end?
  - (i) You can pick the days when you want to run your free promotions, choosing to go one day at a time or offering your book free for multiple days in a row. The start and end times of your promotions will be approximately midnight Pacific Standard Time on the day it starts and midnight Pacific Standard Time on the day it ends. Note that due to system latencies, the exact start or end of a promotion can take from a few minutes to several hours, but in some cases this period may be longer. If you stop a free promotion in progress, the free promotion will generally end within a few minutes to few hours after you select "stop," but in some cases this period may be longer. For a free promotion to start on any given day, the latest you can wait to schedule it is the day before the start date.
- (g) Will my sales rank be affected?
  - (i) For the Kindle Store, Amazon Best Sellers lists are divided into Top 100 Paid and Top 100 Free. During the period when your book is offered for free, it will have a sales rank in the free

list. Once the free promotion period is over, your book enters the paid Amazon Best Seller ranking.

- (ii) It usually takes several hours for books to transition between the free and paid lists before and after promotional periods. In some cases, the transition may take longer due to system latencies. Since the start and end times of promotions are based on midnight Pacific Standard Time, the exact time your book reflects a free or paid sales rank will vary depending on the time zone from which customers are viewing your book in. For example, customers in time zones other than Pacific Standard Time may not see books reflected in the free list until much later in the day, depending on local time.
- (iii) The Amazon Best Sellers calculation is based on Amazon.com sales and is updated hourly to reflect recent and historical sales of every item sold on Amazon.com. During the period when your book is offered for free, your book will drop in sales rank in the paid list; however, your previous paid rank will influence your new rank when your book enters the paid categories again. For more information on Amazon Best Sellers Rank, click [here](#).

(h) How do I schedule free promotions?

- (i) Once your book is enrolled in KDP Select and is available for sale on our website, you will be able to schedule free book promotions following the steps below:
  - (1) 1. From your KDP Bookshelf, click "Manage Benefits" next to any book enrolled in KDP Select.
  - (2) 2. In the "Create a new promotion" drop-down, select "Free Book Promotion."
  - (3) By default, it will show "Kindle Countdown Deal."

- (4) Click "Create a new Free Book Promotion Deal for this book."
- (5) Enter the desired start and end date and click "Save." Avoid ending on the final day of your KDP Select term.

(ii) "Manage Benefits" will allow you to schedule one or more free promotions, edit or delete a scheduled free promotion, or stop an ongoing free promotion. If you choose to stop an ongoing promotion, it can take from a few minutes to several hours for the action to take effect. In an effort to provide the best reader experience, note that on the days your book is offered for free, it will not be included in Kindle Unlimited or the Kindle Owners' Lending Library.

## 7. Kindle Countdown Deals

- (a) Kindle Countdown Deals is a new KDP Select benefit that lets authors provide readers with limited-time discount promotions on their books available on Amazon.com and Amazon.co.uk. It's a great opportunity to earn more royalties and increase discoverability of your book. Customers will see the regular price and the promotional price on the book's detail page, as well as a countdown clock showing how much time is left at the promotional price. You'll also continue to earn your selected royalty rate on each sale during the promotion.
- (b) Here are some of the benefits of Kindle Countdown Deals:
  - (1) They're time-based: Not only does this give you more control to decide how long the book is discounted, but the time remaining for the promotion is visible to customers to increase excitement for the price discount.

- (2) Customers see the regular price: It's easy for customers to see the great deal they're getting, as the regular price is included on the book's detail page, right beside the promotional price.
- (3) Royalty rate is retained at lower prices: You will earn royalties based on your regular royalty rate and the promotional price. As a result, if you are using the 70% royalty option, you'll earn 70% even if the price is below \$2.99.
- (4) There's a dedicated website: Customers can easily browse active Kindle Countdown Deals at <http://www.amazon.com/kindlecountdowndeals>, providing yet another way for books to be discovered.
- (5) You can monitor performance in real-time: A new KDP report displays sales and royalties at each price discount side-by-side with pre-promotion performance, so it's easy to compare.
  - a. Say for example your book has a list price of \$4.99, and you start a promotion on Monday at 8 A.M. your time, with a starting price of \$1.99. You set three price increments to run 24 hours each.

## 8. Kindle On Site Promotions

### (a) Author Central

- (i) At [Author Central](#), you can share the most up-to-date information about yourself and your works with millions of readers. Add your biography, photos, blog, video, twitter feeds, and tour events to the Author Page, your homepage on Amazon.com. Please note that when you make updates to your information in Author Central, you'll need to update your Kindle Direct Publishing account as well. Your product detail pages will display the information stored in

KDP anytime you update or republish in KDP, so the information in your KDP account needs to be current.

## 9. Kindle In Book Promotions - Look Inside the Book

(a) **Look Inside the Book** is a free program offered by Amazon to promote and merchandise your print and Kindle books. Look Inside the Book is also available for Kindle titles. Kindle titles are automatically added to the program within a week of the on-sale date and need no additional sign up or content submission. Enrolling your titles helps sell more of your books in three primary ways:

### (i) Sample Chapters

- (1) KDP takes the first 10% of your content and creates a sample that customers can view before purchasing the Kindle Edition of your title.
- (2) The 10% is 'rounded up' - this means that if your content consists of five images, for instance, the sample would consist of one image (it wouldn't cut off half the image). Similarly, KDP doesn't cut a paragraph or a sentence in half. The logical structure of an element of your content is allowed to finish (such as going to the end of the paragraph).
- (3) Content that was uploaded to KDP and had Kindle Editions created before the introduction of sample functionality has been modified to include samples. This means that all of your old KDP books now have samples on their product detail pages!
- (4) If you have any further questions about KDP sampling functionality, please write to our support team by clicking the "Contact Us" button.

### (ii) Point-of-Sale Sampling

- (iii) From any book detail page, customers have the opportunity to sample participating books using our Look Inside reader.
- (iv) From both Kindle and Print previews customers can:
  - (1) Sample pages from within the reader
  - (2) Switch back and forth between the print and Kindle samples without leaving the reader
  - (3) View books on similar topics and previously viewed books
- (v) 1-Click Purchasing
  - (1) When a customer decides to purchase your book they can conveniently do so from within the Look Inside reader. An Add to Cart or Buy with 1-Click button can be found throughout the customer's previewing experience, eliminating the need to return to the book detail page.
- (vi) Improved Search Results
  - (1) When customers search for books on Amazon.com, Amazon uses the actual words from inside participating **print** books [not sure if this is just print or for kindle]--not just the author, title, and keywords supplied by the publisher--to return the best possible selection of books. For matches inside the book, Amazon also displays a short excerpt and links to the page where the query matched.
  - (2) For example, if Jane Book-Buyer hears about a book discussing "economically productive households" but can't remember the title or author, Jane can search on Amazon.com and discover that the phrase was made popular by Thomas Stanley in his

Millionaire Mind book series and link directly to pages in the book where the phrase appears. With this helpful search feature, customers can discover print books that may never have surfaced in previous search results. All of these features combine to help customers discover and sell more of your books.

**(b) Linking from Your Website**

- (i) You may use Amazon trademarks or logos to advertise your book on another website, as long as you follow our [Kindle Brand Use Guidelines](#).
- (ii) Our KDP Terms and Conditions also allow for linking to your book's detail page from other websites.
- (iii) A simple way to create a direct link to your book from other sites is by adding your 10-character Amazon Standard Identification Number to the end of the URLs below, in place of the letters ASIN. You can find your ASIN under the book's title in your KDP Bookshelf or on the book's detail page under "Product Details".

**Can I link to my Kindle book via the Amazon Associates program?**

Yes, the Amazon Associates Program provides vendors specially formatted links to Amazon on their websites in exchange for advertising fees when their visitors follow the links and place an order.

**Can I link from my book's detail description page to my own website?**

Per the product description guidelines, you cannot include a link to your website within the product description page on Amazon.

**Can I include a link to my book's product page on Amazon inside my Kindle edition?**

Absolutely!

## Can I gift my own book?

Yes, you are welcome to gift your book to as many people as you would like. In fact, this can be useful as you try to raise awareness of your title. However, please be aware that gift recipients have the option of choosing a gift certificate instead.

*Ask for the review at the end of the book.*

*You can link content in a Kindle book to anywhere on the Internet.*

## 10. Kindle Pre-Order

- (a) You can make your new books available for pre-order in Kindle Stores worldwide. Setting a pre-order allows customers to order your book as early as 90 days before your book's release date. When you make your book available for pre-order, customers can order the book anytime leading up to the release date you set and it will be delivered to them on that date.
- (b) One advantage of pre-order is that you can start promoting your book before launch to help raise awareness. You can promote your book's pre-order page on Author Central, Goodreads, your own site, and elsewhere. Also, pre-orders will contribute toward sales rank and other Kindle Store merchandising even before your book is released, which can help more readers discover your book.
- (c) How it works
  - (i) You'll list your book as you would with any other KDP book. When you're adding a new book, on Step 4, "Select Your Book Release Option," you will choose "Make my book available for pre-order" and set a date in the future. That's it.
  - (ii) Though your book isn't available for download yet, Amazon will still publish a product detail page for it within 24 hours of approval. Customers can order the book anytime leading up to

the release date you set and it will be delivered to them on that date. However, customers won't be able to download sample content for pre-order books.

- (iii) You can list pre-orders books in all marketplaces except Amazon.com.in, where pre-orders are not currently available. Your book will release at midnight local time in each marketplace.

(d) Requirements

- (i) When you list a book for pre-order, you'll need to upload the final version or a draft manuscript of the book file for review. YOUR BOOK MUST BE WRITTEN BEFORE YOU CAN SETUP PRE-ORDERS. Typically, a draft manuscript would be something like a complete book that might still need copyediting and proofreading. Amazon won't show the version to customers, but we'll need to preview the content for compliance with our Program Policies before creating the pre-order detail page. It will go through the same review process that any other KDP book would. **Your final version must be uploaded at least 10 days before the release date you set**, with the last day for upload starting at midnight, U.S. Eastern time. For example, if you were releasing a book on September 20, you would need to upload it before midnight Eastern time on September 9.

(e) Eligibility

- (i) Only new KDP books are eligible for pre-order. Public domain books are not eligible for pre-order. You may list up to 10 titles at once for pre-order, with room for more pre-order listings as you release each title.

(f) Reporting and Royalty

- (i) Your pre-order report is updated as orders are placed. This report includes pre-ordered units, pre-order cancellations, and net pre-order units. Your pre-order sales data will not appear in

other reports until after your book is delivered to customers on its release date. After that, you'll see pre-order units listed in the Prior Months' Royalties report, under the "Pre-order" transaction type.

- (ii) Once your book is released and customers start downloading their copies, you will receive credit for final sales. Once you meet the monthly minimum sales threshold, you'll be paid royalty approximately 60 days after the end of the month.