

# Self-publishing with



[kdp.amazon.com](http://kdp.amazon.com)

# Table of Contents

1. [Introduction](#)
2. [Kindle Direct e-book publishing](#)
3. [KDP steps for print books](#)
4. [Additional notes on Kindle Direct Publishing](#)
5. [Library resources](#)

# Welcome to self-publishing

This slideshow will:

- Introduce the concept of self-publishing
- Go over the steps for self-publishing an ebook with *Kindle Direct Publishing* (KDP)
- Provide a brief overview of print publishing with KDP
- Discuss issues surrounding self-publishing

# Reasons to go with self-publishing?

- You have a specialized book that might not resonate with mainstream publishers
- Just want something for friends and family
- Increasingly, people selling online (especially ebooks) don't see the value of a publisher like they used to; this is a chance to cut out the middleman

# Worth the investment?

- ebook creation has practically no upfront monetary cost (assuming you have access to a computer and necessary software)
- Print-on-demand became prevalent in the 1990s, allowing people to self-publish without having to commit to a minimum order
- Relatively low cost if you learn the process to self-publish with a service like KDP – about \$4 (plus shipping) cost to you for a print book around a hundred pages

# Worth the investment?

- Your time writing the book (a lot!)
- Time it takes to format the book (depends on your familiarity with Word or other publishing software)
- Will you hire an editor? Maybe you can trust your friends/family for helpful feedback

# What are your goals?

- Personal satisfaction
- Gifts for friends/family (document family history, a family reunion photobook, etc.)
- Being creative can provide you with pleasure that you can't get any other way
- If you never see your book on bookstore shelves will that be ok?

# Self-Publishing Packages/Vanity Press

- Different from what we are talking about today (KDP and similar distributors are often referred to as self-service interfaces meaning you must do the work, but there are no setup fees/minimum orders)
- “Packages” can cost hundreds or even thousands of dollars
- May require a minimum number of copies per order and/or charge extra set-up fees for each new proof (individual demo copies of your book)
- Include editing and formatting services; designers can make a cover for you

# Self-Publishing Packages/Vanity Press

- Some of these services can be helpful, but many places that offer them have predatory pricing and try to upsell you things that might not actually benefit you; they are trying to profit off the creation of your book, not the sales
- Wherever you go, make sure to read the fine print; some publishing services have exclusivity clauses in their terms (which means if your book does find success, you might not be able to sell that book where you want, when you want)

# Self-publishing an ebook using



[kdp.amazon.com](https://kdp.amazon.com)

# Self-Publishing with KDP

- The following pages go over the step-by-step process used to self-publish with Kindle Direct Publishing (KDP)
- The screenshots will walk you through the process of uploading a completed manuscript and getting it ready for online publishing/printing
- Self-published titles can be in both eBook and physical book formats simultaneously

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

Create a New Title

- +  
Kindle eBook
- +  
Paperback

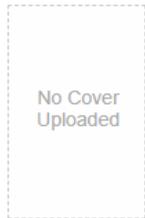
- ✔ **Book Content:** You can upload a manuscript, or use our free creation tools to create children's books, educational content, comics, and manga. [Get started with Kindle content creation tools.](#)
  - ✔ **Book Cover:** You can use our online Cover Creator, or upload a cover of your own. [Creating 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

**Search**



**demo**  
By Jenkins

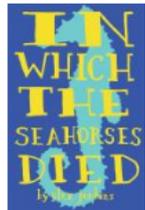
+ Create Kindle eBook

Link existing Kindle eBook

[Why offer multiple formats? ▾](#)

Paperback  
**DRAFT** ▾  
 Last modified on November 7, 2019

PAPERBACK ACTIONS  
Continue setup ...



**In Which the Seahorses Died**  
By Alex Jenkins

Kindle eBook  
LIVE With unpublished changes ▾  
 Submitted on February 24, 2016  
 \$4.50 USD [View on Amazon](#) ▾  
 ASIN: B01C5XOPDC

KINDLE EBOOK ACTIONS  
Continue setup ...

Paperback  
LIVE ▾  
 Submitted on February 24, 2016  
 \$9.99 USD [View on Amazon](#) ▾  
 ASIN: 0692410988

PAPERBACK ACTIONS  
Order author copies ...

**i** CreateSpace is moving 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 >](#)

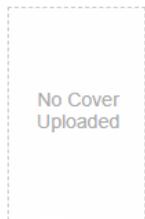
## Your Books

Sort by: Last Modified

Filter by: All

🔍 Title, status, etc.

Search



**demo**  
By jenkins

+ Create Kindle eBook

Link existing Kindle eBook

Why offer multiple formats? ▾

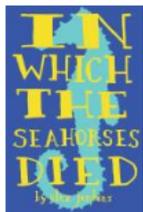
Paperback

DRAFT ▾

Last modified on November 7, 2019

PAPERBACK ACTIONS

Continue setup



**In Which the Seahorses Died**  
By Alex



Kindle eBook

LIVE With unpublished changes  
February 24, 2016

Paperback

LIVE ▾

Submitted on February 24, 2016

ASIN: 0692410988

Order author copies



We will be creating an ebook using this title as a demo

CreateSpace is moving to Kindle Direct Publishing  
If you have books on CreateSpace, move them to KDP in three steps.

Create a New Title



- ✓ **Book Content:** You can upload a manuscript, or use a template for Kindle eBooks, or use a template for manga. [Get started with Kindle content creation tools.](#)
  - ✓ **Book Cover:** You can use our online Cover Creator, or upload your own cover.
  - ✓ **Description, Keywords and Categories:** Tell readers what your book is about.
  - ✓ **ISBN:** Get a free ISBN to publish your paperback. [Learn more about ISBNs.](#)
- [See all Getting Started tips >](#)



The “Bookshelf” page for KDP allows you to manage your self-published titles and create new ones. You can use your Amazon account to log in if you already have one. Begin with “Create a New Title”

Your books

Sort by: Last Modified

**demo**  
By Jenkins

Uploaded

+ Create Kindle eBook

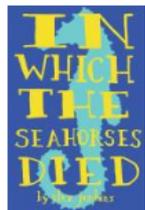
Link existing Kindle eBook

Why offer multiple formats? ▾

Begin the process here

PAPERBACK ACTIONS

Continue setup



**In Which the Seahorses Died**

By Alex Jenkins

Kindle eBook

LIVE With unpublished changes ▾

Submitted on February 24, 2016

\$4.50 USD

[View on Amazon](#) ▾

ASIN: B01C5XOPDC

KINDLE EBOOK ACTIONS

Continue setup

Paperback

LIVE ▾

Submitted on February 24, 2016

\$9.99 USD

[View on Amazon](#) ▾

ASIN: 0692410988

PAPERBACK ACTIONS

Order author copies

**Kindle eBook Details**

✓ Complete

**Kindle eBook Content**

✓ Complete

**Kindle eBook Pricing**

*i* In Progress...

**Language**

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

English ▾

**Book Title**

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

**Book Title**

**Subtitle** (Optional)

**Series**

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

**Series Information** (Optional)

**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)

Kindle eBook Details

✓ Complete

Kindle eBook Content

✓ Complete

Kindle eBook Pricing

*i* In Progress...

Language

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

English ▾

Book Title

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

Book Title

In Which the Seahorses Died

Subtitle (Optional)

Series

The series name and volume number

Series Information (Optional)

Series name

Fill out the various parts of the form as instructed. Unless they are a required field, you can leave parts blank that do not apply to your title.

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)

2

## Language

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

English

## Book Title

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

### Book Title

In Which the Seahorses Died

### Subtitle (Optional)

## Language

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

English

## Book Title

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

### Book Title

In Which the Seahorses Died

### Subtitle (Optional)

Choose the language of your ebook and fill in the title.

## Series

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

### Series Information (Optional)

## 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

Continue to fill in the pertinent information. You do not have to worry about the optional sections if they are not relevant to your ebook.

## Contributors

Contributors (Optional)

Author



Wellington

Remove

Add Another

## Description

This will appear on your book's Amazon detail page

A tale of evil deeds and redemption. It primarily

If you are going to try selling your book, make sure to have an accurate and interesting description for the ebook. It is one of the primary ways potential customers will learn about your title.

3930

characters left

## Publishing Rights

- I own the copyright and I hold the necessary
- 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)

## Categories

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

Comics & Graphic Novels > General

## Keywords

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

### Your Keywords (Optional)

## Categories

Choose up to two browse categories

Comics & Graphic Novels > General

Set Categories

Keywords are very important for helping potential customers find your title. Choose keywords that are relevant to your book. If you use “horror” to describe a cozy romance, people will be disappointed and might leave unfavorable reviews. In a world where there are thousands and thousands of books, do your best to find an audience. Genre titles (Romance, Science-Fiction, etc.) are generally the best-selling ebook titles.

## Keywords

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

### Your Keywords (Optional)

Seahorses

seahorse

ocean

moon

Try looking at other successful titles in the genre/specialty your book belongs to; see which search terms best help with discovery. Keep your keywords from being too broad, otherwise your title may get lost among titles that are already established in that subject area (for example, use *Revolutionary War Historical Romance* rather than just *Romance*)

## Categories

Choose up to two browse categories.

Comics & Graphic Novels > General

Set Categories

## Keywords

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

Your Keywords (Optional)

Seahorses

ocean

moon

If you don't care about selling your title (you are just making it for fun, or for gifts), you don't really need to worry about keywords.

## Categories

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

Comics & Graphic Novels > General

Set Categories

## Categories

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

Comics & Graphic Novels > General

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



This book was released on Wednesday, February 24, 2016.

Save as Draft

Save and Continue

Next step: Content

## Categories

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

Comics & Graphic Novels > General

Set Categories

Categories, like keywords, also help potential customers find your book.

## 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



This book was released on Wednesday, February 24, 2016.

Save as Draft

Save and Continue

Next step: Content

## Categories

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

Comics & Graphic Novels > General

Set Categories



You can always click on the blue “help” text to learn more about the different steps in the process.

## Age and Grade Range

Children's book a  
Age Range

Minimum

Select

Maximum

Select

**US grade range** (Optional)

U.S. Grade Range

Minimum

Select

Maximum

Select

## Pre-order



This book was released on Wednesday, February 24, 2016.

Save as Draft

Save and Continue

Next step: Content

# In Which the Seahorses Died

## Kindle eBook Details

✓ Complete

## Kindle eBook Content

✓ Complete

## Kindle eBook Pricing

*i* In Progress...

### 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

Recommended formats for Kindle eBooks: .doc, .docx, HTML, MOBI, ePub, RTF, Plain Text, 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



Manuscript "*content*" uploaded successfully!

# In Which the Seahorses Died

## Kindle eBook Details

✓ Complete

## Kindle eBook Content

✓ Complete

## Kindle eBook Pricing

i In Progress...

### Manuscript

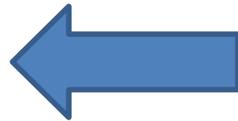
Please read our [KDP Content Guidelines](#) and upload a manuscript containing interior content for your Kindle eBook. [View supported file types](#) ▾

#### Digital Rights Management (DRM)

Enable DRM on this Kindle eBook. [How is my](#)

Yes

No



Recommended formats for Kindle eBooks: .d



Use Kindle Create to transform your content into Kindle eBook format. [Click here to download](#)

Upload eBook manuscript



Manuscript "*content*" uploaded successfully!

Digital rights management helps control whether or not people can easily move an ebook between their electronic devices after they purchase it. You can choose to make it difficult or easy for them.

# In Which the Seahorses Died

## Kindle eBook Details

✓ Complete

## Kindle eBook Content

✓ Complete

## Kindle eBook Pricing

i In Progress...

### 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

Recommended formats for Kindle eBooks: .doc, .docx, HTML, MOBI, ePub, RTF, Plain Text, and KPF. [See a full list here.](#)

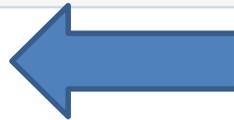


Use Kindle Create to transform your manuscript to an eBook with professional book themes, images, and Table of Contents. [Click here to download for free.](#)

Upload eBook manuscript



Manuscript "*content*" uploaded successfully

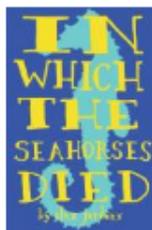


Upload your completed book here! You will have a chance to make changes and re-upload as many times as you want before final publishing

## 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



Cover uploaded successfully!

- 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

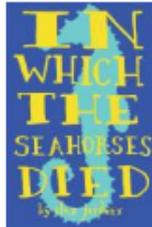
If you would like to preview your book on Kindle Touch or Kindle DX, you will want to use the downloadable previewer.

- ▶ [Preview on your computer](#)
- ▶ [Preview on your Kindle device](#)

## 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



Cover uploaded successfully!

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

## Kindle eBook Preview

Online Preview  
The Online Preview  
tablets and Kindle

Downloadable Preview

If you want to preview your book, you can download a downloadable previewer.

▶ Preview

▶ Preview

Create a cover in graphics software like Photoshop or use the included Cover Creator tool to create a cover through KDP. The templates will help you format your cover, but you can still upload your own art or photos if you want

appear on Kindle e-readers,

downloadable previewer.

## 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

Use the Preview tool to see what your ebook will look like on an ereader, on the computer, or in a phone or tablet app

## Kindle eBook Preview

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

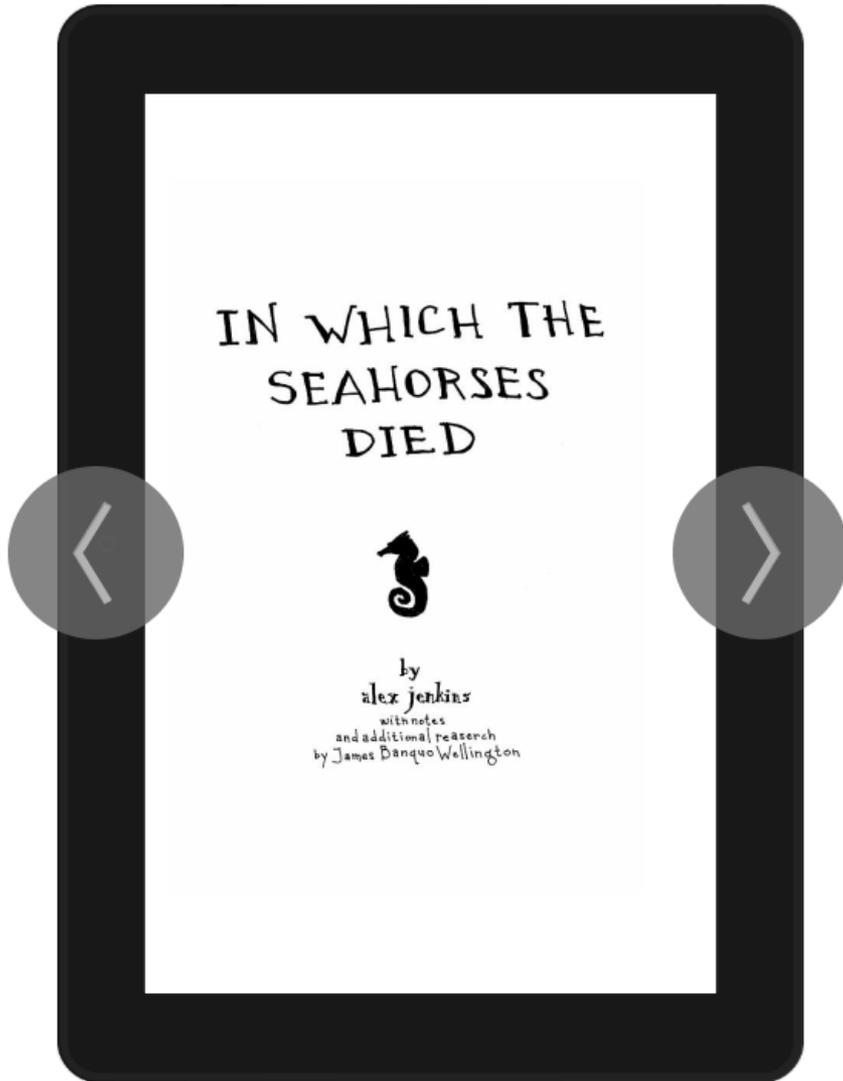
Launch Previewer

### Downloadable Preview Options

If you would like to preview your book on Kindle Touch or Kindle DX, you will want to use the downloadable previewer.

- ▶ [Preview on your computer](#)
- ▶ [Preview on your Kindle device](#)

# In Which the Seahorses Died



# In Which the Seahorses Died



Flip through the eBook just like you would while using an ereader (like a Kindle) or in an app (like Libby)

## 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

If you would like to preview your book on Kindle Touch or Kindle DX, you will want to use the downloadable previewer.

- ▶ [Preview on your computer](#)
- ▶ [Preview on your Kindle device](#)

## Kindle eBook ISBN

### ISBN (Optional)

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

### Publisher (Optional)

< Back to Details

Save as Draft

Save and Continue

Next step: Pricing

## 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

### Downloadable Previewer

If you would like to

▶ [Preview on your Kindle](#)

▶ [Preview on your Kindle Fire](#)

use the downloadable previewer.

You don't need to worry about an ISBN for an ebook at this time, but you will need one for a physical book. More on that later.

## Kindle eBook ISBN

### ISBN (Optional)

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

### Publisher (Optional)

< Back to Details

Save as Draft

Save and Continue

Next step: Pricing

# In Which the Seahorses Died

## Kindle eBook Details

✓ Complete

## Kindle eBook Content

✓ Complete

## Kindle eBook Pricing

*i* In Progress...

## KDP Select Enrollment

### Maximize My Royalties with KDP Select (Optional)

With KDP Select, you can reach more readers, earn more money, and maximize your sales potential. [Learn more](#) about KDP Select. [How Do I Enroll?](#) ▾

[Visit the Promotions Page](#) to manage your KDP Select Enrollment

## Territories

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?](#) ▾

# In Which the Seahorses Died

## Kindle eBook Details

✓ Complete

## Kindle eBook Content

✓ Complete

## Kindle eBook Pricing

*i* In Progress...

## KDP Select Enrollment

### Maximize My Royalties with KDP Select (Optional)

With KDP Select, you can reach more readers, earn more money, and maximize your sales potential. [Learn more about KDP Select.](#) [How Do I Enroll?](#) ▾

Visit the

## Territories

Select  
book a

Pricing can be complicated with KDP. There are lots of incentives to sell exclusively through Amazon.com. This means if you decide to sell only on Amazon, you can receive a higher royalty rate, but your ebook will be unavailable through other retailers. The terms are different for ebooks and print books. It is worth reading through the terms of service when deciding how you want to sell and distribute your ebook.

## KDP Select Enrollment

### Maximize My Royalties with KDP Select (Optional)

With KDP Select, you can reach more readers, earn more money, and maximize your sales potential. [Learn more about KDP Select.](#) [How Do I Enroll?](#) ▾

[Visit the Promotions Page to manage your KDP Select Enrollment](#)

## Territories

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?](#) ▾

Select: [All](#) | [None](#)

United States  United Kingdom  Guernsey  Isle Of Man  Jersey  Canada  India  
 Australia

Åland Islands  Afghanistan  Albania  Algeria  American Samoa  Andorra  
 Angola  Anguilla  Antarctica  Antigua And Barbuda  Argentina  Armenia  
 Aruba  Austria  Azerbaijan  Bahamas  Bahrain  Bangladesh  Barbados  
 Belarus  Belgium  Belize  Benin  Bermuda  Bhutan  Bolivia

**Selected territories (245 of 245)**

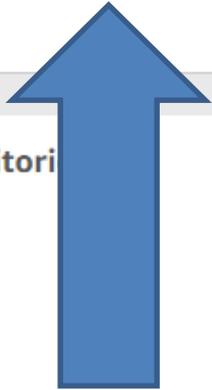
United States, United Kingdom, Guernsey, Isle Of Man, Jersey, Canada, India, Australia, Åland Islands, Afghanistan, Albania, Algeria, American Samoa, Andorra, Angola and more...

## KDP Select Enrollment

### Maximize My Royalties with KDP Select (Optional)

With KDP Select, you can reach more readers, earn more money, and maximize your sales potential. [Learn more about KDP Select.](#) [How Do I Enroll?](#) ▾

Territori



KDP Select offers higher royalty rates than normal ebook publishing. It also provides you with opportunities to create promotions, like temporary discounts, for your titles. These techniques can increase your visibility and generate interest in your title, but it also limits the sale of your ebook to Amazon.com. Read the terms and research other authors' experiences with these offers to decide how you would like to proceed. You can always experiment with this and then decide not to stay in the KDP Select program after the required period of participation ends.

ke your

# Pricing options with KDP

- The following pages show different pricing options and how they can affect your overall profits
- Try plugging in different prices to see how your royalties will be impacted (examples to follow)
- Terms can change. Make sure to check the terms of service from time to time (once registered, you should receive email notifications when they change as well). They are a not very exciting, but are also easier to understand than many other terms of service that go on for dozens of pages

# Watch how much the royalty prices vary with different list prices

## 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%

*i* Your book file size after conversion is 13.21 MB.

<u>Primary Marketplace</u>	<u>List Price</u>	<u>Rate</u>	<u>Delivery</u>	<u>Royalty</u>
Amazon.com	\$ 4.50 USD	35% ▾	\$0.00	\$1.58
	Must be \$2.99-\$9.99 ▾ All marketplaces are based on this price	70%	\$1.98	\$1.76
Other Marketplaces (12) ▾				



## 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%

*i* Your book file size after conversion is 13.21 MB.

<u>Primary Marketplace</u>	<u>List Price</u>		<u>Rate</u>	<u>Delivery</u>	<u>Royalty</u>
Amazon.com ▾	\$ 2.99 USD		35% ▾	\$0.00	\$1.05
	Must be \$2.99-\$9.99 ▾		70%	\$1.98	\$0.71
Other Marketplaces (12) ▾					



## 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%

*i* Your book file size after conversion is 13.21 MB.

<u>Primary Marketplace</u>	<u>List Price</u>		<u>Rate</u>	<u>Delivery</u>	<u>Royalty</u>
Amazon.com	\$ 9.99 USD		35% ▾	\$0.00	\$3.50
	Must be \$2.99-\$9.99 ▾ All marketplaces are based on this price		70%	\$1.98	\$5.61
Other Marketplaces (12) ▾					



## Book Lending

### Allow Kindle Book Lending (Optional)

Allow your customers to lend your Kindle eBook after purchasing it to their friends and family for a duration of 14 days. [Learn more about Kindle Book Lending.](#)

Allow lending for this book [Why is this locked?](#) ▼

## Terms & Conditions

It can take up to 72 hours for your title to be available for purchase on Amazon.

**By clicking Publish below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the [KDP Terms and Conditions](#).**

< Back to Content

Save as Draft

Publish Your Kindle eBook

## Book Lending

### Allow Kindle Book Lending (Optional)

Allow your customers to lend your Kindle eBook after purchasing it to their friends and family for a duration of 14 days. [Learn more about Kindle Book Lending.](#)

Allow lending of this book [Why is this locked?](#) ▼



## Terms & Conditions

It can take up to 24 hours for your title to be available for purchase on Amazon.

By clicking **Publish** below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the [KDP Terms and Conditions](#).

You may also participate in the Kindle Book Lending program depending on the marketplace options you choose. More on that later

[Publish Your Kindle eBook](#)

## Book Lending

### Allow Kindle Book Lending (Optional)

Allow your customers to lend your Kindle eBook after purchasing it to their friends and family for a duration of 14 days. [Learn more about Kindle Book Lending.](#)

Allow lending for this book [Why is this locked?](#) ▼

## Terms & Conditions

It can take up to 72 hours for your title to be available for purchase on Amazon.

**By clicking Publish below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the [KDP Terms and Conditions](#).**

< Back to Content

Save as Draft

Publish Your Kindle eBook

The last step is to publish your ebook!

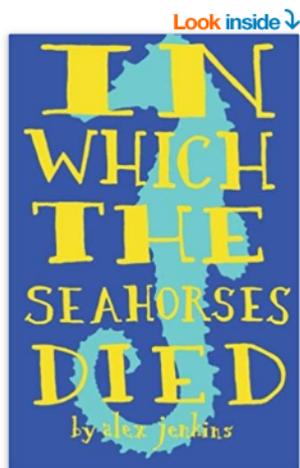


# Publish your title

- Once you publish your title, it will appear in the marketplace(s) you have selected, and customers can purchase it
- You can also create a print version of your book by following a very similar process



kindleunlimited 50% off 6 months of unlimited reading

[Back to results](#)In Which the Seahorses Died and millions of other books are available for Amazon Kindle. [Learn more](#)

## In Which the Seahorses Died Paperback – March 21, 2015

by Alex Jenkins (Author)

[See all 2 formats and editions](#)Kindle  
\$4.50Paperback  
\$9.99Read with Our **Free App**

2 New from \$9.99

A tale of evil deeds and redemption. It primarily involves sea horses.

[Report incorrect product information.](#)

### Discover Prime Book Box for Kids

Story time just got better with Prime Book Box, a subscription that delivers editorially hand-picked children's books every 1, 2, or 3 months — at 40% off List Price. [Learn more](#)

Share

Buy New

\$9.99

Qty: 1

FREE delivery: **Friday**Order within 4 hrs 9 mins [Details](#)

To Long Beach 90814

In Stock.

Ships from and sold by Amazon.com.



Add to Cart



Buy Now

Add to List

[Add to your Dash Buttons](#)[See all 2 images](#)

## Editorial Reviews

### About the Author

Alex is a librarian and a curmudgeon trying to be friendly.

Have one to sell?

[Sell on Amazon](#)

## Product details

**Paperback:** 144 pages**Publisher:** Inkfishery; 2 edition (March 21, 2015)**Language:** English**ISBN-10:** 0692410988**ISBN-13:** 978-0692410981**Product Dimensions:** 5.2 x 0.4 x 8 inches**Shipping Weight:** 7.8 ounces ([View shipping rates and policies](#))

# Additional steps for print books

- The process for creating a print book using KDP is very similar to the process for creating an ebook
- You can create a print version and ebook version for the same title. Customers will have a choice of choosing between the two

demo

### Paperback Details

✓ Complete

### Paperback Content

*i* In Progress...

### Paperback Rights & Pricing

*i* Not Started...

## Print ISBN

To comply with industry standards, all paperbacks are required to have a unique ISBN. [What is an ISBN?](#) ▾

**Get a free KDP ISBN**

Assign me a free KDP ISBN

Use my own ISBN

demo

Paperback Details

✓ Complete

Paperback Content

*i* In Progress...

Paperback Rights & Pricing

*i* Not Started...

Print ISBN

To comply with industry standards, all paperbacks are required to have a unique ISBN. [What is an ISBN?](#) ▾

Get a free KDP ISBN

Assign me a free KDP ISBN

Use my own ISBN

ISBNs are International Book Standard Numbers unique to each edition of a book. If you are selling a print book, you can either have a free ISBN assigned by KDP or purchase an ISBN from another website.

## Print Options

The default options selected below are based on the most common selections. [How will printing cost be calculated?](#) ▼

### Interior & paper type

[What ink and paper types does KDP support?](#) ▼

**Black & white interior  
with cream paper**

Black & white interior  
with white paper

Color interior  
with white paper

### Trim Size

[What is a trim size?](#) ▼

**6 x 9 in  
15.24 x 22.86 cm**

Select a different size

### Bleed Settings

[What are bleed settings?](#) ▼

**No Bleed**

Bleed

### Paperback cover finish

[What is a cover finish?](#) ▼

**Matte**

Glossy

## Print Options

The default options selected below are based on the most common selections. [How will printing cost be calculated?](#) ▾

### Interior & paper type

[What ink and paper types does KDP support?](#) ▾

**Black & white interior  
with cream paper**

Black & white interior  
with white paper

Color interior  
with white paper

### Trim Size

[What is a trim size?](#) ▾

**6 x 9 in  
15.24 x 22.86 cm**

### Bleed Settings

[What are bleed settings?](#) ▾

**No Bleed**

### Paperback cover finish

[What is a cover finish?](#) ▾

**Matte**

Glossy

S  
B

You will need to decide on the size and physical aspects of your book. Unlike ebooks, print books must conform to a specific set of page dimensions, margins, and borders.

# 1

## Choose a template

Decide what kind of template you want and find your trim size. You can download **blank templates** or **templates with sample content**. The blank templates have the page size and margins set. If you want help formatting the other parts, see our step-by-step guides for preparing your manuscript in Word for [Windows](#) and [Mac](#). The templates with sample content include formatted front matter (e.g., title page, table of contents) and chapters with placeholder text. You'll customize the parts you want to keep and delete the sections you don't.

The most common trim size for paperbacks in the U.S. is 6" x 9" (15.24 x 22.86 cm), but you have several [trim size options](#). If you're unsure which size to pick, find books with content similar to yours to get an idea of what readers expect.

To find your template, click **Download**, open the ZIP folder, choose your language and trim size.

Download

(Blank templates)

Download

(Templates with sample content)

Does your manuscript contain images or graphics that **bleed** to the edge of the page? If so, you need to increase the trim size. Add 0.125" to the width and 0.25" to the height. For example, if your trim size is 6" x 9", set the page size to 6.125" x 9.25". To change the page size in Word:

1. In the "Page Setup" section of the **Layout** tab, click **Size**.
2. Select **More Paper Sizes**. This opens a dialog box.
3. Enter your book's trim size, including bleed, into the "Width" and "Height" fields.
4. In the "Preview" section, select **Whole document** from the "Apply to" drop-down menu.
5. Click **OK**. This will resize your pages and change your page count.

1

## Choose a template

Decide what kind of template you want and find your trim size. You can download **blank templates** or **templates with sample content**. The blank templates have the page size and margins set. If you want help formatting the other parts, see our step-by-step guides for preparing your manuscript in Word for [Windows](#) and [Mac](#). The templates with sample content include formatted front matter (e.g., title page, table of contents) and chapters with placeholder text. You'll customize the parts you want to keep and delete the sections you don't.

The most common trim size for paperbacks in the U.S. is 6" x 9" (15.24 x 22.86 cm), but you have several [trim size options](#). If you're unsure which size to pick, find books with content similar to yours to get an idea of what readers expect.

To find your template, click **Download**, open the ZIP folder, choose your language and trim size.

**Download** (Blank templates)

**Download** (Templates with sample content)

Does your manuscript contain images or graphics that **bleed** to the edge? If so, you'll need to add 0.25" to the height. For example, if your trim size is 6" x 9", set the height to 9.25".

1. In the "Page Setup" section of the **Layout** tab, click **Size**.
2. Select **More Paper Sizes**. This opens a dialog box.
3. Enter your book's trim size, including bleed, into the "Width" and "Height" fields.
4. In the "Preview" section, select **Whole document** from the "Apply to" dropdown.
5. Click **OK**. This will resize your pages and change your page numbers.

Once you have decided on the size of your book, you can download a template that is already formatted for that size. That way you can just copy your manuscript and paste it into the formatted template (you will likely have to make some adjustments for things like chapter headings, but it is still much easier than starting from scratch)



Book  
Title

AUTHOR NAME

Just replace the  
placeholder text in  
the template with  
your own manuscript

DEDICATION

Insert dedication text here. Insert dedication text here.

Copyright © 2012 Author Name

All rights reserved.

ISBN:



Upload and continue the rest of the steps like you would an ebook and...

**That's it!**

(well at least the technical part is done, selling and marketing is still something you may choose to pursue)

# More notes on Kindle Direct Publishing

- Terms of Service
- Kindle Book Lending
- Kindle Select

# Terms of Service

- These set forth the framework for the contract between you, the author, and KDP/Amazon, the publisher/printer/seller
- They are long, written using legal language, and are updated often
- Worth reading all the way through at least once
- They are in Amazon's favor; from allowing them to change the terms at will to forced arbitration for disputes

# Confidentiality

- Do not share communications between you and Amazon with other people
- Do not share sales data with anyone
- They have the right to withhold royalties if you breach the contract
- Share only publicly available information

# Kindle Book Lending

- A vestige of the early days of ebook selling
- Allows users to share an ebook they purchased one time to another person for a limited amount of time
- KDP books are automatically enrolled in this, but you can opt out if you use the 35% royalty option
- No royalties from Kindle Book Lending

# Kindle Select

- Optional program for authors using KDP
- Allows more control over pricing and marketing options using Amazon's services
- Requires that ebooks are sold and distributed exclusively through Amazon/Kindle
- Content must be created by you (no licensed or public domain works)
- ebook will be accessible through Amazon's *Kindle Unlimited* and *Kindle Owners Lending Library* services

# Kindle Unlimited

- Subscription service offered by Amazon
- Readers can read an unlimited number of participating ebooks (and eAudiobooks) on their various devices
- Amazon determines payouts to authors based on how many pages of their books are read
- Payouts come from a pool of Amazon funds/money paid into the service and is divided by total pages read

# Kindle Owners Lending Library

- Kindle owning Amazon Prime members can check out one participating title per month with no due date
- Can have only one title out at any given time
- KDP ebooks participating in Kindle Select can be checked out using this program
- Payout is the same as with Kindle Unlimited (on a per page basis)

# Kindle Select Marketing Options

- Kindle Select titles receive 70% royalties (instead of 35%) in Brazil, Japan, Mexico, and India
- Optional promotional program allows you to lower the price of your eBook for up to 5 days every 90 day period while retaining the 70% royalty rate on titles even below the \$2.99 threshold
- Target campaigns at your fans, their purchase can help game the algorithm to help generate interest among others (maybe!)

# Quick tips for self-publishing

- Build an audience by publishing multiple titles in the same genre
- Self-published ebooks generally sell better than self-published print books
- Study the techniques of other people who have had success in the area you're writing about (both self-published and indie/traditional publishing)

# Quick tips for self-publishing

- Agents/Publicists – they'll see your titles' sales rankings online and come to you when you're at the level that one might be useful; and then you'll have to weigh whether they're worth it or not
- Traditional Publishers – same thing; after an ebook reaches a certain threshold on the bestseller charts, a traditional publisher may contact the author about making a physical version to sell in stores

# Things to remember

- Bookstores generally do not carry self-published titles on their shelves
- Since anyone can make one, many people do
- There's just not enough time for brick and mortar booksellers to look through everything on offer (nor enough room on their shelves)

# Things to remember

- KDP includes lot of resources on their website
- Take advantage of them, especially for technical advice, but be wary of things that seem too good to be true
- Self-service programs like KDP are considered distributors not publishers – they don't necessarily care about quality, and they don't control your property

# More publishing information

- Launch sales are generally very slow for self-published titles
- Once you have a number of titles/sales/reviews, the algorithm can kick in and really help drive sales
- Don't be in a rush to publish your book – make sure it's good first; especially regarding editing and formatting

# More publishing information

- The “algorithm” is the proprietary calculation that companies like Amazon and Google use to make some search results more visible than others
- Each company’s algorithms are secret, and they change often
- While sales data heavily influences how an algorithm ranks titles, metadata is also taken into account

# More publishing information

- Metadata basically means data about data – so in the case of books, it is the description of the book, the subject matter, search terms used to look for the title, and so on
- The subject you choose to categorize your book should match the subject matter
- For example, don't categorize a sad book as humor; the average reader will likely be disappointed, and bad reviews could drive the algorithm to rank the title lower

# More publishing information

- Keywords you use should be ones that your readers will use
- Test out search terms online, see what comes up and if you like the results
- Check at the bottom of a Google search page for other, similar terms that might also work
- Be specific; “historical fiction” is probably too broad, while “American Civil War novel” is more exact

# More publishing information

- The book marketplace is changing all the time
- ebooks saw a steep increase in popularity for a while, then it tapered off for normal titles (major authors). However, there was another ebook boom after a major shift to online purchasing as a result of stay at home/social distancing orders
- Popular areas include genres like romance; specific niches are where self-published authors thrive
- Experiment with price; cheap books lower the barrier to purchase, but may devalue your work in the long run

# More publishing information

- Some authors get followers by interacting with readers on social media; other authors avoid the public and let the books speak for themselves
- Email newsletters are a popular method of letting fans know you have a new title coming out
- Providing free copies of ebooks to your readers ahead of release can help generate buzz and get reviews on websites like Amazon and Goodreads

# More publishing information

- The more reviews a book has (especially positive reviews) the more visible that title will be on online platforms
- However, services that offer bulk reviews for a fee should not be used; they go against the terms of service of online marketplaces like Amazon and can result in your book being down-ranked or delisted/removed

# More publishing information

- Research shows that your time is usually better spent creating more books rather than spending lots of time and money on marketing
- If you have several titles in the same subject out there, people who browse that category are more likely to see at least some of them
- Books in a series have people coming back for more

# The library is a great resource

- There is a 24 episode *Great Courses* series called [Publishing Your Book](#) on Kanopy
- This series can be streamed for free online using your library card
- Focuses primarily on traditional publishing methods, but does include [information on self-publishing](#)
- Use the computers at the library when available – they're free, have all the software you need to complete your book, and there might be fewer distractions there

# The library is a great resource

- Also, take advantage of reference staff here at the library
- Unfortunately, we can't edit your book *or* review it *or* market it
- But! - hopefully we can answer some quick questions about formatting, help with setting up an account, or problem solve some other [small] technical issues

# Lastly

- The first time you go through this process might be difficult, but if you make it through, the next time will be much easier
- And while coming up with more stories may take some work, the technical aspects of getting your self-published book ready for distribution will no longer hold you back

# Thanks so much!



NEWPORT BEACH  
PUBLIC LIBRARY

If you have questions or comments, feel free to reach out to librarian Alex Jenkins at [ajenkins@newportbeachca.gov](mailto:ajenkins@newportbeachca.gov)