



Copyright © 2016

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior written permission of the publisher.

Disclaimer

All the material contained in this book is provided for educational and informational purposes only. No responsibility can be taken for any results or outcomes resulting from the use of this material. While every attempt has been made to provide information that is both accurate and effective, the author does not assume any responsibility for the accuracy or use/misuse of this information.

Table of Contents

Introduction.....	4
<u>Chapter 1- The Future Of Ebook Publishing.....</u>	7
Chapter 2 – Why Should I Publish On Amazon Direct Publishing.....	10
<u>Chapter 3: Joining Amazon Direct Publishing.....</u>	12
<u>Chapter 4 – Choosing Ebook Topics.....</u>	16
<u>Chapter 5 – Not A Get Rich Quick Scheme.....</u>	19
<u>Chapter 6 – Getting It Right.....</u>	20
<u>Chapter 7 – Getting Your Ebook Published.....</u>	24
<u>Chapter 8: Promoting Your Ebook.....</u>	28
<u>Chapter 9 – Final Notes.....</u>	30
<u>Conclusion.....</u>	33

Introduction

So called ereaders like the Kindle, the Kindle fire, the Barnes and Noble Nook and others have really taken the marketplace by storm. Sales of these devices have increased greatly since they first burst onto the marketing.

Along with these readers, authors have who publish content for Kindle has also grown substantially. In fact some experts think that the ebook readers like the Kindle will sometime put hardcover books out of existence entirely.

This is debatable, but at the same time there is no denying the growth of epublications. In point of fact there is a huge growth opportunity for those that wish to make money as Kindle publisher.

The growth of the Kindle marketplace is only increasing.

Some people specialize in just marketing books to be read on kindle or other edevices. Kindle in particular is good because although Amazon is tight lipped about how many Kindle devices are out there... estimates are that there are over half a million Kindles in the world. Many individuals can take advantage of the number of Kindle subscribers out there to publish for the kindle specifically. Naturally, it is important to do your research first. You need to find out what is selling and not selling on Amazon. You do not want to

waste your time working on content that is not going to sell.

It is also important to be patient when selling printed material.

Many budding Kindle authors get discouraged when the sales are small, however, even though it may take a while for the books to sell.

There are niche forums on Amazon that can help you decide what to publish and how to market it.

Even groups like yahoo answers can help you decide what to publish for the Kindle marketplace. You should also find out how to publish for Kindle, using the Kindle formatting guides is essential.

You will want to make sure your content is easy to read and something that Kindle readers have an interest in.

As a Kindle publisher you will have a huge marketplace that may purchase your content, however it is essential that you market your material. You must also pay attention to your cover design, your table of contents and Amazon formatting guidelines when marketing your book.

The Rise of the Kindle marketplace means that there is another great format in which to sell your ebook, however, as with other ebooks it is essential to promote these books. Promotion is part of the publishing game and promoting your book on your blog or website is fundamental to getting your content noticed on Kindle. Amazon has a huge market share and great optimization features, but getting your publication noticed and sold on the Kindle takes

work on your end as well that goes beyond writing it.

The technologically advanced Kindle Fire may have led to the rise of the Kindle marketplace, and huge opportunities exist to publish on the device. Take advantage of this format today and be published on Kindle.

Chapter 1- The Future Of Ebook Publishing

Since the launch of eBooks, millions in revenue have been collected not only by publishing houses but by individuals themselves. So why are people turning to eBook publishing now? Discover the reasons and fuel your motivation:

- **EBooks encourage reading.** Acknowledge that you are now spending more time in front of the computer screen than immersing yourself in printed matters. Who can blame you? Almost all information you need is accessed online. That's why publishing an eBook is useful; it allows people to read information they would otherwise not do when given a book.
- **EBooks save trees.** Printed books helped a lot in history. We learn because of books. But now, with the growing focus on taking care of the environment, eBooks provide the avenue to continue getting published without the need for trees. It's not as though publishing houses are not cooperating. It's just about using the current resources that yield the same results.
- **EBooks preserve books.** You know that classics are now available for download in electronic form. This applies to all other books. Because literature occupies the bulk of man's written history, eBooks will live to continue that legacy. What about being one of those who will help it expand?

- **EBooks are published faster.** Writers do not need to work with an agent. They simply need to work with an eBook platform provider like Amazon Direct Publishing and the rest is done for them. This means that information gets to readers faster than when waiting for printed books to be placed on bookshelves.
- **EBooks reach out to a wider audience.** Because people do not need to wait for a physical book to be handed out to them, eBook authors are able to expand their base of readers. With the billions of Internet users, eBooks will find their way to different demography. In addition to reaching out to users across multiple locations at once, the features of eBooks can also be changed to fit the needs of its readers. An example would be the visually disabled or impaired. At times, eBooks come with Audio Books which allow almost everyone to be able to read.
- **EBooks are cheaper.** Notice how a book can be more expensive as it thickens? eBooks provide enough storage capacity at a lesser price. Besides that, the ability of an author to include multimedia information is made easier.
- **EBooks pay higher royalties.** On the author's side, royalties are revenues. With eBooks, authors are assured of their livelihood from the ideas they write about.

- **EBooks empower people.** In contrast to the historical stigma of not being published for some reasons, individuals who can write can now see their works published less the fear of their manuscripts getting declined.

At any angle, you will see how eBook publishing is now challenging the bounds of traditional authorship. With the power of the Internet, even the person who considers himself an unlikely author may end up becoming a celebrated writer. So with these benefits, let us move on the mechanics of getting published.

Chapter 2 – Why Should I Publish On Amazon Direct Publishing

There are a lot of companies out there who offer eBook writing platforms. However, Amazon Direct Publishing is leading the race. Find out why below.

- **Fresh Audience.** Each day, Amazon is taking in new members who take advantage of the lending services it offers. Your eBook could be one of those that people will be looking for. With the saturation of titles in specific literary genres, your eBook might just be what people are looking for to get new perspectives about certain subjects. Imagine how your work will be exposed to different minds as they absorb your ideas and use it to learn, to be entertained, or to be inspired.
- **Higher Royalties.** For 2012, Amazon prepared a budget of \$6 million to fund its royalty payments to eBook authors. That is a very significant increase from 2011's \$600,000 budget. That means that the outlook for eBook sales this year is much higher than before. Sales and royalty payments are based on the lending service provided by Amazon. In addition, up to 70% of royalties can be paid to you if your eBook gets significant sales from customers.
- **Book Promotion.** Some authors do not have the

freedom to promote their books because of contract limitations. With Amazon's platform, eBook authors can promote their free eBooks in a manner they like through a tool called Promotions Manager. Although eBook authors can only promote their free work, they get a chance to start reaching out to people by making a name. The next eBook is likely to do even better than the first as one's reputation grows.

- **Feedback Management.** This very useful benefit offers eBook writers to change for the better. There are a lot of feedback types that writers can learn from as readers comment about content, style, and almost everything they can think about. Apart from that, eBook authors will also be able to get their share of commendation for the best qualities in their book or their skill in writing.

You have read only four of the benefits you can have when you choose to get your eBook published through Amazon Direct Publishing. The rest will come along as you go about your life as an author. Now, let's get you started!

Chapter 3: Joining Amazon Direct Publishing

Now that you know of the future of ebooks and why Amazon Direct Publishing is a great place to be a part of, you are ready to begin. Here is a step by step guide on how to get an account through Amazon Direct Publishing:

1. Go to this website: ***kdp.amazon.com***.
2. Below the Log In box, you will see preferences for language. If you are more comfortable using any of those languages, you can click on them. The process is the same.
3. Click the ***Sign Up*** button.
4. On the next screen, enter your email address.
5. Tick the ***I Am a New Customer*** radio button.
6. On the Registration page, make sure the you enter the following information:
 - a. Your name
 - b. Your email address
 - c. Re-typed email address.
 - d. The password you prefer.
 - e. Re-typed password.

7. Click the **Create Account** button.

8. You will see the **Kindle Direct Publishing Terms of Service** window come. It is with strong recommendation that all eBook authors read the different terms first. This way, you will avoid any unnecessary problems in the future.

9. Once you have read and understood the terms, click the **Agree** button.

10. You will be taken to a similar page only that the window is meant for Amazon EU websites. Read it anyway for further information.

11. Click the **Agree** button.

12. You will be re-directed to the **Kindle Direct Publishing** main page.

13. On the same page, pay close attention to the yellow box on the top right corner. It will read like this:

“Your account information is incomplete. To publish a book, you will need to complete this. Update Now.”

14. Clicking on the **Update Now** hyperlink will re-direct you to the Account Information page. Note that the page should contain the following sections:
 - a. Company/Publisher Information

This is the section that identifies you as an individual who wants to publish an eBook. If you have a company that is engaged in the publishing business, you can use its business name.

b. Tax Information

This is the section used for tax reporting purposes. Remember that royalties earned from the sale of your eBook needs to be reported to the IRS for taxation purposes.

c. Royalty Payments

This section contains the markets catered to by Amazon. The first marketplace is the global site while the latter ones are under Amazon EU. If you aim at getting your eBook seen under the Amazon EU marketplaces, you can click the + sign after each marketplace to expand it. Enter your bank information on each.

Do not forget to click the **Add a bank account** link to enter your bank information. Note that Amazon will start remitting your royalties electronically 60 days after your eBook starts selling. If you do not want to enter your bank information, you will receive royalty payments by check. When your royalties are paid, your bank may charge fees for money transfers.

15. When you're done, check all of your entries to make sure they are all correct and click the **Save** button.

Note: Each dropdown or field in this page contains blue links next to the field identifiers or labels. When clicked, these small links will open small boxes or will expand to offer you additional details.

16. After you save your information, you will be re-directed to the **Amazon Direct Publishing** page again where you are now free to navigate through the different sections or links.

It is simple, is it not? Now, if you have an eBook ready for publishing, you can move on as we discuss the publishing

Chapter 4 – Choosing Ebook Topics

If you are an aspiring eBook author and you do not know how to start, you will find this section helpful especially when thinking about a good topic. You probably know by now that anything under the sun can be turned into an eBook. Well, that simply cannot be because when it comes to the world of eBook publishing, the best topics get the most attention and sales. So to give you a few tips, here they are:

Avoid being too general.

Delimiting your topic can hurt your readership.

Example: About Architecture

The example above is considered too general because even Architecture has sub-fields. Consider something that leans on a more specific topic.

Example: Feats in Architecture: 2012

The topic above tells your readers that your eBook will deal with the milestones of Architecture for 2012. At least it gives them an idea of what kind of information they will expect in your eBook.

Avoid being too narrow.

Too much limitation in your topic hurts your readership too.

Example: *Feats in Architecture: San Diego CA*

The topic above restricts your readers into two types: those who are in San Diego who are studying Architecture and those who are interested in knowing about Architectural feats in San Diego but are not necessarily studying about it. This tells you that the narrower your topic is, the smaller your audience. It defeats your purpose of having a wider market for your book.

Example: *Feats in American Architecture*

The example above points to a wider audience because there could be thousands of readers like the following: Architects who want to get updated, students, researchers, and enthusiasts. And we're not only talking about readers across the United States here. Other people around the world will also become interested, especially considering that the US is home to fresh ideas and trends.

Choose a topic that makes sense to you.

This means that you have to be interested in a certain topic so your ideas will flow naturally. Otherwise, you have to be willing to put in time for research to make your content more accurate and reliable.

Example: *American Architecture or Gothic Literature*

Notice how the topics above are different from each other and whichever tickles your fancy can be your topic.

Choose a topic that is significant to your readers.

This means that your eBook should at least teach your readers something. It can be a skill or a learning experience that you want to impart to your readers so they will find relevance in your content.

Example: *How to publish an eBook Through Amazon Direct Publishing*

The example above will tell your readers that your eBook will give them the necessary details to have their own eBooks published through Amazon.

The best thing to do when it comes to choosing an eBook topic is to write down your ideas about something that you want to write about. Gradually eliminate those topics that you think will not interest your readers. You can also enlist the help of your friends and other professionals depending on what field your topic is under.

Chapter 5 – Not A Get Rich Quick Scheme

Before you even start thinking about creating an account, you need to prepare yourself and set your expectations. Although being an eBook author is easier than being a novelist, you would need to keep in touch with reality to avoid frustration. Here are some of the things you need to be prepared for.

- **Income is not definite.** You will definitely start small to build your reputation or make a name for yourself. This means you would have to wait over a period of time to get you to the popularity arena so you can start making money with your name alone. On the other hand, do not also forget to do your part. Be patient and take time to promote your book.
- **You will not get famous overnight.** In the same way as novelists or other popular authors, the competition is high out there. You need to acknowledge that you are not alone in your field and all you have are your skills as a writer to show the world. Unless you can afford heavy publicity, you can definitely engage in advertising.
- **Time takes its time too.** This is applicable in every aspect of publishing. Let things move gradually, and with patience and dedication you will soon get to the level of success you have been idealizing.

With these thoughts in mind, let us move on to the technicalities involved in Amazon Direct Publishing.

Chapter 6 – Getting It Right

While you are thoroughly excited at the prospect of getting your eBook published, you ought to do one important thing before you submit your work for publishing: proofreading.

Why is this important? It is because Amazon upholds the highest quality in terms of content. Readers will certainly be able to tell if something's wrong in the content or grammar aspect of your work.

This should cause you to be concerned. While you do not have an editor or a literary agent to do the editing tasks for you, you have time and yourself to make sure that your eBook is of the highest quality.

Below are some of the things that you should pay attention to in your work:

- **Cover Problems.** Make sure that the cover is interesting enough to prompt the readers to buy. Apart from creating a striking title, you ought to make sure that the cover you use for your book best represents the contents. Most importantly, please make sure that you upload a cover that is clear. You'll find this funny but it happens: some people forget to include an eBook cover.
- **Duplicate Text.** Avoid obvious redundancy by removing

text that is seen twice in your content.

- **Image Quality.** Pertains to clarity, you have to make sure that when you use images in your eBook, these have to be clear and the text part comprehensible. You would not want readers to express dissatisfaction for sub-par content.
- **Incorrect Content.** Some authors happen to upload an incorrect file when publishing an eBook. Sometimes, the title or eBook description is inaccurate and is not at all related to the content of the eBook. Be aware of this mistake even before you submit your work for publishing because Amazon will remove your work from their sold items if this happens.
- **Format Issues.** eBooks do not need to follow a standard format but you have to make sure that it resembles a book in print. This means that the text should not be forced-justified, that proper spacing is observed, that headings are accurate and are properly utilized, a table of contents is present, the page numbers are accurate, and that proper indentations are followed. Amazon Kindle offers a tool called Kindle Previewer that helps you see how your eBook looks in Kindle Reader.
- **Proper Links.** Make sure that the links you place in your eBook are all correct and are not broken. It can cause important information to be missing from your eBook if

readers are supposed to get the information from another source.

- **Missing Content.** Any part of your eBook that is supposed to be there but is not is considered a missing content. This includes videos, audios, images, links, and text content that is not accessible, that is missing, or that is not working. If you are including a reference page, make sure that your sources are quoted properly in the body of your eBook.
- **Unsupported Characters.** It is always beneficial to make sure that all of the characters you use in your eBook are supported by the Kindle platform. This contributes to readability and neatness. Sometimes, unsupported characters “mess” the page interface entirely, making your content totally unreadable.
- **Table Errors.** Make sure that if it is necessary for you to use a table in your eBook, it is displayed as a whole. Note how important the information on tables is and it causes readers to complain if the most important part happens to be the one missing.
- **Typographical Errors.** Typographical errors are common and can be corrected immediately. It is perhaps the

easiest form of error you can spot because you can see them right away when you proofread your work.

Notice that all of the errors provided above pertain to checking whether every element in your eBook is properly done. With proofreading, you should be able to make.

Chapter 7 – Getting Your Ebook Published

For certain, you will be filled with eagerness after you create an Amazon Direct Publishing account and have done your proofreading. So to help you out, we are moving to the process of getting an ebook published right now. You can find the steps below.

1. From the heading, click the **Bookshelf** link.
2. Check the box next to **Enroll this book in KDP Select**. This is an indication that Amazon will help you promote your book.
3. Enter the title of your eBook in the **Enter Your Book Details** section and complete the fields below it as necessary.
4. Tick the second radio button under the **Verify Your Publishing Rights** section to assert your ownership of the book.
5. Under the **Target Your Book to Customer** section, you need to select the best categories where your eBook falls under. You can select two categories only.
6. Proceed under the same section by entering the **keywords**

that will help people in finding your eBook. You need to be creative enough to think of seven keywords that will lead readers to your eBook.

7. Move on to the **Upload Your Book Cover** section. If you have not thought about designing a cover yet, you can go back to this part later.

8. Upload your book contents under the **Upload your Book File** section. Make sure that you tick the second radio button that says **Do not enable digital rights management**.

Otherwise, you can tick the first radio button that enables it if you do not want your eBook to be lent by their owners to others, and if you do not want readers to access it on any other devices except where they downloaded it.

9. Click the **Save and Continue** button.

10. Under the **Verify your Publishing Territories** section, select the first radio button that says **Worldwide Rights – All Territories**. This will give you the advantage of getting your eBook accessible worldwide.

11. Moving on to the **Choose Your Royalty** option, you may select from either the 30% or the 70% Royalty buttons. Note that the percentage of the royalty you want

depends on how much you want your book to be sold. Here are some tips about pricing:

- a. Because you are starting out, it is recommended that you consider the \$0.99 to \$2.99 price range. This gives you the edge of offering cheap eBooks while you are starting.
- b. Consider that your eBooks popularity among search rankings will move at a gradual pace. That depends on your content's significance, of course. The more people who need your content, the more sales your eBook will have.

Do not focus much on getting higher royalties especially if it's your first time to publish an eBook. a. Seek to build popularity or reputation first to justify your pricing in the future.

1. Tick the box to ***allow your eBook to be lent***. If you are doubtful, here are some benefits to convince you:
 - a. Allowing your eBook to be lent helps increase your popularity.
 - b. Allowing your eBook to be lent helps you increase sales.
 - c. Allowing your eBook to be lent helps you establish a base of readers.
2. Check the box to accept ***Amazon's Terms and Conditions***.
3. Click the ***Save and Publish*** button.

It's quite long so when you feel lost in the process, just check Amazon's Help section or click the links respective to each field for

more information. Now, if you have content ready for submission, you need to make sure that your work offers the best quality. This is because Amazon allows up to 48 hours to review your work before it actually enters the sales part.

Chapter 8: Promoting Your Ebook

Once you get a confirmation that your eBook has hit the Amazon marketplaces, you need to work on promoting it. The tips below can give you ideas about doing that. You can get a lot more creative in doing that but here are a few strategies to get you started:

- **Using the free day period.** Amazon offers a free download period for eBooks. This free trial runs for 90 days. As the author, you have the discretion of how long you will make your eBook available for free. Within the 90-day period, you can offer free downloads on a number of successive days or on a staggered basis. Note that if you use this feature, your book is considered not for sale and you will not be paid any royalties for the number of downloads that will take place.
- **Open a Google AdWords account or something similar with Yahoo and MSN.** This will allow you to create keywords that will lead people directly to your eBook. There is a fee in doing this which can be around \$0.10 to \$1.00.
- **Create a website.** If you think that you will be writing a series of eBooks, you can create a website for promotional purposes. Make sure that you provide the link to get potential customers to buy it in Amazon. As you create a website, you might as well enable comments from customers to provide feedback on how your work is faring. Interact with your readers to build a sense of value with them. It helps a lot.
- **Use your blog.** If you keep a blog, write about your

recent eBook to promote it. Do not forget to include the link where people can go purchase it from. When you write about it, highlight the benefits that the eBook provides to your readers as features like enabled lending and so on.

- **Get connected.** If you have a social networking account, you can also plug your eBook for people to see. Allow the information to be shared and liked on Facebook, tweet it on Twitter, introduce and describe it on MySpace; just do what you can to drive people to Amazon and have a look at it.

Something to put the above tips together, you can share a chapter or an excerpt from your eBook. This helps build reader interest driving onlookers to be converted as customers. You can also find tons of ideas over the Internet so you will never run out of options.

Chapter 9 – Final Notes

The Life Cycle Of An Ebook

Now that you have your ebook published and have learnt how to promote it, it is important to understand the life cycle of an ebook

- Phase 1: Creating an Amazon Direct Publishing account
- Phase 2: Publishing an eBook
- Phase 3: eBook review by Amazon
- Phase 4: Amazon finds a publisher for the eBook author
- Phase 5: Confirmation of eBook acceptance
- Phase 6: Promotion of eBook
- Phase 7: Readers search using keywords on search engines and lands them on the Amazon marketplaces OR readers log in to Amazon directly and browse for new eBook titles
- Phase 8: Readers find the eBook they want and purchase it
- Phase 9: Readers download the eBook
- Phase 10: Readers may lend the book to other people
- Phase 11: Other people who borrowed may buy an eBook copy of their own
- Phase 12: Royalty is paid to the author 60 days after initial sale date of eBook
- Phase 13: eBook author receives royalty payment

The phases outlined above follow a cycle. After Phase 13, the cycle starts again.

A Note On Sales Reports

Sales reports are useful in tracking information about sales and

royalty payments from the sale of your eBooks. Within the Amazon Direct Publishing site, it presents three types of sales reports:

- **Month to Date Unit Sales** – this type of sales report provides a summary of your eBooks sales performance from the start of the current month to today's date.
- **Prior Six Week's Royalties** – this type of sales report provides a detailed presentation of the last six weeks of royalty gains.
- **Prior Month's Royalties** – this type of sales report provides historical data for the past 12 months since you first received a royalty payment.

It is recommended that eBook authors like you take advantage of these reports to track your revenues. For more information, you can visit the Amazon Direct Publishing website.

A Note On Royalty Payments

While the Kindle Store is free from invoices, readers will still be able to track their purchases. This puts you and other authors in a good perspective as well especially during royalty payment time.

Amazon Direct Publishing pays its eBook authors after 60 days, at the end of the calendar month, and following the first completion of a sale. The payment is made electronically by funds transfer to the author's bank account.

If an author was unable to provide bank information by the time the payment is ready, he will be sent a paper check. In addition, royalty payments are made when a certain amount of balance accumulates from the sales of your eBook. This balance varies among the Amazon marketplaces.

Conclusion

With the trends challenging the future of print publication in these times, more people are moving towards the optimization of their online experience.

Internet users are not only using the Internet for research but are also using it for entertainment and socialization. One part of entertainment shows how some people love books.

EBook readers are now hooked to the Internet for eBook purchasing, downloads, and sharing. The convenience this offers Internet users have prompted the rise of eBook authors or writers.

In response, giant online merchandisers like Amazon created an eBook platform that encourages eBook authors to publish their works electronically. In this case, the information that was once found in printed books is now being literally or figuratively transferred online.

On an eBook writer's perspective, this trend provides more benefits because the eBook publication process is streamlined and consistent production of relevant contents means continuous income.

With the sudden growth of royalty budget for eBook writers, Amazon Direct Publishing leads the way to an evolutionary method of publication. Not only is the company encouraging writers to venture into the eBook industry by allotting funds, it has also paved the way for writers to come out and share their passion with the world