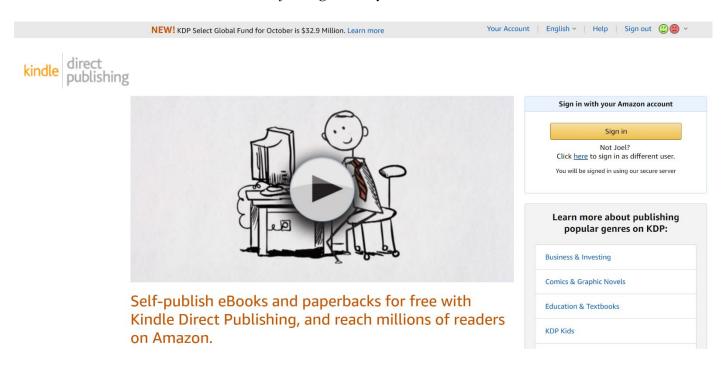
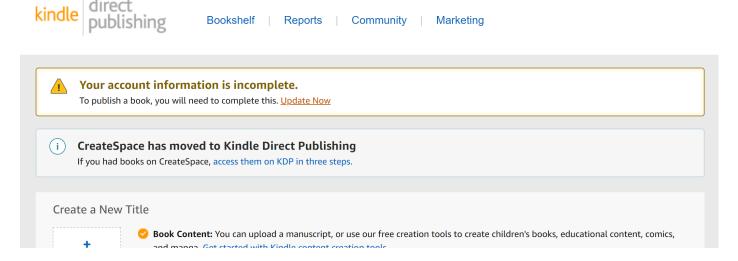
1. GENERIC STEPS

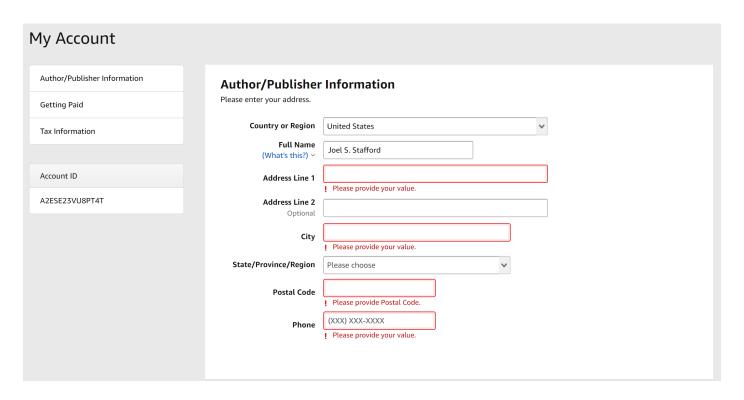
Register an Amazon account on https://kdp.amazon.com/ (KDP). You can also use an existing amazon.com account, in this case just login with your credentials.



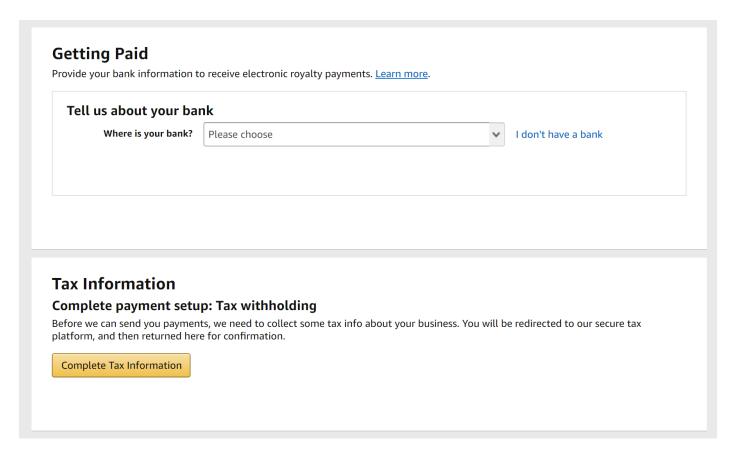
First you need to fill in your personal information in order to start the publishing process, click the link "Update Now"



- Fill in the "Author/Publisher Information" using your personal data or business information. In case of "Full Name" you can use your business name if you would like to publish your book through your company, who will own the book rights later on.
- (Note) In terms of taxation there is difference between business or natural person. You need to pay different taxes after royalty income.



- In the next step enter your personal or business bank account data, you could later edit bank information if necessary
- (Note) Your account's currency should match with the address you entered earlier. For example, if you are located in the US add an USD bank account. If you are in the European Union, please add an EUR bank account. Amazon will pay your income in regional currency. After you selected your country, the form will let you know in which currency Amazon will deposit the royalty, no matter in which country the sales takes place (for example if you make a sale in Japan, it will be still credited in EUR or USD).

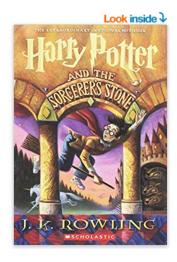


○ In the last 3rd step complete the Tax questionary. You need to enter your state issued tax identification number, plus you need to make a statement in which country your tax residency is.

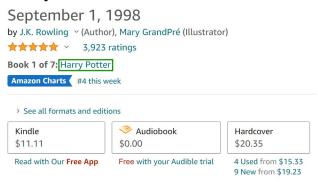
2. PUBLISH YOUR FIRST KINDLE BOOK

2.1. Creating a Series

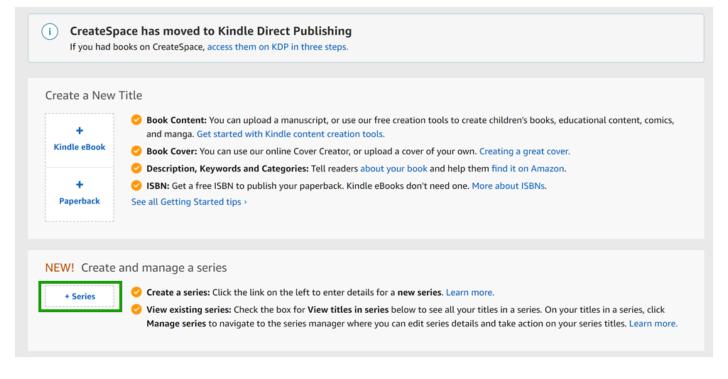
- Will you have Series? (Are you writing a fiction?)
- (Note) Series will appear under your book's title and it will also receive a dedicated "Series" page on Amazon



Harry Potter and the Sorcerer's Stone



Harry Potter has no idea how famous he is. That's because he's being raised I



- Click first on the "+Series" button (if not you can freely skip the following steps)
- First select your book's language
- The Series title should be simple text like "The Big Journey"
- In most cases your Series will be "Ordered" which means that you are writing (hopefully) many sequels after the first book. The Series is more like a collection of individual books, you can use "Unordered" option

Series Setup	
Language	Choose the primary language for the series. View supported languages > English
Series title	Enter your series title as you'd like it to appear on the series detail page. Series title
Reading order	Choose how you want to display titles in your series. More details Ordered: Display numbers with the titles to indicate that books should be read in sequence. Example: The Lord of the Rings series. Un-ordered: Do not display numbers with the titles, as the books can be read in any order. Titles will be displayed in the order they appear. Example: The Sherlock Holmes series.
Series image	Your series detail page image will be automatically created using up to the first three book covers in your series.
Description (Optional)	Enter a description for your series. If left blank, Amazon will display the description from the first book in the series. How to format your description > 4000 characters left

- O Series image will be auto generated after you publish the books one-by-one under the Series
- The Description will appear next to the images of the books on the "Series" page on Amazon. It should give hints from the story, a short summary or any additional information that will help the readers to choose your story.



Harry Potter (7 book series)

Paperback Edition

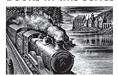
by J.K. Rowling (Author), Mary GrandPré (Illustrator)

From Book 1:

Turning the envelope over, his hand trembling, Harry saw a purple wax seal bearing a coat of arms; a lion, an eagle, a badger and a snake surrounding a large letter 'H'.

Harry Potter has never even heard of Hogwarts when the letters start dropping on the doormat at number four, Privet Drive. Addressed in green ink on yellowish parchment with a purple seal, they are swiftly confiscated by his grisly aunt and uncle. Then, on Harry's eleventh birthday, a great beetle-eyed giant of a man called Rubeus Hagrid bursts in with some astonishing news: Harry Potter is a wizard, and he has a place at Hogwarts School of Witchcraft and Wizardry. An incredible adventure is about to begin!

Books in this series (7 books)



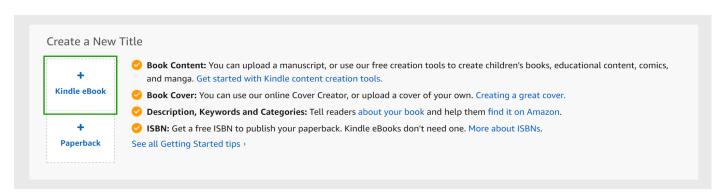
1

Harry Potter and the Philosopher's Stone [Paperback] J K Rowling by J K ROWLING (Author)

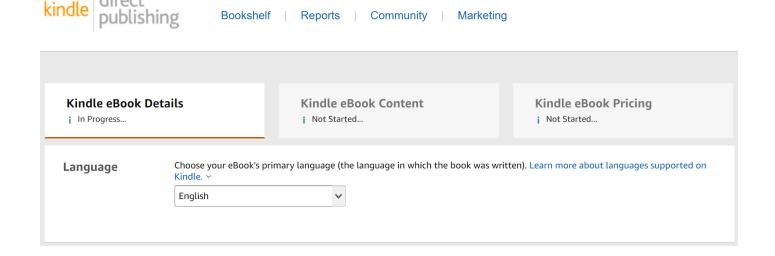
★★★★ (21)

2.2. Kindle Book Setup

On the main page of KDP click on "Kindle eBook"



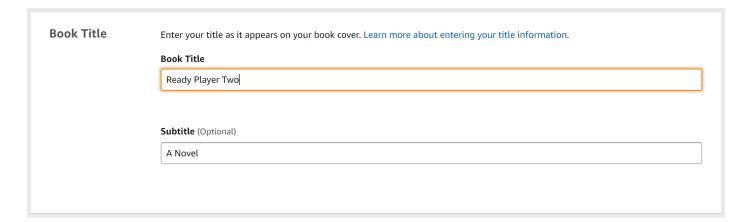
O Select the book's language



(Note) Available languages are limited for both Kindle and Paperback formats (see the following table)

Afrikaans	Alsatian	Arabic (eBook only)
Basque	Bokmål Norwegian	Breton
Catalan	Chinese (Traditional) (eBook only)	Cornish
Corsican	Danish	Dutch/Flemish
Eastern Frisian	English	Finnish
French	Frisian	Galician
German	Gujarati (eBook only)	Hebrew (paperback only)
Hindi (eBook only)	Icelandic	Irish
Italian	Japanese (eBook only)	Latin (paperback only)
Luxembourgish	Marathi (eBook only)	Malayalam (eBook only)
Manx	Northern Frisian	Norwegian
Nynorsk Norwegian	Portuguese	Provençal
Romansh	Scots	Scottish Gaelic
Spanish	Swedish	Tamil (eBook only)
Welsh	Yiddish (paperback only)	

- O Book Title is the main title of the book
- O Subtitle is a little bit trickier. Currently the mainstream naming is to add a descriptive "A Novel", "A Memoir" as a subtitle





Ready Player Two: A Novel

by Ernest Cline ~ (Author)

A 4,256 ratings

Book 2 of 2: Ready Player One

Amazon Charts #1 this week

> See all formats and editions

Kindle \$24.40

Read with Our Free App Free with your Audible trial

#1 NEW YORK TIMES BESTSELLER • The highly an bestseller Ready Player One, the near-future adven-

- (**Tip**) The title and subtitle of the book are essential part of the Amazon SEO. Which means Amazon primary checks your title for keywords. This is a good and bad thing, since usually book titles are creative, and less descriptive. What we can do here is to reach a win-win situation is the following:
 - O Use Book Title as normal, imagine the perfect title for the book
 - Use Subtitle for SEO like "A YA Psychological Thriller", "A Historical Fiction of the 1980s"
 or "An Educative Children's Picture Book" (Try to put the target audience and the primary
 category of the book in the Subtitle)

Series	If your book is part of a series, add series details so readers can easily find the titles on a single detail page. (Optional) Learn more
	Add your title to an existing series or create a new one. Linked formats for this title will be automatically added to the series once setup is complete.
	Add series details

Here comes the option to add your book to an existing Series or Create a new one (If you didn't create one you can also go back to 2.1 just don't forget to Save the current process at the bottom with "Save as Draft", I prefer this option)

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)

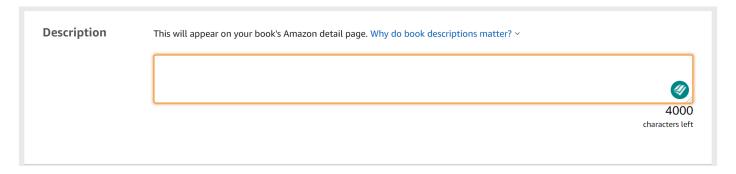
- You can add edition number if you republish your book ("2"). There is no need to add anything into this field if this is a new book
- O The next field is the author name, the author name is primary your penname (in case of fiction) or your full name (in case if non-fiction), this will appear under your book's title and the public will see this name in every case they hold your book

Author Primary Author or Contributor			
	First name		Last name

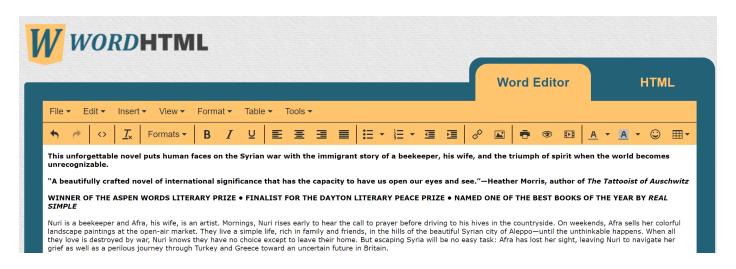
You can add co-authors, illustrators, editors, and other people who are contributing value to your book



O Books description. This is something that is very powerful tool in the listing, since you can use a lot of tools here. **Bolded**, *italic* text or even numbered or bulleted lists. Amazon description is primary a HTML text, but it handles only several tags. What to do?



- Try some online tools: WordHtml; AMZDataStudio editor. Write your text as "What You See Is What You Get" (WYSIWYG) than copy-paste the HTML code into the above field in KDP
- (**Tip**) If anything goes wrong, do not worry, you can later edit this part **even after you published the book**, as a matter of fact I strongly recommend, to check the listing and come back to here once the book is live on Amazon. You simply make changes than "Re-Publish" the book (changes will take effect in 24 hours)





Word Editor

HTML





Clean

OF THE BEST BOOKS OF THE YEAR BY <mm>REAL SIMPLE /emx/strongx/sbr //sbr //Nuri is a beekeeper and Afra, his wife, is an artist.

Mornings, Nuri rises early to hear the call to prayer before driving to his hives in the countryside. On weekends, Afra sells her colorful landscape paintings at the open-air market. They live a simple life, rich in family and friends, in the hills of the beautiful Syrian city of Aleppo—until the unthinkable happens. When all they love is destroyed by war, Nuri knows they have no choice except to leave their home. But escaping Syria will be no easy task: Afra has lost her sight, leaving Nuri to navigate her grief as well as a perilous journey through Turkey and Greece toward an uncertain future in Britain.

Description

This will appear on your book's Amazon detail page. Why do book descriptions matter? >

<<u>p>This</u> unforgettable novel puts human faces on the Syrian war with the immigrant story of a beekeeper, his wife, novel of international significance that has the capacity to have us open our eyes and see. & rdquo; & mdash; Heather Morris, $author\ \underline{of\ } < \underline{em>The}\ Tattooist\ of\ Auschwitz</\underline{em} ></\underline{strong} < \underline{br}\ /><\underline{strong} > \underline{WINNER}\ OF\ THE\ ASPEN\ WORDS$ LITERARY PRIZE • FINALIST FOR THE DAYTON LITERARY PEACE PRIZE • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY REAL SIMPLE
>cbr />
/>nuri is a beekeeper and Afra, his wife, is an artist. Mornings, Nuri rises early to hear the call to prayer before driving to his hives in the countryside. On weekends, Afra sells her colorful landscape paintings at the open-air market. They live a simple life, rich in family and friends, in the hills of the beautiful Syrian city of Aleppo—until the unthinkable happens. When all they love is destroyed by war, Nuri knows they have no choice except to leave their home. But escaping Syria will be no easy task: Afra has lost her sight, leaving Nuri to navigate her grief as well as a perilous journey through Turkey and Greece toward an uncertain future in Britain.

2690

characters left

Look inside ↓ CHRISTY LEFTERI







See all 2 images

Follow the Author



Christy Lefteri



The Beekeeper of Aleppo: A Novel Paperback – June 23, 2

by Christy Lefteri ~ (Author)

★★★★ ~ 7,243 ratings

Editors' pick | Best Literature & Fiction

> See all formats and editions

Kindle \$8.01

Read with Our Free App



Hardcover \$12.45

13 Used from \$6.66

Paperback \$15.30 16 Used from \$11.00

This unforgettable novel puts human faces on the Syrian war with the immigrant story of a beekeeper, his wife, and the triumph of spirit when the world becomes unrecognizable.

"A beautifully crafted novel of international significance that has the capacity to have us open our eyes and see."—Heather Morris, author of The Tattooist of Auschwitz

WINNER OF THE ASPEN WORDS LITERARY PRIZE • FINALIST FOR THE DAYTON LITERARY PEACE PRIZE • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY REAL SIMPLE

Nuri is a beekeeper and Afra, his wife, is an artist. Mornings, Nuri rises early to hear the call to prayer before driving to his hives in the countryside. On weekends, Afra sells her colorful landscape paintings at the open-air market. They live a simple life, rich in family and friends, in the hills of the beautiful Syrian city of Aleppo-until the unthinkable happens. When all they love is destroyed by war, Nuri knows they have no choice except to leave their home. But escaping Syria will be no easy task: Afra has lost her sight, leaving Nuri to navigate her grief as well as a perilous journey through Turkey and Greece toward an uncertain future in Britain.

If you are the author, then select the first option

Keywords	Enter up to 7 search keywords that describe your book. How do I choose keywords? ~	
	Your Keywords (Optional)	

- O Keywords: This is a rather important field. You need to use all of the 7 fields. 7 keywords are not too much at all. First, you need to figure out the main category of your book
 - Fiction: Fantasy, Historical fiction, Science fiction, Romance, Contemporary fiction, Romcom, Children's books etc.
 - o Non-fiction: Business, Memoir, Biography, Self-help, Reference etc.
- O Keywords: If you got your main category, find the most relevant sub-category:
 - o Like: Historical regency romance, Sci-fi Space Opera, Young Adult Sword and Sorcery Fantasy, Children's Educational book, Business Success Self-help book etc.
 - o Sub-categories are typically good for keywords, the more specific the better they are
 - Amazon is a crowded marketplace, using "romance" as keyword is a terrible idea, since people never just looking for a "romance", but "emotional historical romance" or "regency romance with female protagonist"
- Keywords research
 - There are several tools that are very good help in keyword research:
 - <u>Publisher Rocket</u> (keyword research tool designed for Amazon books exclusively)
 - <u>Keywords Everywhere</u> (Google keyword tool, but really good to give keyword ideas, people using very similar terms both in case of Google and Amazon)
 - Collect the keywords you found and use the most diverse 7 in this form. The keywords should consists of two-three words

Set Categories

- O Category selection defines your competition. You can select two categories here
- Ask the following questions to easily find your book's category
 - Is it a fiction or non-fiction
 - o Your preferred audience: Young Adult or Adults
 - Does the story contain Action & Adventure elements, is it Religious, is it Satiric etc.? Find the key feature of your story, what is unique in it?
- (**Tip**) You can add to further (max. 10) categories, once the book has been published, by contacting Amazon support directly
 - Use the following <u>link</u>
 - Amazon Book Page > Update Amazon categories
 - Note: There are different categories for Kindle and Paperback books
 - O Visit similar book's page on Amazon, click on the category that matches for your book
 - Copy the "full category tree" (see the process below) an example Kindle category is "Teen & Young Adult > School & Education"
 - Paste these "full category tree" strings along with your book's identified (ASIN) looks like this "B0192CTXXX" – into the contact form and send it to the support. They will need 1-4 days to process your request

Product details

ASIN: B01B3DKROQ

Language: : English

Publisher: Pottermore Publishing (December 14, 2015)

Publication date: December 14, 2015

File size: 6704 KB

Text-to-Speech: Enabled

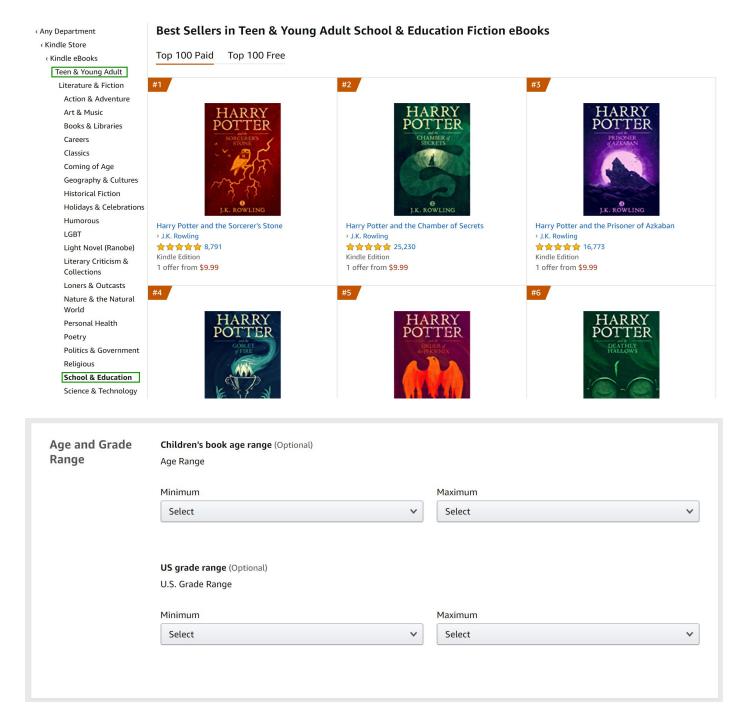
Screen Reader: Supported

Enhanced typesetting: Enabled

X-Ray: Enabled
Word Wise: Enabled
Print length: 3412 pages
Lending: Not Enabled

Best Sellers Rank: #87,827 in Kindle Store (See Top 100 in Kindle Store)
#85 in Teen & Young Adult School & Education Fiction eBooks
#213 in Teen & Young Adult Wizards & Witches Fantasy eBooks
#380 in Teen & Young Adult Wizards & Witches Fantasy

Customer Reviews: ★★★★★ ∨ 30,950 ratings

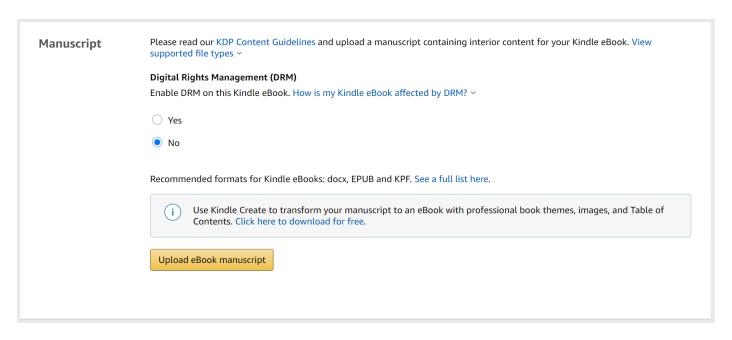


Age and Grade Range: Use this field only if you are writing Children's or a Middle Grade book.

These fields are helping visitors to find out what age the book is recommended for. For example, if you have a book for toddlers, you don't want to offer it for young adults. Amazon also uses this information while people are searching on the site. For adult books these above fields aren't necessary

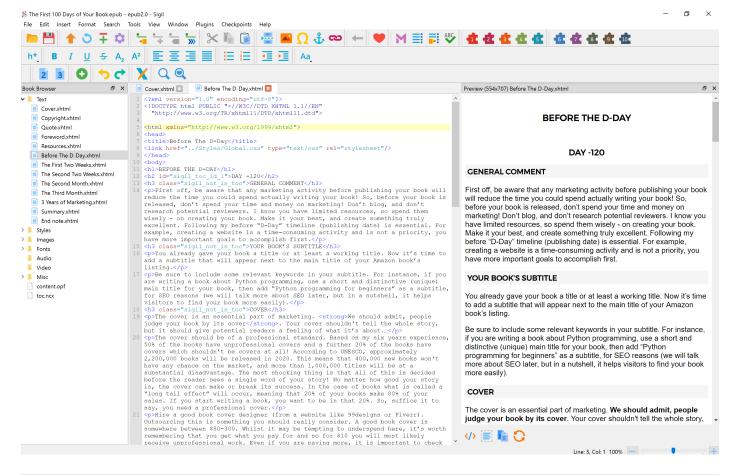


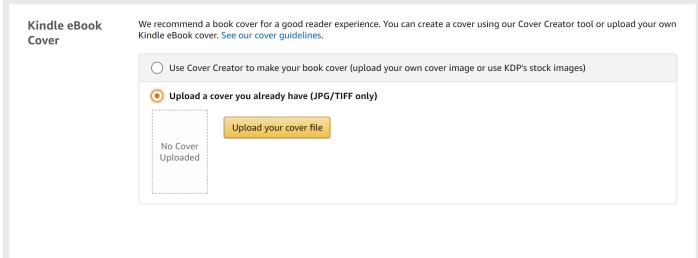
- O Pre-order: This is a valuable option in case of Kindle books (not available for Paperback books at the moment). You can list your Kindle book one year before the launch date. All you need is a **finished cover** (could be updated before the release), and a **good blurb** (Amazon description). It's very useful for marketing purposes, since your book will be listed on Amazon (and could be pre-ordered)
- If we finished with the first page just click "Save and Continue" and we will be dropped to the next tab



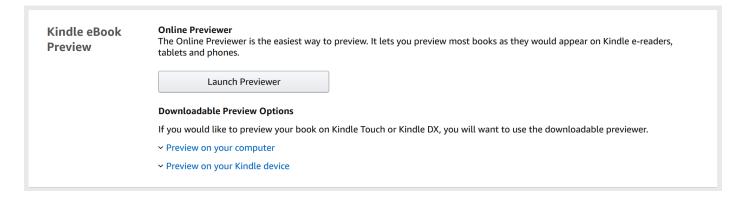
- ORM: It's basically an extra layer of protection for your Kindle book. Basically, your work is under copyright once it is live, therefore we protect manuscripts as good as we can. But there are several ill-will people who would like to benefit from our work (usually middle popular author's works) by copying it. DRM plays a role here, but it also has cons. It will also restrict the users who actually bought your book. They may use multiple devices to read your book, and Kindle DRM doesn't work perfectly on all range of devices, which means readers may have errors. At the end of the day, you may lose customers, who are actually checking whether your book is under DRM or not. There is no perfect solution here, use the option best suits your intention
- Manuscript: This is the place where you can upload your ebook manuscript. Since I'm here to share practical advices, I will let you know my best practice here.
 - o Kindle ebook editor: Sigil (free) Download the installer from Github
 - Sigil produces epub, which could be directly uploaded as manuscript to KDP
 - An .epub file contains all media and resources that is necessary for your book (like illustrations, or table of contents)
 - Here is a quick <u>video tutorial</u> for installing the application and the adding an editor to the application
 - Sigil is basically a HTML editor, if you are familiar with HTML tags, you can <u>convert</u> your
 Word document into HTML markup, and copy-paste it into Sigil
 - Based on my experiences most of the formatting will go through to your epub like
 headlines, bolded or italic words, bullet points

 - Kindle reader enables users, to change font type, size or background colour. This
 means we need to reduce formatting as much as we can as an author
 - Once you have the text into Sigil, you can generate Tables of Contents, you can also add an inner cover into the .epub file etc.
 - o A fallback option is to outsource this task (some experienced sellers)
 - <u>Inamulhaq2</u> (Fiverr)
 - Qamarsaleem (Fiverr)
 - o After you saved the final .epub file you can upload it to KDP

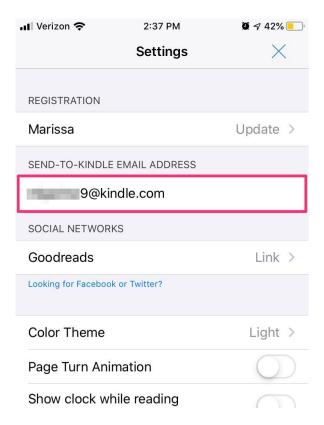


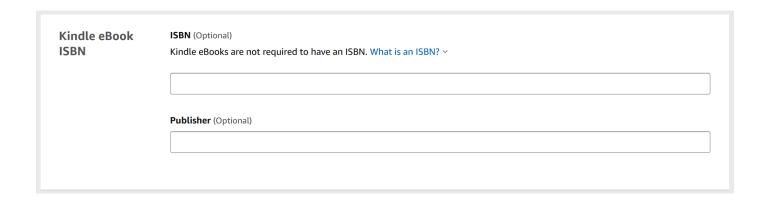


- Ocover: Maybe one of the most important part of your book. Never use "Cover Creator" for your book, since it will kill your sales. Let a professional designer do the job for you. I will recommend some options to you:
 - <u>Rebecacovers</u> (Fiverr)
 - Nskvsky (Fiverr)
 - Design9creative (Fiverr)
 - o <u>99designs</u> (Website)
- (**Tip**) Check the latest <u>book cover trends</u> and ask them to implement into your own cover. These hints may help the designer what you like
- (Tip) Save covers which you really like, which is close to your personality, once you order the design from the designer send him or her these images, to understand your taste



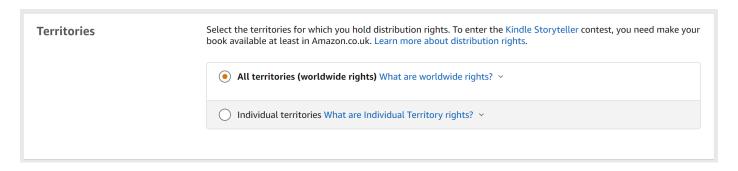
- Once you uploaded both the cover and the manuscript file, you check it online or download it in Kindle format (.mobi format) Click through the ebook to see the final results. If you downloaded the .mobi file send it via email to your Kindle device's email address.
 - O How to find this?
 - o Launch your Kindle app on your mobile
 - o More > App Settings > Send to Kindle Email Address
 - O Attach the .mobi file, don't enter any text into the email



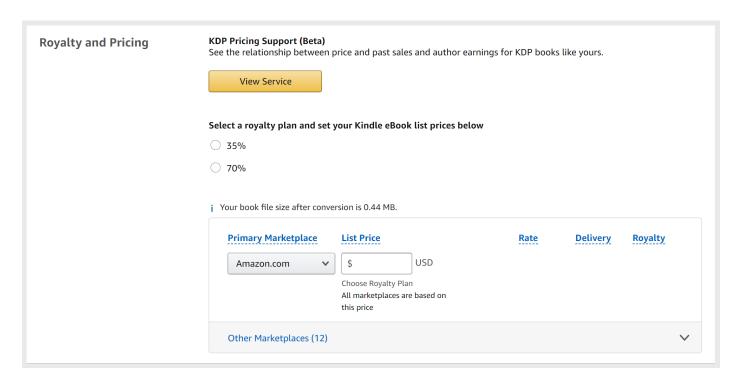


○ Kindle eBooks ISI	BN: This is completely optional. Only traditional Publishers are using it (leave it
empty)	
O Save and Continuo	e to get to the final tab
KDP Select Enrollment	Maximize My Royalties with KDP Select (Optional)
	With KDP Select, you can reach more readers, earn more money, and maximize your sales potential. Learn more about KDP Select. How Do I Enroll? >
	☑ Enroll my book in KDP Select

KDP Select: KDP Select is a special Amazon problem, if you enroll your book the book will be Amazon exclusive, which means you shouldn't upload your book to other sales platforms like B&N, Smashwords, Apple Books, Google Books etc. In exchange your will receive 70% royalty (instead of 35%) after Kindle books sales. For first time authors I strongly recommend to enroll your book, since 99% of sales would happen on Amazon anyway. The enrolment period lasts 90 days, and it renews automatically, but you can opt-out anytime



Territories: You can select where you would like to distribute your book on Amazon. This includes a lot of Amazon websites like Amazon.de, Amazon.co.jp etc. You can restrict territories if you want to.



- O Pricing: If you book enrolled to KDP Select, choose 70% royalty option if not, choose 35%. The next thing you will need to enter is the <u>price</u> of your book, that will be displayed to visitors.
 - o Generally pricing strategy is an important marketing tool
 - The most important factors that should define your book's price
 - Genre of your book (business and economics books are more expensive, fictions are cheaper)
 - Length of your book
 - Popularity of the author
 - Review count and editorial reviews
 - o If you enrolled your book into KDP Select the price should be between \$2.99-9.99
 - As general I recommend the price between \$2.99-4.99
 - KDP Pricing Support (Beta) could also suggest you a price typically a little bit higher than a
 marketeer would suggest, since historical data includes best selling books and authors, which
 data isn't good for first time authors



O Book Lending: If you selected 70% royalty, you'll have to enroll in book lending

days, Learn more about Kindle Book Lending

Allow lending for this book

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.	
C Park to Contant	Cours on Duraft Dublish Verus Kindle o Deals	
< Back to Content	Save as Draft Publish Your Kindle eBook	

O **Publishing**: Usually the publishing process takes 24-72 hours, but if you change any attribute (like price) and re-publish your book it will take only several (7-24) hours and the changes will take place