

HOW TO PUBLISH YOUR OWN BOOK ON KINDLE

A cheatsheet by Academy Momentum member, Jerry Sims

- 1** Amazon's Kindle Direct Publishing has truly opened up the market for all authors wanting to reach an audience with their work. No longer do you have to arduously pursue a willing publisher (unless of course you want to). Now you can publish your book yourself, sidestepping the middle men, and reap the rewards of far superior royalties.
- 2** The Kindle publication process requires you to simply add a few pieces of information and click a couple of buttons.
- 3** In the first instance, your Kindle Direct Publishing account is linked to your personal Amazon account. If you don't have an Amazon account, visit the Amazon home page and click the "Your Account" or "Sign in" button to create one.
- 4** Once signed into Amazon scroll down to the bottom of the home page where you will see "Make Money with Us" and underneath, "Independently Publish With Us". Clicking on this link will take you through to the Kindle Direct Publishing home page. Click the "Sign in" button and confirm your Amazon username and password to access the Bookshelf page.
- 5** Before accessing Bookshelf you will be presented with a pop-up box advising the Kindle Direct Publishing Terms of Service. Click "Agree". You will also be prompted to provide further personal details, details of your tax status, your bank account details for royalty payments and to indicate in which currency you wish to receive your payments. (Note, if you don't add a bank account Amazon will simply post you a cheque every time you have earned a minimum of £100.) Finally click the "Save" button. Do also note your Publisher Code which is available in the column on the right of this page.
- 6** Find and click The Bookshelf link at the top of the page - this is your base of operations when you want to publish a new eBook and apply edits to or remove an existing publication.
- 7** Click "Add New Title" to begin the publication process. Complete each field as instructed. Some of the information you'll need to add includes your book's title, description, any contributors, categories and cover. You'll also need to upload your book's file by clicking "Browse for Book" and then "Upload Book."
- 8** After the file uploads, click the "Preview" button to ensure the formatting converted properly. Amazon's automatic formatting converter sometimes has difficulty converting certain types of formatting. If that's the case, you'll need to fix the formatting yourself. Manual formatting is somewhat extensive, but you can find plenty of guides on the Internet and in the Kindle Direct Publishing help guide. If your preview checks out, click "Save and Continue" to set your publishing rights and your book's price.
- 9** Choose whether you hold worldwide rights or rights to select territories. Choose your preferred royalty percentage, and then set your book's price. Amazon pays 35 percent or 70 percent royalties. If you opt for the 70 percent option, you must price your book between \$2.99 and \$9.99. Anything higher or lower results in 35 percent royalties. When setting your book's price, you can set a price for each individual currency or base all currencies on the United States price.
- 10** Click the checkbox at the bottom of the page to agree to the terms and conditions, and then click "Save and Publish". Your eBook will now go through a review process and then the ultimate publishing process, each of which take anything up to 12 hours to complete. But at the end of it you can proudly call yourself a published author.

Jerry has compiled a ton of useful and interesting advice on self-publishing at his blog - check it out at: <http://jerrysims.wordpress.com>

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