

It's Time
For You
to Write
That Book

Publishing Your Book With
KDP.Amazon.com



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Transcript for Webinar 5D Publishing Your Book Through KDP Publishing

Let's Publish Your Book with KDP Publishing (formerly CreateSpace): An Overview

I have included a few screen shots to help you understand the instructions. However, I couldn't include everything you will find in the webinar. Therefore, I suggest that you go to the kdp.amazon.com website and follow along as you read the instructions.

I think that this will make this transcript much more understandable.

As you will hear me say many times, the world of publishing has evolved into one of our modern miracles. Of course, books have been around for a long time. But just a few years ago, only the select few could have their books published.

A handful of people were selected for publication by the main publishing houses. And self-publishing was truly an expensive endeavor.

All of that has changed. The digital age has come through for us one more time!

Now you can write, design, format, and publish your book at no cost. (Or a few dollars at most).

That's truly what I said. No cost.

Amazon – and a few other publishing houses – have brought this world to all of us. If we choose.

In this session, we will take a look at KDP.amazon.com (Formerly called CreateSpace). It's a publishing company owned by Amazon. When you publish your books at this site, your books will automatically be made available on Amazon. You will be able to purchase your own copies so that you may sell them in your business or from your website. But the books on Amazon will be sold and they will send you your cut of the sale.

At this website, there are terrific tutorials, so I am going to just provide an overview. If anything is confusing, you can see more details at KDP. They have video tutorials which cover every aspect of designing and publishing your book with them.

So here is an overview.

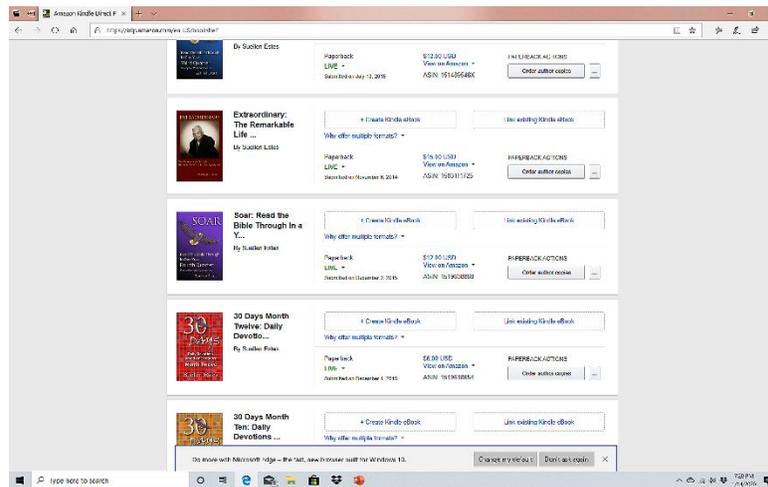
First you go to kdp.amazon.com. If you already have an Amazon account, you can use that account to log in. Otherwise, you can create an account. When you sign in, your screen will look something like this. My books are already on the account, so they show up when I log in.

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When you have books published through this provider, you will be able to administrate your books from this place. You can click on one and change any details. You can even make changes to your book after it has already been published. You do all of that from here.

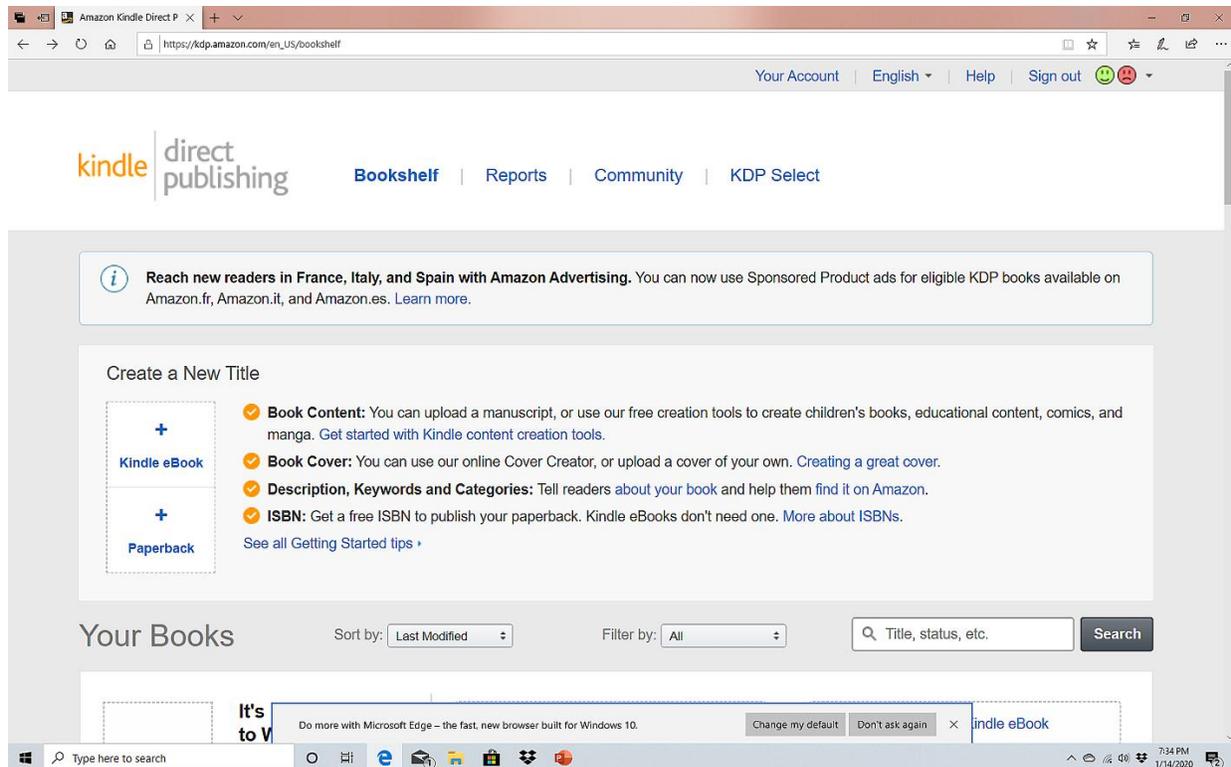
From this screen you can also click on a certain book and you will be able to see how it is selling. There are even opportunities for translating your book into other languages and selling them in other countries.



The opportunities get better all the time.

In this screen you can see an enlargement, so that you can see some of the chances you will have to master these tools. Everywhere you see the blue lettering, you can click and discover some additional information.

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From here you can go to a Cover Creator Tool which leads you through the process of designing and printing your cover.

You will find lots of other good information here also.

Click Under Create a New Title, select Paperback, and we will run through your basic setup.

When you click on new book setup, you will see this screen.

Across the top, you might notice Details, Content, and Rights and Pricing. So first we will look at details.

You select Language

Then Book Title and

Subtitle

The next line says Series. If you have a group of books in the same series, you will want to fill this out. Otherwise, leave it blank. For instance, I have a series of books on Reading the Bible Through. For those, I include this option. For my single books, I don't.

The Edition Number is only if you are re-doing a book which you have already published and you are making some changes. Otherwise, leave this blank.

Next you will register your name as author.

Under Contributors, you might not have any other names to add. Sometimes books have lots of contributors. If you have a translator or other person to whom you want to give special credit, their name will go here. Otherwise, leave this blank.

The next item will be your book's description. This is significant so that people will know what your book is about. Before you fill this out, take a look at some of the descriptions on successful books in your niche, and you will have a good idea about what to write. Take your time. This is important.

The next box is to claim your publishing rights. If you wrote this book, check the first box. If it's public domain, check the second one.

Now we move on to Keywords. This is another important item.

Keywords are the search words which will allow people to find your book. When you go to a search engine – like Google – you plug in some words and choices pop up for you to browse. The same is at Amazon. When you go to books, you put some words in the search bar to find a book you want.

There are several ways to find the keywords you would like to use. This can be a big, involved subject, so we can't say everything there is to say here. Let's just look at one really good source of information.

Go to ads.google.com/home/tools/keyword-planner. I know, it's a long URL, but that's where you want to be. That's where you can find some really good information about Keywords.

It might look like you have to buy ads to use this tool, but you don't. Feel free to use it without making any ad purchases. Click on the Discover Keywor. That will take you to this screen.

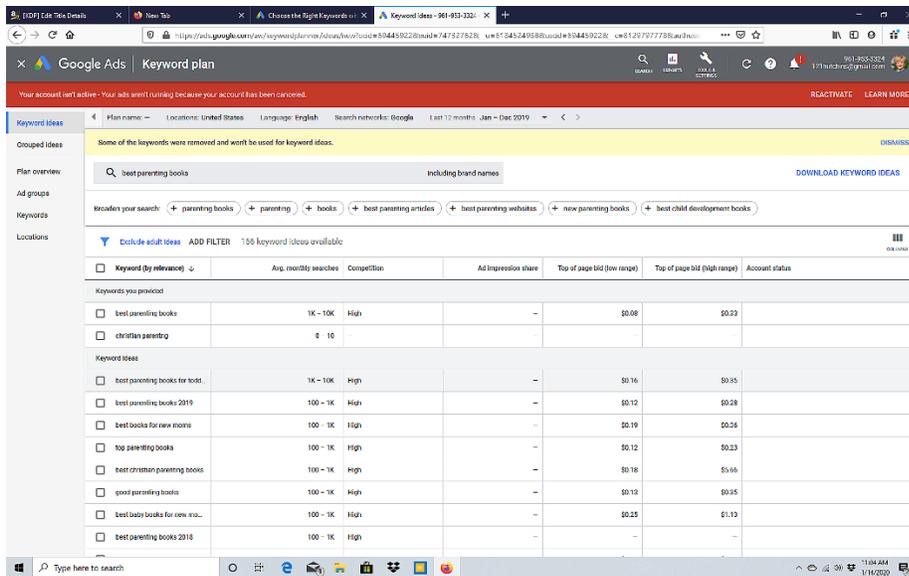
Now Click the Blue Button **Go to Keyword Planner**.

You can see in the next slide, I put "Best Parenting Books" in the search bar.

Below, a list of word choices will pop up. These are words and word phrases people are searching for. The second column will tell you how many searches of each topic are made each month.

For instance, Best Parenting Books are being searched for a thousand to 10 thousand times a month. That's a medium number of people.

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The screenshot shows the Google Ads Keyword Planner interface. The search term is "best parenting books". The results are sorted by relevance. The table below shows the top results:

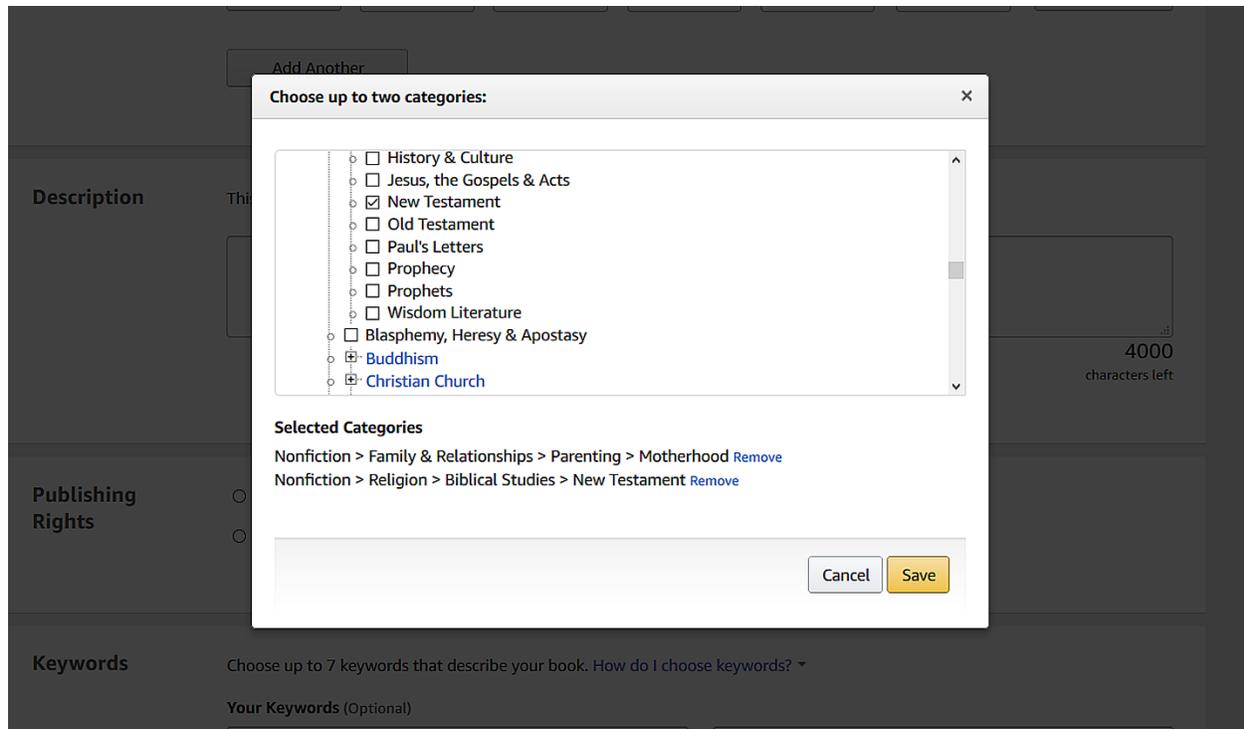
Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
best parenting books	1K - 10K	High	—	\$0.08	\$0.23	
christian parenting	0 - 10					
best parenting books for toddlers	1K - 10K	High	—	\$0.16	\$0.35	
best parenting books 2019	100 - 1K	High	—	\$0.12	\$0.28	
best books for new moms	100 - 1K	High	—	\$0.19	\$0.26	
top parenting books	100 - 1K	High	—	\$0.12	\$0.23	
best christian parenting books	100 - 1K	High	—	\$0.18	\$0.66	
good parenting books	100 - 1K	High	—	\$0.13	\$0.35	
best baby books for new moms	100 - 1K	High	—	\$0.25	\$1.13	
best parenting books 2018	100 - 1K	High	—	—	—	

If your number is too low, you won't have enough people searching for that keyword or phrase. If the number of people is too high, there will be too many books available for that topic and you will get lost in the crowd. A Medium amount seems to be the best volume. So "Best Parenting Books" might be a good keyword for you to put in the blank.

You can choose up to 7 keywords or groups of words. Insert them here, and put a comma between them.

Next we come to Categories. The categories have been determined by book publishers, and you might want to browse through the different ones to decide what you want yours to be.

When you look at the categories, you will first choose Fiction or Nonfiction. Then many options will pop up. When you choose one of those, other smaller niches will pop up.



In this first example, you can see that I chose Nonfiction and then Family and Relationships. When I chose that, other options popped up. Then when I chose Religion, Biblical Studies popped up. Sometimes the categories don't seem to quite match your book, but choose the ones which are the closest to your project.

As you go down the list of categories, you can drill down on several of them and see what you think comes the closest to your project.

As throughout the KDP Publishing website, there is a tutorial about categories which might help you make just the right choices.

Oh. And remember that you get to choose two categories.

Now either enter the ISBN you purchased from Bowker.com (As discussed in Webinar 5A), or allow KDP to furnish your ISBN.

Then choose publication date. You can choose today's date if your book is being published immediately. If you are not publishing immediately, wait until it's time to upload your book to choose date. The later, the better. You want your book to hit the market with a very recent publication date.

Now the time has come to upload your document.

A few suggestions about your book. In earlier sessions we talked about the style of your book and proper alignment. When you finish all the details and your book is just the way you want it, save a copy in PDF format. That is the format you will use to upload your book.

Save your PDF copy on your computer, and select that file to upload where it says "Upload Your Paperback Manuscript"

In the same manner, your cover will be uploaded here. I suggest that you either have your cover made through the Cover Creator at this site, or carefully read the instructions included here about the size of your cover. You will need to allow for the "spine." (That's the back of your book when it is closed). If the spine is wide enough, you might want to have the Title and your name on the spine.

These details are important for a professional looking book. Therefore, I suggest that you use the free cover creator in order to have all of the dimensions and word placement fit properly. You can still use the graphics you have chosen. Their templates allow you to change the pictures, etc. for just the look you want.

After you have finished uploading your book, KDP will take a while (sometimes 24 hours) to review the formatting of your book.

Then you will be able to preview your book from start to finish. Take some time with this step. Make sure that everything looks the way you want it to. Are the margins appropriate? Do you have enough space in the gutter? (The center of the book pages). Did your odd and even pages wind up properly?

If you need to correct any of these things, you can do that now and upload a corrected copy.

One great thing about KDP is that if you find a mistake a year from now, you can come to this spot and upload a corrected version. The book will be off market for about 24 hours and then the corrected version will be available. You will hardly miss a beat in your book sales.

If you are happy with the looks of your book, you can move ahead to the final phase of your production. You will include the price and then finalize all of the permissions.

Do you have complete rights to your book? If not, who else does? Do you want to sell to foreign markets?

There are several questions you will need to answer.

Amazon will let you know how much it will cost you to obtain copies of your book. Also how much they will charge and the profit you will make when people purchase from Amazon.

You will also need to furnish information about how you want to be paid. The payments come to you once a month. They can be sent by check or they can be deposited directly to your bank account. (I have to admit those deposits coming in every month are truly a blessing)!

That's it!! You are now a published author. You can give your book out to clients – almost as a business card. Or you can order a larger amount to sell when you teach or speak.

This is an exciting moment for you!

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Many people say they want to write a book. They might even talk about it often. However very few really go to the trouble of starting a book and completing it.

You are in an elite group.

Just the fact that you have done this sets you apart.

Congratulations!! Great job!! It's time to celebrate!!

So now what?

While working with KDP is fresh In your mind, return to the first screen and follow the instructions for creating your Kindle book. There will only be a few formatting adjustments, and you will be able to upload your Kindle book.

All of the directions you need are right here on this site.

And your marketing will be taking on a whole new dimension. Do you want to teach? Speak? Blog? Write more books?

Whatever your career goals, your published books give you renewed credibility.

Take a look at the Marketing PDF's available here and other resources at my website. **ChristianBloggersInternational.com**. You will be ready to market - not just with renewed credibility, but also with renewed energy.

Hope to see you soon.

In the meantime, Keep on Soaring!