

How to Publish a Book on Kindle



AN OVERVIEW OF THE PROCESS
PLUS TIPS ON EDITING, COVERS
AND PROMOTION

1. Overview

It's easy to learn how to publish a book on Kindle, and it's a free opportunity for every author who has a story to be told. You can publish fiction or non-fiction books at no charge.

Start by selecting your topic and writing your book. Don't worry too much about length. It's more important that you write a good book – with enough details to satisfy your reader – than it is to ensure you reach a certain page count. It's a good idea to visit the Kindle site, read other book descriptions, and get a sense of what other people are selling (and at what price). You need to write enough for people to feel that they are getting their money's worth, but keep in mind, too, that a lot of people lead very busy lives. Many of them appreciate books that present the facts concisely and in an easy-to-understand, easy-to-implement format. Fiction stories can vary enormously in length, from a few thousand words to hundreds of thousands.

Once your book is written, or even during the process, find someone who can create a professional e-cover graphic for you. When buyers are searching for Kindle books, the first impression they get is your cover, so it pays to upgrade from a do it yourself status.

When you complete your book, make sure it's formatted correctly for Kindle. You can write it in Word and save it as an HTML file, or use one of the many tools sold online that format the book for you with ease.

The upload process is quick and easy. You have the option to enrol your book in KDP Select, which gives Amazon exclusive rights to it for 90 days (so it can't be sold for the Nook or at other online stores). You also get a total of five built in free promotional days, so you can expand your readership and get more reviews during this time.

First, you'll enter all of your book details, like the book's name, series and volume information, and write an attention-grabbing description for it. You'll be able to list the contributors of the book, which would be yourself as the author in most cases – or a pen name if you prefer.

Some of the information is optional, such as publication date or ISBN (you don't have to have one). Amazon will ask you if it's a Public Domain Work or if you have the right to publish the material.

Then it will have you categorize your book to a certain target audience by putting it in two appropriate sections. Don't worry too much about this – just get it as close as you can. It doesn't mean it won't get sold in other categories. As customers find your book and help tag it, you'll cross over into other areas automatically.

You'll upload your book cover file and the content file, and have the opportunity to preview it in a browser for formatting and other issues. Once you've accomplished this, you'll be choosing what type of geographical rights you want to give, and setting the prices for everything.

After finishing the process of uploading and detailing the rights, you'll have to wait up to 12 hours for the Kindle creation to go live. Once it is, make sure you set up an Author Central account and add your first book listing under your name!

2. Creating a Successful Non-Fiction Kindle Book

There are many non-fiction categories found on Kindle that have lots of buyers. You can find non-fiction books on business and leadership or self-help topics. You can find books on health and books on crafts or cooking.

Some marketers say that non-fiction doesn't bring in the same kind of money that fiction does, but there's no doubt that this category still sees tons of revenue. If you've never written a non-fiction book, here are some tips to make your Kindle process go smoothly:

Tip #1 - Don't worry about being a leading expert.

Many people get intimidated because there are already 1-2 experts out there and they fear being a nobody competing with bigger players. When consumers buy non-fiction, they generally buy several books on the same topic by multiple authors.

Tip #2 - Page count won't make or break your success.

It's not necessary to pace your book according to any set number you feel your book should be. Some Kindle books are short – about 25 pages or so – and others are novel length. Tell what you need to tell – no more, no less.

Tip #3 - Choose a topic you feel comfortable with. Don't write a book solely based on what you think will sell. Pick a topic you have an interest in or some sort of personal experience with so that your writing will come more easily.

Tip #4 - Create an outline that's comprehensive in nature.

Outlines for non-fiction will help you organize your content in a logical manner. It also helps speed the writing process along, because you won't have to sit and think of where it should go next.

Tip #5 - Share personal insight, stories and opinions.

A sterile non-fiction book might do okay, but a book that has a lot of personality injected into it is one that's remembered, one that's recommended, and one that goes viral.

Tip #6 - Proofread your work and format it correctly.

To ensure your book is well received, go through it yourself and then preferably have someone else go through it for a quick edit for spelling and grammar. Check the formatting to see if it's in line with Amazon's guidelines and then publish it.

Tip #7 - Watch reviews and address any problem issues.

When you start promoting it, you want to see several positive reviews coming in. If anything is less than five stars, carefully read it to see what their complaint was (not all of them will specify why it got less than five stars, and some people operate under the belief that 'nothing's perfect, so nothing deserves five stars'. The good news is, you're able to edit everything on Kindle and resubmit it, so you can correct anything that initially went wrong.

3. The Importance of Having a Good Kindle Cover

If you take a stroll through the Kindle marketplace, you begin to notice something in the paid bestseller list. In a lot of cases, the further away you get from the top spot, the more amateurish the covers begin to look.

A Kindle cover may seem insignificant to you – after all, it's not sheltering the pages of a print book, so who cares what the digital cover looks like? Unfortunately, many people do – and you could lose many sales by overlooking this one feature.

A Kindle Cover that looks like a do-it-yourself job often makes potential customers think your content lacks expertise, too. You won't be able to convince them with a "look inside this book" because you'll never even get the initial click through from the search results on Amazon that takes them to your book's page.

The book has to look like it could easily be positioned in a Barnes and Noble bookstore front and centre. It has to have the right color pattern and depth for your image and text contrasts.

A Kindle cover is just an image that gets uploaded with your book file. Kindle shows a thumbnail version of it in their listings and it gets shown again whenever someone downloads your file to their Kindle.

There are two ways you can attack the task of creating a Kindle cover – the do it yourself route, or by hiring a professional. It's usually better to hire a professional with experience, unless you have ample graphic design skills yourself.

A Kindle cover costs around \$40-50 if you buy it from a professional. If you take the do it yourself route, you can use a tool like Photoshop and add an image that you buy from a stock photo company and add the title of your book and the author name you want to use.

If you hire a professional, ask to see a portfolio of their work in whatever type of book you're pursuing – fiction or non-fiction. How do the covers affect you personally? Do they look like a simple plug-in software tool created it, or do they look like they took a lot of time and effort?

Your Kindle cover should have an image that reflects the tone and genre of the story. In some cases, it may have no image at all. The text and image combined has to be laid out well, so that the cover doesn't look too busy and cramped.

Remember, the cover has to look good as a thumbnail in addition to larger sizes. If you can't read the text when it's in thumbnail size, then you need to rework it until it's viable for use on your publication.

4. Five Kindle Self-Publishing Tips

Kindle publishing is a wonderful platform for authors to use to get their books out before hungry readers' eyes. There's no fee for you to publish and your creation is on a very popular, highly trafficked website filled with buyers.

Whenever you decide to self-publish on Kindle, you want to know a few tips to make the process go smoothly. They range from topic selection to ensuring adequate sales are made over time.

Tip #1: Understand the Long Term Commitment You'll Be Making

Some people mistakenly believe they can write a quick book and stick it up on Amazon and it will help them earn cash for years to come. If you want to do this right, you have to realize that you need to be committed to promoting your creation.

You won't have a publishing team or marketing advisors – it all rests on your shoulders. It isn't hard, and it shouldn't cost you a fortune, if anything at all – but you can't just expect people to seek out your book without your getting exposure for it online.

This tip is especially important when considering your topic choices. You don't want to pick a topic in which you really have no interest, just because you think it might make a lot of sales. You'll be immersed in this topic for a while, so it needs to be something you enjoy.

Tip #2 - Don't Worry About Page Count

Some people get so hung up on page count that they find themselves stuck in the middle of their product creation. Here's all you need to know about page count: Amazon allows it all!

You can have very short creations or extremely long ones. The key is to write what needs to be said. Don't add a bunch of fluff and filler into the book just to stretch it out because you'll bore your audience. And don't scrimp on important details because you feel like it needs to be cut down in size.

Tip #3 - Have Someone Proofread Your Book

You don't have to be a Pulitzer Prize winner, but if you don't have a decent grasp of the English language, then it's nice to have someone spiff up your spelling and grammar so that it doesn't become an obstacle for your readers.

Tip #4 - Get a Handle on Formatting

Some people are scared to death of formatting on Kindle. They've read comments on books with a lower star rating, based solely on the fact that the formatting was a nightmare.

It's not really that difficult – and to ease your stress, please understand that your Kindle creation can be edited easily, so if there are issues, just fix them. There are tools you can even get now that help you format a Kindle creation with ease.

Tip #5 - Don't Try Gaming the System

Some unethical teachers are urging Kindle authors to buy reviews and fake positive feedback. This is so unnecessary. Your dedicated readers will leave feedback, and you can certainly urge them to share their thoughts on whatever website you link them to in the back of the book, like a blog or Facebook Fan Page, for example.

Kindle is a wonderful opportunity for self-made authors to break into the publishing world. You no longer have to worry about securing an agent, getting accepted by a publisher, and adhering to rules others make up for your content. You get to put something out there that represents you – and it's an endless opportunity you can take advantage of.

5. Five Tips on Promoting Your Kindle Books

It can be scary putting yourself out there and publishing a book on Amazon's free platform, Kindle. But nothing hurts more than having your book go live and seeing zero sales day after day.

Many people spend so much time learning the ins and outs of Kindle publishing that they completely forget about the need to learn how to promote their book once it's live. You won't have a traditional publishing house with a team of promo experts at your disposal – it will all rest on your shoulders. Here are five tips to help you spread the word about your Kindle books:

Tip #1 - Create a Blog

A blog for your author name (either your real name or a pen name) or the book name is a good idea. If your goal is to put out a series of books, then you can link the readers to your blog where an opt-in form resides and capture their name and email address so they can be notified of the upcoming releases.

Tip #2 - Tweet About It

Even if you're not an avid Twitter user, you should make it a point to get an account for your author name and Tweet about your Kindle release, as well as free promo days if you have them. Twitter still makes the news and the community makes things go viral, so you want to have a piece of that marketing opportunity.

Tip #3 - Create a Facebook Fan Page

Create a Facebook fan page for your book, or for your author name. This gives people a way to communicate with you, but since many people love to share things on Facebook, it gives them a quick and easy way to share your book's link (with a thumbnail and commentary) with their own friends and family. (Don't use your personal Facebook page. You don't want to be fielding endless 'friend' requests, and you probably don't want strangers being invited to make contact with your friends and family. People can 'like' your business page and keep tabs on it without having to bother with friend requests.)

Tip #4 - Develop a Squidoo Lens

Squidoo is a free platform you can use to create a book review lens for your Kindle creations. They do have a few off-limit topics, but as long as your topic isn't on that list, you can create a lens (web page) that includes content modules, Amazon links to your book, and even a guestbook so that your fans can interact with you.

Tip #5 - Join a Blog Book Tour

In traditional publishing, authors go from bookstore to bookstore around the country to promote their book and interact with fans. On a blog book tour, the author makes a stop at someone's blog to get interviewed (sometimes it's a live webinar type interview). Sometimes they are given a set of questions to answer in advance from the blogger's audience. And they may give away a few copies to lucky readers. All of this helps keep the buzz going about the author and his or her books.

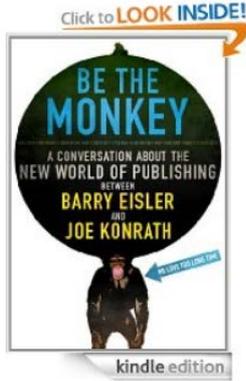
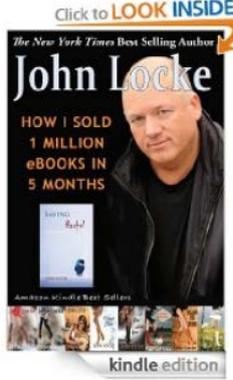
If You Want To Learn More About Writing and Publishing a Kindle Book...

This short overview of creating a Kindle book will probably answer most of your questions if you're just starting out. It's enough for you to know whether you want to go further.

Once you decide to take the plunge, there are many courses, forums, blogs and eBooks that will help you educate yourself further. Here are some of them that I have read or experienced personally. I do NOT recommend anything that I have not tried and used myself.

1. Learn from the Trailblazers

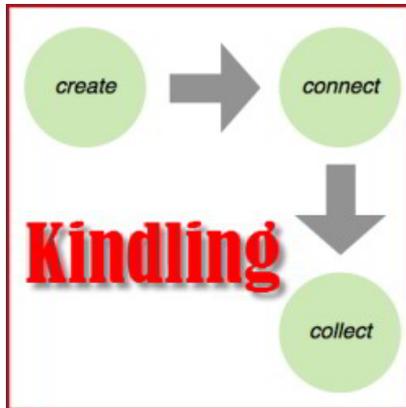
Here are a couple of books that will give you a heap of information, either for free or at very little cost.

<p><i>Be The Monkey</i> by Barry Eisler and Joe Konrath.</p> <p>Find out why Barry Eisler knocked back a half-million dollar advance from a traditional publisher to continue publishing his books on Kindle.</p> <p>http://amzn.to/NoshHO</p>	
<p><i>How I Sold 1 Million eBooks in 5 Months</i> by John Locke</p> <p>John Locke is one of Amazon Kindle's most famous success stories. Read about how he did it in this book.</p> <p>http://amzn.to/RHsiOk</p>	

[Write a Kindle Book blog](#): This is continually be updated with resources and blog posts. Check both the blog posts and pages for information on things like book promotion, social networking, cover designers and more.



2. Join Geoff Shaw's course to Get Step-by-Step Training in Creating, Marketing and Selling Kindle Books



From his home in New Zealand, Geoff Shaw has been quietly raking in a good income from Kindle for quite some time. His course is one of the most comprehensive on the market, even for those who have never attempted to write a book before (either fiction OR non-fiction.) He always keeps information current and gives lots of tips on everything from finding a good non-fiction topic or popular fiction genre, to marketing your book to maximize sales.

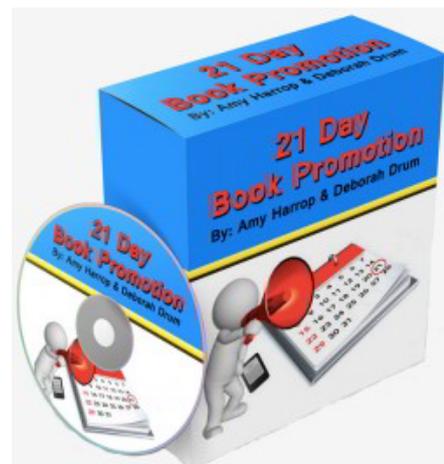
There is a lot of information on the Internet about writing Kindle books and marketing them, but here you can find most of it in one place – and whittled down to just what you need.

You can [read more about Geoff's course here](#), and decide for yourself whether you want to participate.

3. 21-Day Book Promotion Course

Created by Deborah Drum and Amy Harrop.

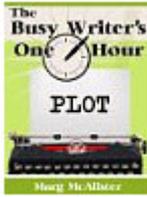
If you are at a loss when it comes to promoting your book yourself, and becoming dizzy with all the social media options, this course will lay it all out for you. Warning: it is VERY comprehensive, and you might find it overwhelming at first – just take it slowly, and you will begin to see results. This course works for print books or eBooks, and you can use ideas in it to promote books you have already written. Participants become members of a private site, where everything is organized into daily steps. Each step is explained in a concise video, but you can download PDFs with a summary if you prefer print instructions. You are also given links to sites and blogs where you can promote your book, *and* links to people who can do tasks that you don't feel comfortable with (such as creating a book cover).



[Read more about the 21-Day Book Promotion course here.](#)

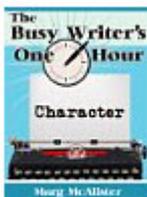
'Busy Writer' Books on Writing and Editing Fiction

So far there are 5 books in the 'Busy Writer' series. All books in this series are designed to get you up and running quickly, and to produce quality books.



[The Busy Writer's One-Hour Plot](#) by Marg McAlister

The Busy Writer's One-Hour Plot shows you how to sit down with a timer and a handful of index cards, and work out a solid framework for your story... **in just 60 minutes.**



[The Busy Writer's One-Hour Character](#) by Marg McAlister

The One-Hour Character System shows you how to come up with the Lead Character, other main characters, and a solid supporting cast in just one hour. There are also tips on tweaking your characters to give them a distinctive voice and to ensure that they suit your chosen genre.



[The Busy Writer's Book of Checklists](#) by Marg McAlister

The Busy Writer's Book of Checklists contains 23 checklists that cover getting ideas, plotting, characters, viewpoint, dialogue and scenes as well as checklists on social networking, getting organized and getting published. Buyers of this book can also obtain a printable set of checklists in PDF form.



[The Busy Writer's Self-Editing Toolbox](#) by Marg McAlister

With the *Self-Editing Toolbox* at your elbow, you will understand exactly what you need to do so your story moves from being just average to one that wins you a loyal band of readers. Includes tips on editing to improve viewpoint, dialogue, style and tone, and general structure.



[The Busy Writer's Kick-Start Program](#) by Marg McAlister

The Busy Writer's KickStart Program gives you an **8-Step Plan** to get your writing on track again - or to set you up for success from the very start, if you're a beginner. Includes tips for staying on track and strategies for improving your technique.