

Formatting Your Book

Once you have your book written, the first step in the publishing process is to format your book

There are a number of different ways you can format your book for Kindle publishing. However, the method that's recommended by Amazon is to use Microsoft Word's .DOC format to build the book and have it converted to PRC format using Mobipocket Creator.

That's the process we'll be using today. Let's begin.

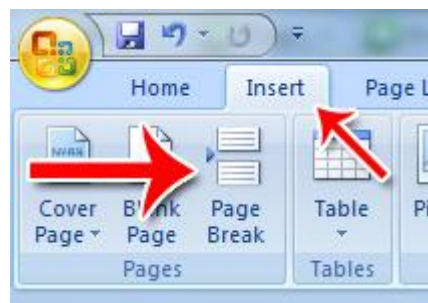
Step 1: Remove Bullets, Special Fonts, Headers and Footers

Bullets, special fonts, headers and footers don't convert to Kindle format. If you have any of those things in your book, remove them.



Step 2: Insert a Page Break After Each Chapter

In order for the Kindle to be able to separate text from each chapter, you need to insert a page break after every chapter. You can do so by going to "Insert" and then clicking "Page Break."



Step 3: Creating Front and Back Matter

Front and back matter are pages that are part of the book, though not part of the content. These include:

- Title Page
- Copyright & Publishing Information
- Dedication
- Table of Contents
- Bibliography
- Appendices
- Notes
- Glossaries
- Index

Most of these pages can be created just like any other page, using plain text. Make sure you insert a page break after each of these pages. They count as “chapters” in and of themselves.

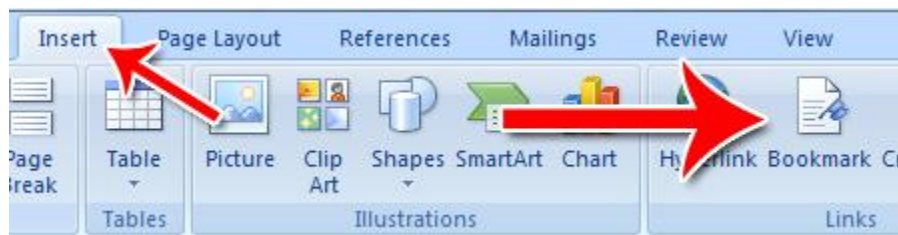
The Table of Contents needs to be constructed in Microsoft Word. Make sure you’re not bookmarking to page numbers, as Kindle resizes text and page numbers change from viewer to viewer.

Step 4: Bookmark the “Go To” Options

There are three unique bookmarks that need to be created for Kindle readers: The cover image, the beginning of the book and the table of contents.

This is so that Kindle readers can click “Go To” and reach any of these three destinations in the book.

To add these bookmarks, go to “Insert” then “Bookmark.”

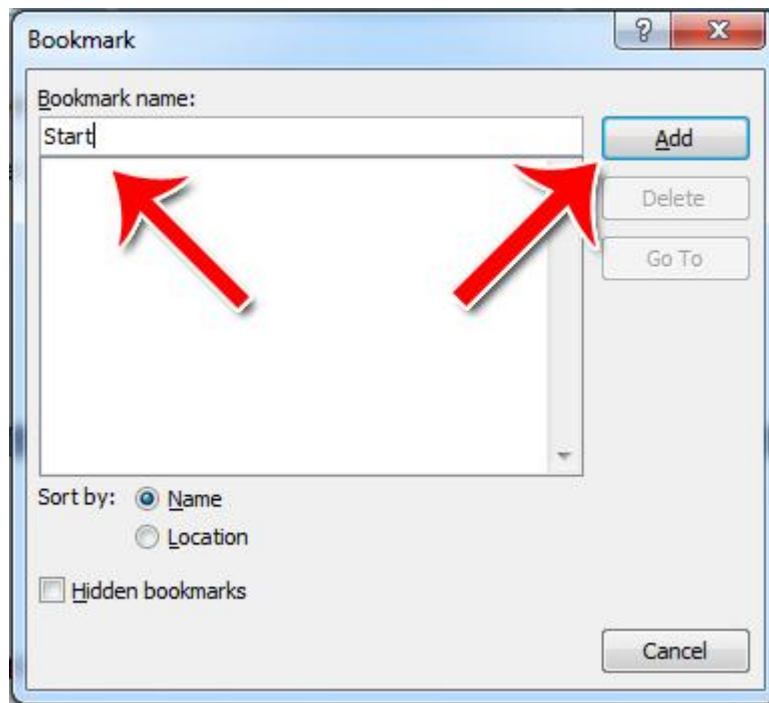


Here’s what to name each section:

- Cover Image: “cover”

- Beginning of the book: “Start”
- Table of Contents: “Add”

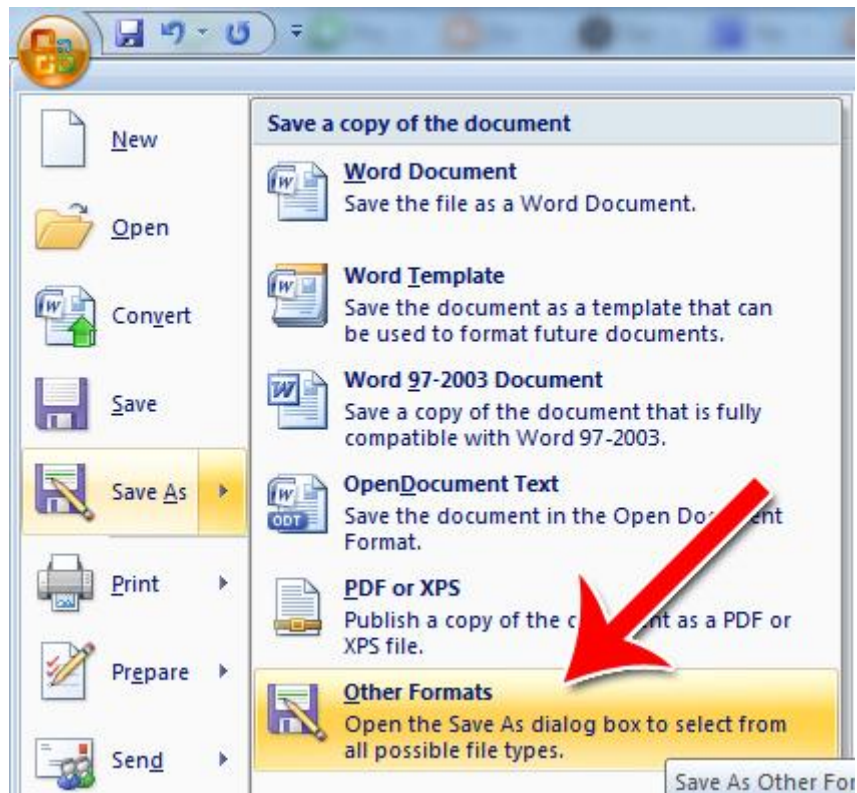
For example:



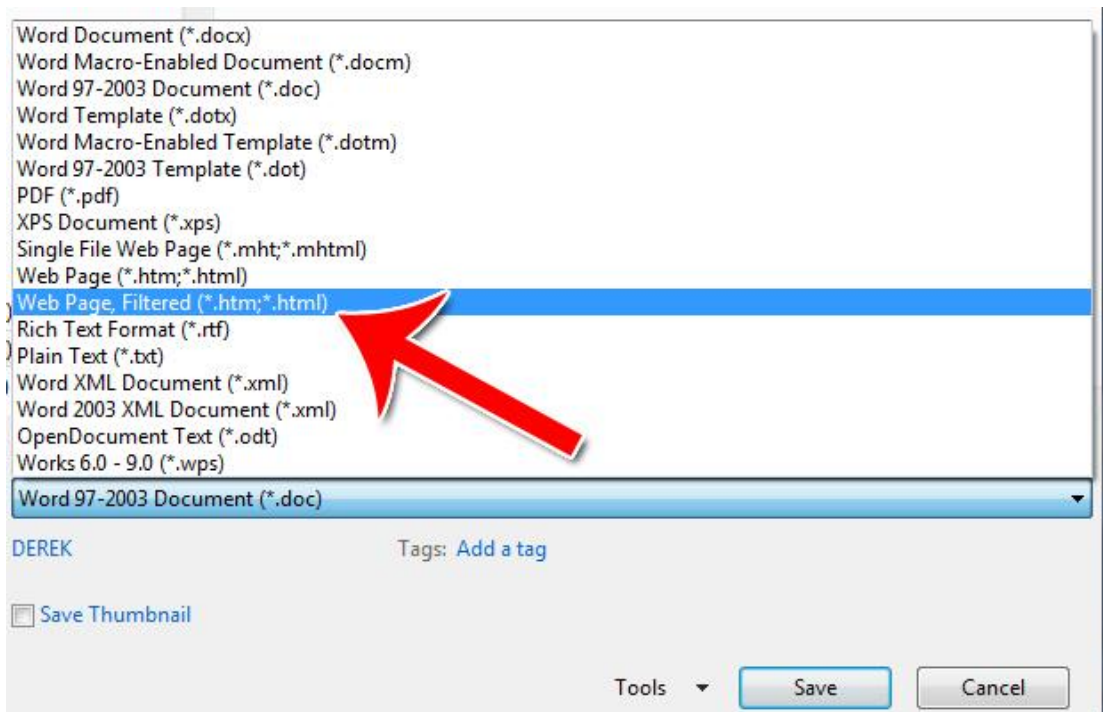
Step 5: Save as Filtered HTML

In order for Mobipocket to properly convert the .DOC file, you need to save it as a filtered HTML document.

To do this, go to File > Save As > Other Formats.



Then click "Web Page, Filtered."



Step 6: Download and Install Mobipocket Creator

You can download Mobipocket Creator at:

<http://www.mobipocket.com/en/downloadsoft/productdetailscreator.asp>



This software is required to create the optimal format for Kindle. The software is free.

Step 7: Building the Book

Click "HTML Document" in the file selection menu.



Choose the .DOC file that you created earlier.

Choose a file:

Create publication in folder:

0%

Click "Build."



Then make sure encryption is turned off.

Build Publication

Encryption options:

- No encryption
- Content Encryption
- Content Encryption with Password :

0%

Hit "Built" and your Kindle format book will be created! Depending on how long your book is, the whole process shouldn't take longer than two or three hours to edit and format the book.

Uploading Your Book

Once you've formatted your book in a Kindle compatible format, it's time to upload your book. In order to do so, you need to provide Amazon with quite a lot of detail.

Here's a step by step walkthrough of the book upload process.

Step One: Access the Upload Page

The first step is to access the upload page. You can log into the Kindle interface at:

<https://kdp.amazon.com/self-publishing/dashboard>

Then click "Bookshelf" along the top navigation bar.



Then click "Add a New Title."



Step Two: Enter Your Book's Name

Enter your book's name, exactly as it appears in the front cover.

1. Enter Your Book Details

Book name:

New Title 2

Please enter the exact title only. Books submitted with extra words in this field will not be published.

[\(Why?\)](#)

Step Three: Description

Enter a description of your book. This is what buyers will use to evaluate whether or not they want to buy your book, so put some time into writing it in a compelling way.

Edition number (optional): [\(What's this?\)](#)

Description: [\(What's this?\)](#)

4000 characters left

Step Four: Language, Publisher & ISBN

Enter the language of the book. Then enter the publication date, the publisher and the ISBN if applicable. You can skip the latter three if they don't apply.

Language: (What's this?)	Publication date (optional):
<input type="text" value="Select language"/>	<input type="text" value=""/>
Publisher (optional): (What's this?)	ISBN (optional): (What's this?)
<input type="text" value=""/>	<input type="text" value=""/>

Step Five: Confirm Rights

Confirm that you either have the rights the work you're publishing, or that it's in the public domain.

2. Verify Your Publishing Rights

Publishing rights status: [\(What's this?\)](#)

- This is a public domain work.
- This is not a public domain work and I hold the necessary publishing rights.

Step Six: Targeting Your Customers

In the targeting section, you'll be asked to select both categories and keywords.

3. Target Your Book to Customers

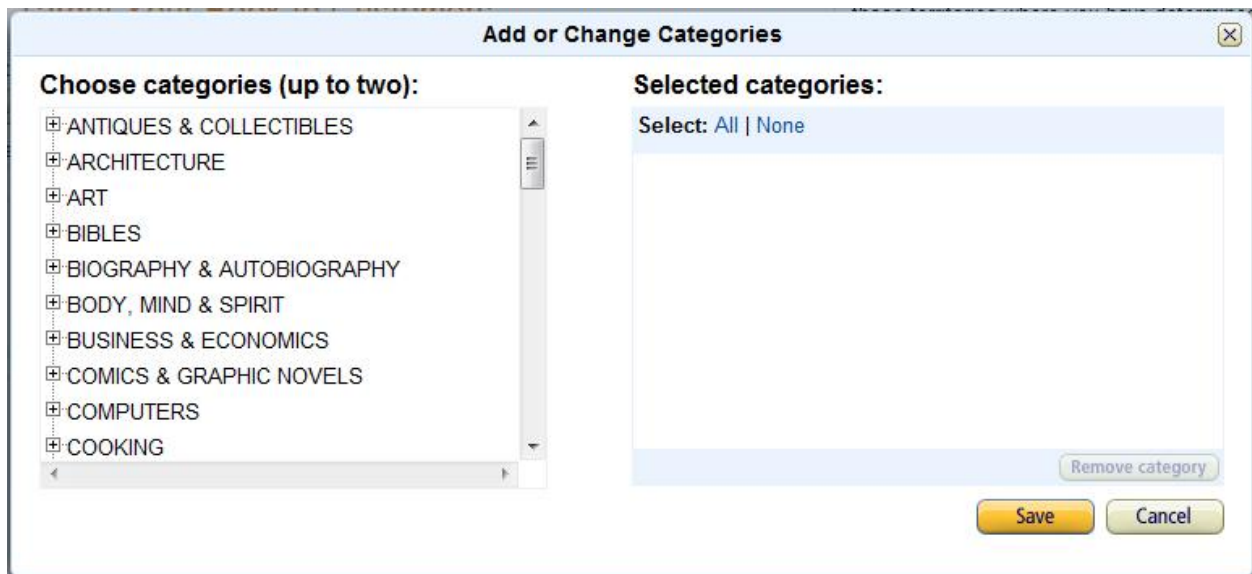
Categories [\(What's this?\)](#)

Search keywords(Up to 7, optional): [\(What's this?\)](#)

7 keywords left

Though search terms are optional, you should still definitely enter a few search terms to increase the likelihood that people will find your book.

Categories is self-explanatory: Click "Add Categories" to choose which categories your book belongs to.



Step Seven: Upload Your Book Cover

Upload a high resolution image of your book cover.

4. Upload Your Book Cover

Upload image (optional):



The product image is your book's cover.

Customers see your book cover in search results, the book's detail page, and in their Kindle library. A good cover looks good as a full sized image, but also looks good as a thumbnail image. If you do not upload a cover image, a placeholder image will be used.

[See placeholder image example.](#) You can change or upload a new cover image for your book at any time.

> [Product Image Guidelines](#)

[Browse for image...](#)

Step 8: Upload Your Book

Choose whether you want to enable DRM for your Kindle book. Then upload the Kindle-ready book.

5. Upload Your Book File

Select a digital rights management (DRM) option: [\(What's this?\)](#)

- Enable digital rights management
- Do not enable digital rights management

Book content file:

[Browse for book...](#)

> [Learn KDP content guidelines](#)

> [Help with formatting](#)

[Upload book](#)

Once you click "Upload Book" Amazon will automatically begin converting the book to Kindle format.



Converting book file to Kindle format...

This may take a few moments. If you have completed all required fields above, click "**Save and Continue**" to move forward while conversion continues.

Step 9: Rights, Royalties and Pricing

Once your book is uploaded, click "Continue" to go to the rights, royalties and pricing page.

Select whether you have the rights to the book worldwide, or only in specific territories.

6. Verify Your Publishing Territories

Select the territories for which you hold rights: [\(What's this?\)](#)

- Worldwide rights - all territories
- Individual territories - select territories

Select: All | None

- United States
- United Kingdom
- Guernsey
- Isle Of Man
- Jersey
- Canada

Then choose your royalty options. If you choose the 35% option, you won't be billed for bandwidth / delivery costs. If you choose the 70% option, you'll be "paid" more but will also be expensed the cost of delivering the books to the customer.

7. Choose Your Royalty

Please select a royalty option for your book. [\(What's this?\)](#)

- 35% Royalty
 70% Royalty

	List Price	Royalty Rate	Delivery Costs	Estimated Royalty
Amazon.com	\$ <input type="text"/> USD			
Amazon.co.uk	<input type="checkbox"/> Set UK price automatically based on US price £ <input type="text"/> GBP			
Amazon.de	<input type="checkbox"/> Set DE price automatically based on US price € <input type="text"/> EUR			
Amazon.fr	<input type="checkbox"/> Set FR price automatically based on US price € <input type="text"/> EUR			

Your book file size after conversion is 0.13 MB.

Enter the pricing you want in each of the boxes.

Once you've selected all these options, your book is ready to go! If you're not quite ready to publish yet, save your book as a draft first so you can come back and edit the title, description, pricing and other aspects to make sure you launch with a bang.

Selling Your Book

Once your book is up on the Kindle store, how do you actually start to make sales? At the end of the day, the quality of your book is what will determine whether or not it takes off. However, in order for your book to even stand a chance, you need to get it in front of a few hundred people.

That way, if your book has what it takes, people will see it and it'll take off. If you don't do the initial promotions however, nobody will even know your book existed.

Here's how to sell and promote your book.

Create a Link to Sell Your Book on Your Website

Selling your book on your website is easy. All you need to do is add the Amazon Standard Identification Number to the end of this URL:

<http://www.amazon.com/dp/>

In other words, if your ASIN was “1455503304,” the URL to link to your product would be:

<http://www.amazon.com/dp/1455503304/>

You can link to UK, German and French outlets by using these instead:

<http://www.amazon.co.uk/dp/>

<http://www.amazon.de/dp/>

<http://www.amazon.fr/dp/>

Promoting Your Book to the Kindle Community

Browse Kindle forums and boards and become an active member. Boards like MobileRead or KindleBoards are great places to network with authors and book lovers.

Don't just promote your book, but aim to add to the community as well. That way people will actually get to know you and want to check out your work.



Send Your Book to Book Review Websites

Look for book review websites in your market and ask if they'd be interested in doing a review of your book.

To find these sites, just look for books that are similar to yours and type into Google:

"[Book Name] Review"

See what websites and blogs come up. Record all the websites that are actively doing book reviews. Make sure they've posted new reviews within the last two months.

Contact them by email or phone and ask them to do a review in exchange for a free copy.

Book Review: Good to Great

October 25th, 2008



Be the first of your friends to like this.

Good To Great: Why Some Companies Make the Leap... and C

As a young guy interested in business and wanting to start my own, I found Good ideas, although not new, to be thought provoking. C.S. Lewis once wrote that the that are able to remind you rather than try and teach you new things. If this is true excellent job of reminding the reader of the necessities of what is required for a

Although the book is not a investment book, the principles and ideas can equally

Get Your Friends to Review Your Book

Having your book reviewed adds a lot of credibility gets you ranked higher and increases the chances that someone's going to buy your book.

The easiest way to get reviews in the beginning is to give your book away to your friends and ask them to do the reviews. Make sure they really read the book and are really sharing their opinion.

Try to get at least 5 to 10 reviews up through your personal network.

Customer Reviews

153 Reviews

5 star:		(88)
4 star:		(19)
3 star:		(10)
2 star:		(13)
1 star:		(23)

Average Customer Review

★★★★☆ (153 customer reviews)

Do a \$.99 Cent Promotion

One way to generate a lot of attention, reviews and downloads is to sell your book at 99 cents. You can use this as an initial promotion tactic to build publicity and ratings, or you can actually price your book at 99 cents.

Either way, many authors have found that by pricing their book at 99 cents they generate a lot more revenue in total through increased sales than if they had priced their book higher.

Loose Screw (Dusty Deals Mystery) [Kindle Edition]
Rae Davies (Author)

★★★★★ (7 customer reviews) |  Like (14)

Digital List Price: \$0.99 [What's this?](#)

Kindle Price: **\$0.99** includes free wireless delivery via **Amazon Whispernet**

- Text-to-Speech: [Enabled](#)
- Don't have a Kindle? [Get your Kindle here.](#)

Promote it on Facebook and Twitter

Use Facebook and Twitter to promote your new book.

Start by publishing a link to the book on your Facebook wall and Tweeting about it. In fact, it's a good idea to start posting about the upcoming book *before* it even launches to build excitement.

Also do searches on Twitter for things related to your book to find people you might be able to recommend it to. For example, if you just wrote a book about how to do interior design for a party, then you might search Twitter for keywords like "tips for a party."



Create a Blog About Your Topic

If you're publishing a non-fiction book, consider also starting a blog on the topic. Regularly blogging is a great way to get traffic from search engines and build an audience.

The blog can help you promote your book and can also earn revenues from advertising and other product sales. Having a blog can also help you launch future books more successfully.



These are some of the more popular ways you can promote your Kindle book. At the end of the day, the quality of the book is what'll determine whether it sells or not. However, in order for the book to take off, you need to put in quite a bit of legwork to generate the initial sales.

Sales Reports and Getting Paid

Getting your sales reports and setting up your payment systems are two important basic fundamentals of being a Kindle seller.

Let's walk through the details of how to use both systems.

Generating Sales Reports

To track your Kindle book's sales progress, click "Reports" along the top tab of your Kindle Direct Publishing account.



Amazon offers three different report types:

- Month to Date Unit Sales. This report shows you how many books you've sold this month and in the last month.
- Prior Six Weeks' Royalties. This report shows you how much you earned in the last month and a half.
- Prior Months' Royalties. View how much you earned for up to 12 months in the past.

1. Month-to-Date Unit Sales

View your unit sales transactions for the current and prior month.

2. Prior Six Weeks' Royalties

View your royalties for the past six weeks.

3. Prior Months' Royalties

View your royalties for the past 12 months. These reports are generated by the 15th day of the month.

If you're selling your books globally, you can specify which Amazon sites you want to view statistics for.



You can also search for specific sales.

Search

Get in the habit of regularly checking your reports so you know how your book(s) are performing.

Getting Paid

You can get paid by Amazon one of two ways: By physical mailed check or by Electronic Funds Transfer (EFT.)

In order to get paid, you need to make sure your tax information and address are correct. You also need to setup your bank information if you intend to be paid by EFT.

Start by going to your account setup in the top right corner.



Then setup your personal details & information.

Company/Publisher Information

Full Name/Company Name	<input type="text"/>
(What's this?)	
Country	<input type="text"/>
Address Line 1	<input type="text"/>
Address Line 2 (optional)	<input type="text"/>
City	<input type="text"/>
State/Province/Region	<input type="text"/>
Zip/Postal Code	<input type="text"/>
Phone	<input type="text"/>

Enter your tax information if you haven't already.

Tax Information

Enter your US taxpayer information to receive payments for content sold on Amazon.

Tax Reporting Name	(What's this?)	<input type="text"/>
Business Type		<input type="text"/>
SSN, TIN or EIN	(What's this?)	<input type="text"/>

Then choose the method and currency you want to be paid in.

Your Royalty Payments

For book sales on

Amazon.com

Pay my royalties via Requires a minimum of \$100 in royalties and may incur fees from your bank.

In this currency: Checks are paid in USD(\$) only.

If you choose “Check,” the check will be sent to you at the address you gave above.

If you choose “EFT” in the drop-down box, you’ll be given the opportunity to enter your banking information.

Add Bank Account Information

Please provide the following information about your USD(\$) denominated bank account:

Bank Name:

Account Number: [\(What's this?\)](#)

Routing Number: [\(What's this?\)](#)

You’re all setup! That’s how to set yourself up to get paid by Amazon, as well as how to check how much you’re earning in various timeframes.