"Kindle Riches"

THE EASY WAY to Publish Your E-book On Kindle

Table of Contents

Chapter 1: Introduction

The Kindle is a much faster, easier, and higher probability of succeeding method to publishing. E-books are a huge market currently with the ever growing technology age. Trying to get published by an offline big time marketing company is much more difficult.

If you have a book that you think just has to be published and you were born into this universe to bring it to be seen by the world, the Kindle is your friend. This book is going to get straight to what you need to know (without unnecessary fluff and fillers to pad the book up). You're probably feeling nervous and overwhelmed.

No need to fear; sit back and relax. This book will tell you the crux of what you need to know on how to publish on the Kindle. Keep in mind that technology evolves fast, so by the time you read this guide some of the features may have changed slightly, i.e. some of the features such as navigation may change, but the overall process will still be valid.

Advantages to using The Kindle

- No physical junk that takes up space and creates dust
- It's fast and easy to edit your book at any time
- Convenient for you and the reader to use; libraries of books in your pocket
- Easier to get the recognition you deserve that is harder to win with offline publishers
- Doesn't require literary agents for publication, which is often as tough to get as a publisher
- Big Publishing companies also publish their books on Kindle, allowing the "playing field" to come close to level than ever before

    Disadvantages

- Doesn't have the status as traditional published books contain
- Doesn't have the marketing behind it that could give it immense exposure
- Requires patience to prove yourself as a quality author

Chapter two will give a summary of the signing up process, which can appear overwhelming and confusing at first, but is really very simple. The key is to set time apart, be relaxed, and patient with it all. There's no rush; the key is consistency over time. That is what is going to make you a world renowned author!

Chapter 2 Quick Overview---Get Started with the Kindle

First things first, you will need to have access to these items before beginning (No assumptions are made that you have these):

- Stable Internet Connection
- Mozilla Firefox or Internet Explorer Browser
- Manuscript that is in one of these formats: .Docx, .Doc, HTML, or .rtf
- Functioning Email address specifically for your Amazon Kindle Account

Setting up Your Amazon Account

Do you already have an Amazon Account? If not, follow these easy instructions to get one.

1. Go to www.amazon.com
2. Scroll down and look on the left of the screen until you see the sidebar named "Features and Services."
3. Find the subhead "Selling with Amazon"
4. Click on "Publish on Kindle."
5. Click on the Digital Text Platform (KDP) URL.
6. You'll be asked to sign in. If you're a new user, click on "Sign up" box to fill out all information requested.

After You Set Up Your Amazon Account

1. Return to the Digital Text Platform page and sign in with your credentials.
2. You will see three sections at the top titled, "My Reports," "My Shelf," and "My Account."
3. Go to "My Account."

This next step is critical to setup correctly, so you can acquire royalties from your work! Find the company/publisher information and fill in your own name in the "full name/company" section if you're the sole person who is self-publishing. If you have a self-publishing business already in place where you publish your own titles or are a publisher, put the business name in that section.

Also, if you're uploading a book that is released under a publisher, you need to hold the copyright to the book **BEFORE** uploading it. If a publisher holds the copyright, it's important to get in contact with them before going further.

Getting Paid—Enter Your Payment Information

Your option to receive payment is either electronically or by check. If you prefer the electronic method, you need to have a United States bank account. Everyone else will be paid by check if they don't have this kind of bank account.

If you choose the electronic way of receiving payments, you'll have to fill in more information. Where you see "Business Type," there are three categories to choose from: Individual, Partnership, and Corporation. "Individual" is best to choose if your book is not associated with any business. Pick the type that accurately reflects your authorized standing and the book's relationship to it.

Tax identification number (TIN), Social Security number, or employer identification number (EIN)

If you chose "individual," put in your social security number. Businesses, partnerships, employers, and corporations will mainly fill in the tax or employer identification number. These two numbers identify any business form.

You may request for a number (and it's a free service) from the IRS by checking out their website here: http://www.irs.gov
The reason why these numbers are asked is so your income can be sent to the IRS.

Entering in your Bank Account information

1. Go to the "Add or Edit account" button.
2. Type in your bank name, routing number, and account number.
3. Verify that everything you wrote in is correct by checking in your online checking account or checkbook.
4. Be sure to press the "Save Entries" button
5. You'll have to wait a little bit while the information is being processed and saved

Cheat Sheet of Kindle Direct Publishing (KDP)

Find the heading "Browse the Knowledge Base," then click on "Getting Started Guide," and then find "Amazon KDP Quickstart Guide." ←This gives the most current PDF edition version of the KDP guide; it's important because it alerts users of Kindle's software updates.

KDP Community Support Forum

Check out https://kdp.amazon.com/community/index.jspa

This is where you'll have access to the public forums, which is typically where people post and answer questions. The "Browse the Knowledge Base" header shows information in regards to assistance for publishing content, creating an account, formatting your book in HTML, payment information, and using the main KDP page. The "Discuss in the Forums" header gives access to a FAQ page, help for publishers, and the community forums.

The Downside of the KDP Community Support Forum

It is difficult to receive responses from actual administrators. There is no dedicated staff that responds primarily to KDP issues currently. You can either browse the FAQ section to make sure your question is not reworded differently or email the engineers that created the platform.

Other Options:

Check out: www.smashwords.com. They have a service that allows authors to receive 85% of the title's net proceed that converts .doc files for delivery through Amazon, Smashwords, and various "canals." Another site: www.ebookarchitects.com. This site charges a varying fee for their conversion services; you can get a quote on their site. This site may be extremely helpful because if you're having issues with formatting or need more technical help, it can help make your life easier.

ISBN and UPC/BAR Codes

Before you publish your book, you should look into obtaining an ISBN number. The ISBN is a measure of inventory and identification that is given to individual titles for shipping reasons. Various editions of the same titled book are given different ISBN numbers, i.e. Print and digital versions of a book have different ISBN numbers.

Visit: http://www.isbn.org/standards/home/index.asp to get your ISBN number; this is also the location of price listings. You may purchase in stacks of 10, 100, 1,000, etc. The site suggests ordering a bunch that will last for about five years because you'll save money when buying in bulk and also be able to keep the same publisher prefix for an extensive duration. If you only need one ISBN, visit http://myidentifiers.com.

In addition to getting an ISBN number, you should obtain a bar code as well. The bar code is a representation of the ISBN. The majority of retailers use it for scanning during checkout and sometimes for inventory, but most merchants and wholesalers won't carry your book without it. When choosing your bar code, pick the *Bookland EAN/13 with add on.*

The ISBN/bar codes prices depend on the amount ordered, but can be from about $245 to $1695. Keep in mind that the UPC bar code used for books is different from the one used for tangible merchandise. You can get it from the ISBN site or Go To: www.bowkerbarcode.com Or, you may use the purchase form for bulk ISBN purchasing here: https://commerce.bowker.com/standards/cgi-bin/isbn.asp

Chapter 3: How you will Get Paid—Royalties

Royalties are wages an author makes from the sale of books, which is a % of the list price; the price is determined before you publish your book for Kindle. Amazon does allow you to choose a price for your title from 99 cents to $200.

As long as your work is listed with Amazon, you'll continue to earn royalties. In standard publishing, a royalty agreement is glued into a contract and the method and frequency of payment is dealt with differently.

How does the royalties work? Amazon pays authors a specific percentage of the profit for every Kindle eBook that sells and they get 65% of your sales. Yikes!

That sounds like a bad deal upfront, but think about it this way: You're not self-publishing a print version of your book, which means you don't have to buy ISBN #s, hire someone to create cover art, design the book, edit and proofread, typesetting, and then you would also have to pay for the costs of printing (which is getting more expensive by the day).

And to top it off, you would **still** be accountable for marketing and promotion + a whole lot more!

What Amazon brings to your table?

- ✓ Amazon automatically gives their version of ISBN # in the Kindle Store called ASIN if your book doesn't carry its own ISBN; so, you're not required to have an ISBN.
- ✓ You don't have to work with agents or publishers who could discriminate against you being a new or inexperienced author whose works is not up to their expectation.
- ✓ Article writers have a better chance to make a profit via Amazon than trying to submit to journals, newspapers, or magazines.
- ✓ Amazon developed the Kindle platform and allows authors to publish for free and promote it along with other books from big name publishing companies.

65% Still Sounds Crazy?

Part of what you're paying for is the big promotion that you indirectly achieve because you are a part of such a high status marketplace. It is your responsibility as an author to market your book so readers know it's out there and how it will help them meet their desires, but just being

immersed into a well-known company is 50% the battle won. Amazon gives new writers an opportunity that has never been given before until now.

70% Commission

Before the introduction of the highly anticipated Apple iPad, a major competitive e-reading gadget, Amazon introduced a new alternative to their royalty plan. They implemented a plan where authors have the option to receive 70% commission instead of the 35%, but there are conditions.

To be able to receive the 70% commission, you must meet these requirements:

- ✓ The list price is a minimum of 20% smaller than the print book's smallest price
- ✓ The list price given by the author or publisher is from $2.99 to $9.99
- ✓ The title is ready for sale in every location that the author has legal rights
- ✓ The title will allow text-to-speech
- ✓ The work needs to be in copyright and not public domain
- ✓ The publication needs to be originally sold in the United States

Comparison of traditional and Amazon's publishing royalty fees

Conventional publishing typically gives a 10% royalty fee on all books, whereas Amazon does 35%. What is very beneficial and advantageous is that with Kindle's royalty fee, you will still get the same amount per book, **even if it was discounted by Amazon to sell more of them.** Amazon sends payments automatically at 60 days after the close of the calendar month that the sales accumulated from at least a minimum of $10 in your account.

"My Report" Page

After you go and login to the main KDP page located here, https://kdp.amazon.com/self-publishing/signin
click on the "My Reports" tab at the top. Find "view reports." You will see a lot of options; two very important ones are the "view month-to-date report," and "year to date reports." The month to date report allows you to see the recent month's summary of sales transactions.

The year to date reports showcase year to date sales transactions, with a layout of sales summaries from previous months. Summaries are discharged on the fourth of the month. This is critical data for you to have for when you file taxes, because Amazon doesn't currently submit W2s.

Protect Your Work

Inform yourself as much as possible about copyright law because there are many people who have been ripped off from it. An original piece of work created by you is your copyrighted work. Unless you sign over your rights in a contract, the work is still yours.

Visit this website: www.copyright.gov to get a big picture of the law if you check under "about copyright" and then click "copyright basics." Copyright law is evenly crucial for publishers of print books and of e-publishing. It is significant to educate yourself in the basics before attempting to publish in any format because you can save yourself hell down the road.

It's important to understand that plagiarism deals with reproducing words written by another person. It's very simple to do online, so it is widespread. This is the main reason why you want to copyright your work and avoid doing it yourself.

Of course it's tolerable to incorporate ideas and facts because they can't be copyrighted, but stick to the overall guideline to not replicate any more than three words in a row that another author wrote. It's fine to use the words or pictures of another author, but you need to acquire their permission in writing.

Quoting a little part of a book may be tolerable to do in research papers if you cite the source, but the rights vary, even if you cite the source, in some books and other media. At the moment, the law is that a work is protected by copyright until 70 years after the author dies. If there is more than one author, the work comes out of copyright 70 years after the last remaining author dies.

The majority of government and military publications are public province. If you're unsure whether works are copyrighted or not, check with the United States Copyright Office. Bear in mind that copyright law changed in 1978, so some publications printed before then might fall outside of current copyright law.

In theory, you don't have to officially register with the copyright office if you have a copyright symbol © placed in your work and by your name because that itself creates the copyright with the author. But, in the event that you go through a lawsuit, if your work is registered, you'll be given the total amount of attorney's fees and damages, whereas if you register more than three months later after putting your work up for publication, you'll only receive part of those fees.

It's worth the small investment of just $30. Go to the Copyright Office site to get the form to fill out: www.copyright.gov/forms. After your submission is processed, the copyright office will send along a copy stamped with an official seal and it'll be signed by the Registrar.

This copy will also have a registration number and date. Be sure to put this in a very safe place! Be patient as this process could take up till 10 months or more since they receive many of the thousands of submissions every year.

Copyright Page and Information

You need to put a copyright note in the front of your book in the page that comes before the story; usually, this page contains the dedication, copyright notice, and title page. It's a good idea to look at other books to get the gist of how it's typically setup.

In addition, place the copyright image © next to your name (or the rightful author or publisher's name). You can form the copyright image by using this sequence below; make sure everything is together and nothing is spaced.

1. (
2. C
3.)

After you have your name (or appropriate name) and copyright symbol, include information below that line. The information that should be included if they are relevant is:

✓ Publisher membership information
✓ Printer information
✓ Trademark information
✓ The proclamation "All rights reserved"
✓ Country in which the book was printed
✓ The address of the printer
✓ CIP information
✓ ISBN numbers
✓ Edition number and dates
✓ Cover and book design information and credits
✓ All other pertinent publication, books, and copyright data

Unless your writing is considered public domain, include something like this in a paragraph form: All rights reserved. This book can't be replicated in any form, in whole or in part (beyond that copying permitted by U.S. Copyright Law, Section 107, "fair use" in teaching or research, Section 108, certain library copying, or in published media by reviewers in limited excerpts), without written permission from the publisher (this is **you**).

^^^ Be sure that you have the copyright to all the material you are publishing before uploading, or you'll put yourself in jeopardy of being sued.

Chapter 4: Create and Publish Kindle e-book via KDP

KDP Basics

The KDP supports these file formats that upload to the KDP:

- ✓ Adobe (.pdf)
- ✓ Microsoft Word (.doc)
- ✓ Plain Text (.txt)
- ✓ HTML (.htm or .html)
- ✓ Zipped (.zip)
- ✓ Mobi (.mobi or .prc) ---Mobipocket file

Different Quirks to Various Formats

If you're using a text (.txt) document, you don't need to save the file as PDF or HTML. The KDP process .txt formatting permits you to preview the document before saving. Amazon suggests uploading a work in one HTML file.

If you're not comfortable working with HTML, you can easily convert a word processing file to HTML by using "Save As" or "Export." Or, if you have experience with HTML, you may write the HTML in a text file.

If you want to review HTML over, or need a guide on inserting pictures within the document, check out this fantastic source:

http://kindlegen.s3.amazonaws.com/AmazonKindlePublishingGuidelines.pdf

When working with Plain Text files, a caveat is that Kindle is designed to instantly reflow and adjust the size of the text. Amazon suggests using minimal formatting (italics, bold, or underlining) in text files, hard returns, or hard line breaks.

Be very wary of using PDF files, which are basically image files, because they are a pain to get to convert with a high quality. PDFs are generally used for people wanting to print out a hard copy.

Research for publication

Organize your work in a single file that has the whole document from beginning to end. It's a good idea to save your Word document as a "HTML" file using the "Save As" option in Word. Doing this makes sure that any pictures or embedded files in your file are adjusted into their appropriate positions.

Just to make sure it's clear how to save a Word document as an HTML file, follow these easy steps:

1. In your Word Document, go to "File."
2. Then, go to "Save As"
3. Then select the "Web Page" if you're using Word 2007. Or, select "Save as HTML" if you're using Word 2003.

If you know how to work with a graphics program or can hire someone who has this knowledge, make sure tables or columns in your document are formatted as text or graphic images; doing this method will help maintain the look of your columns or tables in.

Delete any page numbers and substitute footnotes with hyperlinks that steer users to another location of your work (like an endnote page). Your readers will find it very beneficial if you code in hyperlinks within your text; it is very preferable to do this for nonfiction works. The Kindle has a Basic Web feature that has links to allow readers to navigate to the websites mentioned.

It's a great idea to have a caveat to readers from the beginning of the book that if they choose to look at images on websites, their device processes could slow down. In addition to the front of the book section and any other place in the work where it's appropriate, put urls to your site, blog, online bibliography, etc.

It's important to realize that the preview you see in the KDP after uploading content is not an exact depiction of how it will appear on the Kindle. In order to check the layout and final look, you should publish and see the document on a Kindle.

Pictures and Graphics

The Digital Text Platform allows these picture formats:

- ✓ .png
- ✓ .bmp
- ✓ .gif
- ✓ .jpg
- ✓ Cover pictures must be JPEG or .tif formats

Be very aware where rights are when you're choosing any pictures for your work; you must be very careful with pictures found on the net. Make sure you have the creator of the artwork complete permission to use their work. If given permission, credit the source appropriately in the work; some places may include title page, cover, copyright page, next to the picture itself, etc.

Book Covers

You should have an enticing book cover to hook your reader in. The book cover is like the headline to an advertising ad. It can be the difference between having a customer or not. So, pay important attention to it.

Don't fret if you have no experience with graphic editing software; a very easy to use one is "Corel Paint Shop pro." You can get a free trial version (www.corel.com) to experiment with. Shockingly, you can make sophisticated looking covers knowing a few things.

- ✓ Be cautious of where you put text and avoid content intertwining with a picture that was uploaded.
- ✓ Utilize the tools in the free Picasa software to make a cover

Amazon states these criteria for images:

- ✓ The KDP instantly resizes pictures bigger than 450 by 550 pixels
- ✓ Pictures you infuse or cite as a source in the HTML of your KDP document must be tinier than 64 kilobytes.
- ✓ Amazon instantly uses an aspect proportion of 9 to 11; if your image doesn't fit in that ratio, Amazon will resize it to fit within this parameter

Crash Course **to Making Graphics for Columns and Tables in Fireworks or Adobe Photoshop**

1. Open up the work containing the content you want to make a graphic for.

2. Choose and copy the content by highlighting it and pressing Control + C. On a Mac, press Command + C.

3. Now, click on Fireworks or Photoshop program.

4. Make a new canvas by pressing Control + N. Or, you can just press File, then New. If you are using a Mac, press Command + N.

5. Select the height and width; aim for 450 pixels in width or less.

6. If you need to fix the length, click on Image, then Canvas Size. The resolution is good at 72 pixels per inch. Keep the default background white in color because Kindle screens only use black and white.

7. With the text tool chosen, draw a text box and press Control (Remember it's "Command" on a Mac) + V to paste the content that was copied into the box. This is your primary column.

8. After adjusting the initial text column and font size (which should be big enough to see on a Kindle screen), delete the content to put in the second column by highlighting it and pressing Control + X to cut.

9. Remain in the text tool section and sketch your second text column and paste the text by pressing Control + V. If you're working in Photoshop, you could have to deselect the text box initially, or press another tool to deselect and then press the text tool over again.

10. Fine tune the font size, column lengths, and text in each column, trying to make all the columns equally sized. The columns should have equal space surrounding them up, down, and straight across.

11. Save the file as .png (if you're using Fireworks) or .psd (for Photoshop) and then export as a GIF. Making sure you keep these versions of the files saved will allow you to have an editable file at your fingertips if you need to make adjustments. It's very important to spend some time making your cover look as sophisticated as possible.

It would be easier for you to hire a friend or someone online (check out www.elance.com) to create a cover for you. It would be worth the investment because your cover is a marketing tool that people first look at to determine whether they should invest their time into reading it.

Think of it like junk mail, within seconds a potential reader makes judgments on the outline, arrangement, and how professional the cover design looks. However, if you really want to create the graphics yourself and are "green" to design concepts, here are some elementary tips.

• Take advantage of white space so that it prompts the eye to move around and make it appear interesting. Think of it like highlight and shadow effects; both need to be balanced.

• Check out kuler.adobe.com. This is a fantastic color palette instrument to use. Be very attentive if colors disagree or balance with one another. You can reference a color wheel.

• Look at glossy magazine ads in high fashion, architectural, and artist based magazines. Look at the more recent covers and pay attention to the color schemes used. This will give you a more intuitive sense of why colors are working together.

• Think of "bad" pictures as ones that are faded, fuzzy, and have small contrast. The key is for the graphics on your cover to draw attention to your reader and not create confusion or dissonance.

This topic is something that is difficult to describe solely by words; that's why referencing magazines in the above bullet will help you gauge various eye-catching layouts. These bullets are just some starting and general points to keep in mind when making graphics.

There are other ways to look at it and things that go into it, but overall you should use your own honest opinion to whether a picture is of poor quality and don't be afraid to get constructive criticism from many different people.

KDP for Macs

Mac users can have trouble converting documents mainly because Amazon's KDP is designed with PC users in mind and Mac text encoding is an enemy to the KDP system, which doesn't tolerate Unicode-encoded works. Unicode is a method of encoding characters like numbers, letters, and symbols.

You can avoid trouble by saving the file in .rtf and then opening it in TextEdit. Then, select "Save As," and then "HTML." Local files made on a Mac by TextEdit or Pages won't go through the KDP. Once your file is saved as HTML, alter it if necessary in an HTML editor like taco: http://tacosw.com or http://www.activestate.com/komodo-edit

With images coded into your HTML file that is completed and prepared to be uploaded, zip the whole work into one file by choosing the files, hold down the Control key, and pressing on them. Choose the "Compress" option and a .zip file will be made.

You may use YemuZip that has a zip option that is easy to use for Microsoft Windows. It can be downloaded for free here: www.yellowmug.com/yemuzip. Once you've gotten these steps down, your work (short story, book, article, etc) is prepared for a KDP upload.

Uploading a Work

Perform one more last checklist to make sure these are in your work and are in a single document saved as an HTML file:

- ✓ Ensure all pictures are embedded
- ✓ Columns and tables converted
- ✓ Copyright information
- ✓ Title Page
- ✓ Chapters
- ✓ Table of Contents
- ✓ Index
- ✓ Acknowledgements
- ✓ Any other content you think is important

Information to Enter so you can Upload Your Work

"My Shelf"

Go to the KDP homepage by logging in and click on the "My Shelf" tab at the top. Then, select the "Add new item" icon to start the process of uploading your work.

"Enter Product Details"

After selecting "Add new item," many fields show up under the heading "Enter Product Details." If you need to exit out the document before completely filling in the information, you need to click "Save entries" button at the bottom right hand side of the Enter Product Details Form and then sign out.

When signing back in, the new title will show as a draft beneath "Status". Press the + next to "Enter Product Details" so the whole form will show and you can start putting information back in. If you want to start over, you can press the trashcan symbol to the right that is located next to "Draft."

ISBN Field

Input the ISBN in the field if you have the number available; if you do not have one at the moment, don't put anything in the section. If you have a work that will be or is sold in a tangible format, then take note of the rules regarding ISBNS. You're supposed to use different ISBN numbers for tangible works vs. electronic versions of matching work.

But, if you use the identical ISBN for tangible and electronic versions, there is a strategy of effectively linking all versions of the matching work; this way will allow you to have the same ISBN for a work published in hardback, paperback, and Kindle. It's a great idea to implement this strategy because it improves sales and assimilates all information regarding the work like customer analysis and bibliographic data.

If you're publishing magazines, periodicals, or journals, understand that there is no place to input an ISSN number (this is used for these kinds of works.). The ISBN number exists to evaluate stock and provide classification for each title for shipping reasons. Various editions of a book are given different ISBN numbers. One ISBN is bought to use on all versions of that work that are in print, i.e. one ISBN-13 and ISBN-10 is linked with the mass market paperback version of a specific book.

 The ASIN (Amazon Standard Identification Number) Number is given by Amazon to all items sold via the site. If a book has a 10 digit ISBN, the identical number is used automatically as the ASIN. A work that is not a book and any work that does not have an ISBN number are given its own unique ASIN. The reason that an ASIN number is like an ISBN number is because they are selected to help with stock and tracking.

Title Section

Enter the complete title of your manuscript, which will also incorporate a subtitle and volume number if you have one, i.e. take a book titled "How to Make Wedding Cakes: Everything You Need to know Described in Simplest Form," the part of the title that comes after the colon is dictated as the subtitle and it should be added in the title section.

By the way, don't be concerned with a title being perceived as too long. Keep in mind that as long as it's detailed and informative, it can help it show up better in a search. A newspaper wouldn't contain the date in the title because that data is supposed to go in the "Pub Date" section.

Description

Give an entire description in this section as you can. If it's a newspaper or periodical you're working on, add in highlights and special elements from that issue and an ISSN if you have acquired one. For a reference for descriptions, check out books to big publisher's companies and read various descriptions on the back cover or side coverings.

Do not hype your description up excessively because if you do this and the readers are dissatisfied with your work, you could get negative reviews which can damage your sales! What is a good or bad description? "Good" and "bad" are very subjective terms. A clear way to demonstrate poor and acceptable descriptions is by showing examples, so the key components that are there are understood. By the way, these two examples below are made up.

Poor Example

This book is the best book ever written! It will completely change your life forever. Tons of knowledgeable authors write about various ways to be triumphant.

^^^What went wrong here? It's not specific to how it will change your life and the topic is vague. Who are these "knowledgeable authors" and are they co-authors or?

Acceptable Example

One of the most mysterious and iconic actors of this century and rolling over, James Dean has blown the media and fans alike since the 1950s. Known for his relatable and emotional roles and striking handsomeness, Dean has earned a place in one of the greatest actors' spots even though he only made 3 movies, East of Eden, Rebel without a Cause, and Giant.

His suave demeanor, ability to convey strong emotion, and rebel like lifestyle has kept him memorable in the public's view for many decades. Sally White, the author of many famous people's unauthorized biographies like Natalie Wood, gives an up close and personal look at the life of this famous actor from his childhood days to his controversial and shocking death. Sally interviewed a close relative of Dean to get the details on his personal life that has never been known to the public, until now.

^^What makes this acceptable and good is that it gives a lot of specific information about the topic of the book and subjects discussed and hooks the reader in with a teaser of stating that information that was never released to the public until now. Also, it states the author's credibility by telling what other works she has published.

Publisher

Input the publisher's name into this slot. If you're self-publishing and this work does not show up in print, then input your name into this slot. It will give off the impression of a more professional vibe if you input a publisher title or your first/last name instead of something like "Sally's publishing."

Lingo

Here is where to input the language your work is written in. If it's a translation, input the language it shows up in there. The appropriate area to tell that it's a translation and other related information like data about the original language and author is in the description area. The next few sections starting with publication date, categories, author, etc is simple to fill in.

Search Keywords

Five to seven explanatory, related keywords is the ideal range to aim for. Keywords allow people to find your work in a search. It's ideal to use words or phrases that give the best description of your work and divide them with using commas, i.e. if you're publishing a book on health care for the elderly, some of the key phrases used could be Elderly Health, Health Care, Geriatrics, Caring for the Elderly, Senior Health, etc.

It can't be overstated how important it is to make your work super easy to be found as possible. It's a good idea to start with using a free Google Key Word Search Tool to see what the sequence and specific words people are searching for in your niche. Keyword planner has replaced the search tool, but is still very useful:

https://adwords.google.com/select/KeywordToolExternal

Choose the radio icon for "Descriptive words and phrases." Then, put in a description of your work's information to get some ideas to how keywords are formed. Amazon also has a tool that can help identify key phrases you can use: www.amazon.com/gp/phrase/help/help.html
A further option for locating keywords is to check out the keywords and phrases related with Amazon works comparable to yours.

Chapter 5: Marketing and Promotion

The elementary principles of marketing and promotion are pretty much identical for an e-book as for a tangible book. When marketing e-books, it's ideal to do it online. There are quite a few nice strategies to assist you in this extremely important process.

Pricing makes a huge difference. Having a general understanding of what is actually selling in the market helps to make sure you're reasonably within the competitive range.

Here are the average prices of various kinds of works on Amazon:

- ✓ The average price of a hardcover book on Amazon is about $9.99
- ✓ Books that are on the market as trade soft covers often are priced from $5.99 to $7.99 as the Kindle editions
- ✓ Big market paperbacks generally cost around $2.99-$4.99
- ✓ Monthly subscriptions to magazines and newspapers are within the range of $9.99-$14.99
- ✓ One magazine issue is within the $1.49-$2.99 range
- ✓ Some big name magazines are about ½ price of offline subscriptions
- ✓ Blog monthly subscriptions are about $0.99 with a typically free 14-day trial
- ✓ Articles that are by themselves and other short form works are $0.99-$2.99

How to Choose a Price

Theoretically, the lower the price on a book, the higher the conversion rate should be. Similar to selling products on websites, people have to know that your site exists as the first step; you can have the most sophisticated, creative, and high quality site out there, but if people have no idea it exists, what good is it? This concept works identically with e-books.

Here are some pricing tips for works you're selling:

- ✓ For diminutive length stories or works or articles, price it from $0.99 to $2.99
- ✓ For books, start low and change as needed
- ✓ It is highly suggested to not charge more than $9.99 for a usual novel-length book
- ✓ Softcover books should run from $2.99-$7.99
- ✓ Books only available in digital form should be priced with good judgment
- ✓ Depending on the niche your book is in, it may get by with being more expensive than the standard price; usually, these kinds of books deal with something very scientific, are saturated with a lot of graphics, or may be justified if you have to reimburse people who helped with the work.

Amazon Sales Rank

Amazon shows how great a work is performing via the sales ranking system. It's modified by the hour and is computed based on current and past sales information. In order to thin down a product's sales results, items are *graded* by how great they are performing in their solo niches with category sales ranks.

Standard sales rank is different because it displays how great a product is selling as a big picture. Only writers publishing via the KDP can see their sales reports in their own accounts.

How Sales Rank Works

The more people purchase your product in the Kindle store, the higher chances your work will become very recognizable in your niche. The more sales you make, the more exposure your work will get. It will be difficult to make it to the top ten, but even if you make it to the top 100 or even 500, your exposure and sales will enhance tremendously.

Customer reviews hold a high significance on book sales; poor reviews usually decrease book sales and positive reviews are the prerequisite to people telling their friends, family, and acquaintances about how great your work was, meaning a lot more sales!

Transitioning into paper books

If it happens that you decide to release a title solely for the Kindle but later put forward a Print on Demand edition of that book, the sale information and review assessments for the e-book edition *diffuse* into the print version that is sold in the standard Amazon book store section of the site.

To ensure the formatting of your book is pleasant in the Print on Demand version, check out CreateSpace; to find it online, just put in "createspace" in the Amazon search bar to pull it up. CreateSpace is a supplementary company to Amazon. When you see the page, it'll allow you to register and submit works for no charge.

When you make a Print on Demand title, CreateSpace gives a free ISBN if you don't have it at the time of registering. After you acquire this number, you may use it for your current Kindle title so that the two will be connected together on Amazon.

Promotions

There are a multitude of methods to promote your eBook. Here are some strategies to use in introducing your new work:

- It is ideal, since you're a new author and have to prove yourself to your audiences, to start with a cheap introductory price like $0.99. After your book picks up the pace in sales and become trendier, you can increase the price slowly as time goes on.

- If you have a long length book, it is worth a shot to put up a small excerpt of it as being available for sale as a teaser that will persuade readers to purchase the book in its whole form. If you have a non-fiction book, you can pull out a small section of content that is very helpful, abstract, and/or not well known.

If you wrote a fiction book or other fiction based work, take an excerpt from a very exciting part of the book where it's from an escalated action point or some other highlight. The bottom line is that whatever people read in the excerpts showcased, should really incite a strong desire to read the rest of it. Excerpts run from $0.99-$2.49 and are about the length of an article from 1-5 pages.

Serializing Your Work

If you have a work (non-fiction or fiction) that is very lengthy, it's a good idea to chop it up into sections and sell them apart from each other. As a guideline, think of novelettes from about 7,000-18,000 words; novellas from around 18,000-40,000 words; books/novels as 40,000+ words.

The most important point to remember is that in your series, every chapter should be able to stand on its own "two legs," meaning that the end of the chapter should leave a cliffhanger where it begs the reader to want to read the next chapter. The Charles Dickens' books are an example of successful serialized series.

It's up to you if you prefer to finish the work completely and then start serializing it, or if you prefer to write it as you progress. After your e-book is serialized from beginning to end, you may publish it as one volume. Taking the approach of serializing can be beneficial for the promotion of your work because it can build up curiosity and eagerness while creating a *flame* around the series.

All of these traits can assist in wheeling in new readers. If your work qualifies as bringing in the heat to readers, it might be able to mainly rely on people telling others about it and social marketing advertisement.

Press Release

Putting out a press release may be worth a shot to include in your marketing portfolio; it could help market your e-book mainly if you're a resident in a small to medium sized city. This may help because you would be a local resident publishing a book, which may be considered exciting and attention-grabbing.

Your home-based radio stations, newspapers, and television channels might become interested in an article or interview; this exposure would be just what you need to market your book in your town. Be very methodical in choosing the newspapers or television stations you'll target by doing research on them to see if what you will offer will have a higher chance of creating interest to that station.

For example, if you are writing a book about how weather affects people's moods and health, choosing weather stations to target would be a logical decision. Don't just pick and submit to many stations without doing your homework. It is a good idea to write a cover letter to a specific person with a press release or phone call.

How to Social Network Offline

To network efficiently means to keep an eye and ear open to latest opportunities. Try your best to make the most of what opportunity comes your way, meaning how you can advertise your work in your community and in other avenues.

It is helpful to start by looking at the topic your work is about to choose where it could fit, i.e. If your work is regarding the history of reptiles, you could see if there are any zoos, aquariums, and museums in your area to tell your book about. There could also be an animal appreciation group that might be interested in promoting your e-book.

If you're a newcomer to the sport of publishing, you might want to read industry works similar to your genre, i.e. if your niche is in healthy food, check out reading magazines such as Cooking Light and other related publications so you can be familiar with similar groupings and organizations.

You could take an extract from your work and send an article to them as well. If your article is approved and published, you can request the editor to put a note that the article is selected from your Kindle book, and tag on the title and a url to the work. Be open minded with trying various ideas and always be on the lookout for promoting opportunities.

Relatives and Friends

It can't be stressed enough how important it is to let as many people know about your book via word of mouth. You just never know how its influence can affect your work immensely. Let your family and friends know all about it via a well written email! They have contacts that they can send the email to and a snowball effect can happen.

Business Contacts and Professional Groups

It's a good idea to converse with your professional associates and co-workers when it's fitting to do so; a great idea is to throw a festival to rejoice in the introduction of your Kindle work. Invite workers to the party who have a matching interest to your work's topic. Think about visiting conferences with your work's industry alliances.

Take a couple of tangible copies of your book or a paper ad for your Kindle version to give out to people. Keep in mind that you should be very cautious about how you approach this kind of advertising while conversing with people. You should NOT be very pushy and force your work on anyone; it's considered unprofessional and this act could backfire and give you a horrible reputation—think of it like a website being designated as spam.

The key is to time when and how to act, i.e. if you trade contact information with an editor or publisher, be sure to contact them again in a suitable amount of time and write a sophisticated kind of letter that reminds them of your meeting so you can make sure they remember the correct person. Visit a few conferences if possible. Be vigilant in your networking and learning more data.

You may also get more involved by volunteering in some conferences; you can assist in planning one or put on your creative thinking caps and participate in some other form for a professional society. By doing this, you will get "brownie points" and not be ignored for your efforts, thus helping your reputation.

If you're timid, you are going to have to realize that you have to put yourself out there. Think of it like acting. Practice acting to help ease into the process. It may help you out first to start assisting with things that need it at first to ease yourself into it. Speak to people and trade business cards when the chance happens.

Professional Image

Two groups that are great for published writers to join because they supply a multitude of professional related assets are PEN and The Author Guild. The Author's Guild supports different and important issues for published authors like law-based services, rights' protection, and just reimbursement.

A part of this membership's obligation is that book authors must have a work from an American publisher that is reputable and who obtains a percentage of the work's sales with a large advance in which the writer is the copyright owner.

Unfortunately, if you **only** have a work on the Kindle, you don't qualify; however, if you signed a royalty contract on your Kindle work with a reputable American publisher that has offered a *major advance*, then you would meet the criteria. Bear in mind that this type of situation happening is very improbable. Other types of writers that may qualify are contributors, translators, coauthors, ghostwriters, and freelance writers.

PEN promotes open expression as its main foundation. According to its website, its members have published at least two books of "literary character or one book of exceptional distinction." Here are some websites to some qualified societies that will help guide you:

- ✓ The Creative Penn: www.thecreativepenn.com
- ✓ John August Screenwriting Tips: http://johnaugust.com
- ✓ The Reading Edge Podcast: http://thereadingedge.com
- ✓ TeleRead: www.teleread.org
- ✓ PEN: www.pen.org
- ✓ The Authors Guild: www.authorsguild.org
- ✓ The Graphic Artists Guild: www.graphicartistsguild.org
- ✓ Publetariat: People Who Publish: www.publetariat.com

Blog Marketing

Remember that just having a mind blowing novel on Kindle does not mean you'll automatically be triumphant and become rich. After your publisher has verified your account and it's ready to go, then you'll have the ability to blog right from Author Central for free by checking out the *Blog* tab. You can blog using two different methods; one method is to go to the "Add an RSS feed" tab and put in the **feed address**, NOT the blog's address.

Or, you can click the *Create a new post* address *a*nd put in a fresh post straight to Amazon via the box that generates. To make an RSS feed using Blogger, visit your blog to sign in and click *Customize* at the top. Check that the "Layout" tab is chosen and go to the link "Add a Gadget." Next, include the "subscription links" tool to your blog.

Then, perform all the actions the directions state for initiating this process, which are easy as pie. This is the way to get a RSS subscription capacity included in your blog. To locate your RSS feed address, check out the blog subscription url, which is on your blog's home page.

Click on the url and find "posts;" then, choose how you want your feed to look in its layout from the options given. The next page will showcase your feed address in a url. Copy and paste this url in the proper box at Author Central to begin extracting your blog feeds into your Author Central account. There will be a note giving caution that it may take up to 24 hours for brand new posts to appear on your author page.

Videos

Amazon has a very cool feature that lets authors upload videos. Go to the "videos" tab to upload your work. The following formats are what is accepted to upload videos in: .wmv, .flv, .mpg, .mov, and .avi. A huge advantage to putting up a video on your author page would be for credibility and helping to subtly market your book, i.e. if you performed speaking expeditions, these will look great for your profile.

Another option would be to upload a video of yourself talking about your work without giving away too much to ruin it, the reasons for writing your work, and other things about your work that will incite excitement and suspense. There is something about seeing someone express their passion in "person" vs. on paper alone that allows the reader to absorb it as well.

Amazon permits files that are at the biggest 500 MB. You should go to the "content guidelines" url to check that your video meets the content qualifications. Making a video is not as complicated as it may sound because most new computers come with a built-in camera. Video-recording functions differ depending on the computer.

You can start by doing a search on your computer using the keywords "video" or "camera." If you don't have a camera built into your computer, then you can buy a latest webcam for as low as $8 from www.buy.com. You can also check out www.amazon.com to see if it has cheap webcams.

Cameras are diverse, so you should invest some time in reading the directions to learn how to set it up and record appropriately. Trust me; this'll save you a lot of heartache down the road if you just learn how to do it the right way from the start.

Take heed to the kinds of content Amazon does not allow to be posted:

- ✓ Obscene content or things that are offensive like nasty language or depicting other people in a bad way
- ✓ Promotions or advertisements
- ✓ Stuff that isn't yours to use
- ✓ Personal data like phone numbers, mailing addresses, and website urls
- ✓ Data on buying and shipping stuff, costs, and other things related
- ✓ Commentary to information that is accessible on your author page and within book reviews
- ✓ Promotions for good reviews and votes
- ✓ Plot spoilers (why would you want to do that anyway?!)

Happenings

After your account is ready to go, you'll be able to put facts regarding your speaking events, speeches, book tours, when you'll be in bookstores, and other happenings under the "events" tab. Amazon is a joint venture partner with a company called book tour: www.booktour.com
They follow author occurrences, so all new events you put in your author central page will be distributed with Book Tour; book tour also gives your info to other sites/resources to give you further exposure.

To submit a new happening, go to the "create new event" section and input your description of the event, the location, the name of the work the event is correlated with, and the date and the time it'll begin. Make sure to be very specific and use loads of details as you can in the description section.

Definitely state if you'll be giving a speech on your book or similar topics because this will give you a wonderful chance to squeeze in advertising copy; the key is for it to be pertinent to the book and event bordering it. What you put in the description section needs to seduce readers into attending your event; events are a fabulous way to get exposure and demonstrate that you're involving yourself as a professional in the marketing of your work.

More on Blogs

Creating a name for yourself on the Internet is of vital importance. Amazon has a blog option as mentioned earlier, but it's relatively limited to the amount of exposure you can acquire than if you have a standard blog with one of the biggest free blog services on the net---WordPress and Blogger.

You can check these out by visiting:

http://wordpress.com

Or
www.blogger.com

There is a big caveat to using a blog. You need to be honest with yourself and ask if you would want to keep posting to your blog at least once a week. A blog's main purpose is to give consistent updates and if you're not going to do that, there is no point in setting one up. It's simple to run a blog, so that's a good thing.

Here's an example of a fantastic blog by the author Anne Mini below. Read her biographic information as well to get an idea how some of these concepts stated in this book tie together. www.annemini.com This blog contains an immense amount of helpful information that Anne wrote about grammar guidelines, manuscript layout help, and tons of other things dealing with editing, writing, and the ever evolving realm of publishing.

Your blog does not need to just focus only on your work; you can write about your experiences with your path to publishing for the Kindle, problems you may have ran into (more than likely, others can relate), overall experiences with e-publishing, marketing your work, and other various experiences with agents, editors, or publishers.

Other ideas for topics include writing about your specialize subject of comfort and a multitude of other experiences you have on a professional level of writing. Doing this will help you form a professional profile and reputation that will only enhance your future sales.

Website

Before thinking about investing funds into magazine advertisement, you should first invest money and time into a website instead. It's important to have one because so much information about yourself, works, etc can be put on there. It's ideal to have your website and blog all on one site, within the same domain name.

It is basically like your public identity as an author and a place that readers can easily check out for sources to things linked to your professional profile and work; it also helps that if someone wants to reach you that your contact info is on your site. You **never** want people to work too hard to be able to find you online because chances are that they will just give up and forget about it. Make it as easy as possible for people to find you online.

For some tips on what to put on your site, it helps to look at how others did it first to get an intuitive idea. It will be easiest just to hire a freelancer or friend to build one for you too on www.elance.com

Here are some useful links that can help give you a lot of ideas.

www.kevinprufer.com/index.html

www.mdbell.com

www.stephenking.com

www.how-to-build-websites.com/lessonOne.php

Suggested Information to Include on your website

- ✓ Cover graphics
- ✓ ISBN
- ✓ Summary of work
- ✓ Publication date
- ✓ Target readership
- ✓ Teaser excerpt from the first chapter
- ✓ Info about how and where to purchase your book (**Make sure this is clear and easy to follow**)
- ✓ Commentary of your works
- ✓ Summaries of each work you've published
- ✓ Promotional excerpts by other people in the business
- ✓ Don't interweave information; this means to separate your author biographic data from your personal or other non-author career data. The exception is if your job relates to being an author, i.e. if you're a librarian.
- ✓ Put in future dates and a chart of previous events like lecture or book tours (that you've attended or are scheduled to attend) that occurred.

As a final reminder, it's very important to keep the material on your site fresh and update at least once a week. If you find yourself in a position to not have anything to think of writing, post news and events in the business from around the internet, or your feedback to a work you've read lately. Just be in the habit (which will put your readers in the habit of checking out your site) of doing this and it'll be easy to continue after a while.

Aside from keeping readers keeping up with what you're doing, it's vital to having a lot of content on your site because this will increase the number of other sites that will link to your site; this linking is very helpful in helping to rank your site in the search engines. Making a positive impression with Google can never hurt, since it's the biggest search engine at the moment.

Now, you have a great starting point to begin your quest to becoming an accomplished author on Kindle. There are many resources available to help. Go for it!