

**Publish Your Own eBook**

**And an Insider View of How Amazon  
Book Sales Work**

**By Annette Godtland**

**Zumbro Lutheran Adult Forum  
12/21/14**

# Agenda

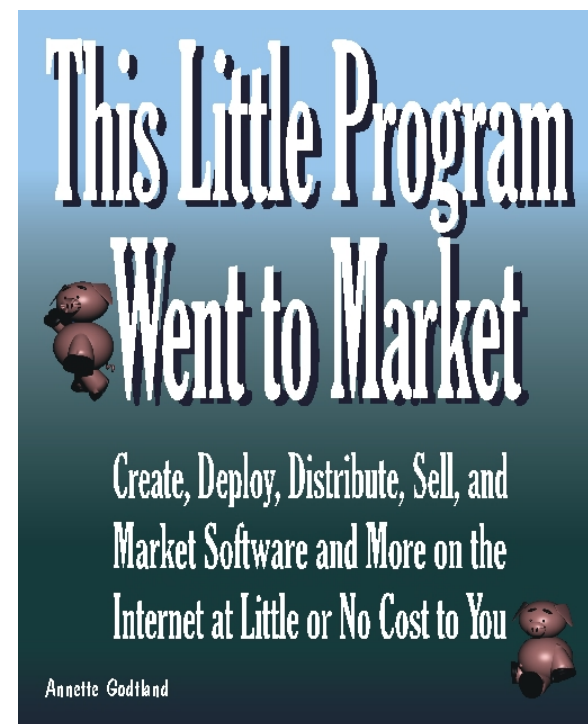
- My background in publishing
- Why eBooks?
- Writing tips
- Convert a Word document into a Kindle book and publish it on Amazon
- Sales and marketing strategies

# 22 Years Ago

- I sent my book idea to several publishers and got no responses.
- I gave up on that idea

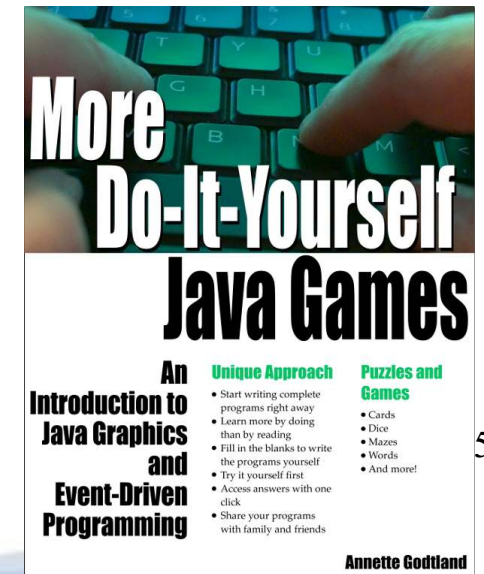
# Self-Published Paper and eBook

- This Little Program Went to Market (2010)
  - How to Create, Deploy, Distribute, Sell, and Market Software and More on the Internet at Little or No Cost to You
  - Print on Demand (2010)
  - Kindle (2012)
  - Nook (2012)
    - Removed in 2013



# Published Kindle Only

- **Do-It-Yourself Java Games (2013)**
  - An Introduction to Java Game Programming
  - Kindle
- **More Do-It-Yourself Java Games (2014)**
  - An Introduction to Java Graphics and Event-Driven Programming
  - Kindle



# Why Publish an eBook?

- Easy to self publish
- No fees involved
- On Amazon the next day
- Free marketing options
- People are buying/reading eBooks

# Become a Publisher

- Sell on Amazon as an independent contractor
- Pay income taxes on book sales
- Form a business

# Royalties for Publishing on Kindle

- 70% plan
  - Price your book between \$2.99 and \$9.99
  - Pays 70% of the list price minus a delivery fee (\$.15/MB)
    - My 500 page book with lots of images: \$.83 delivery fee
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  - Pays 35% of the list price



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Annette Godtland (Author), Leah Darst (Editor)  
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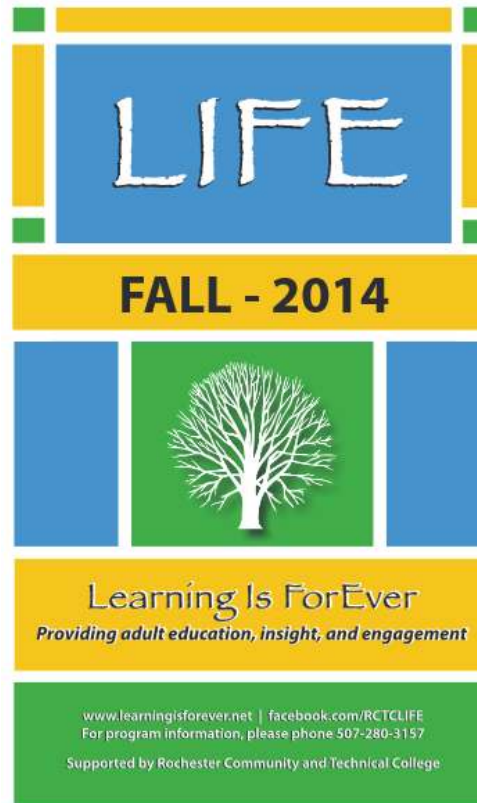


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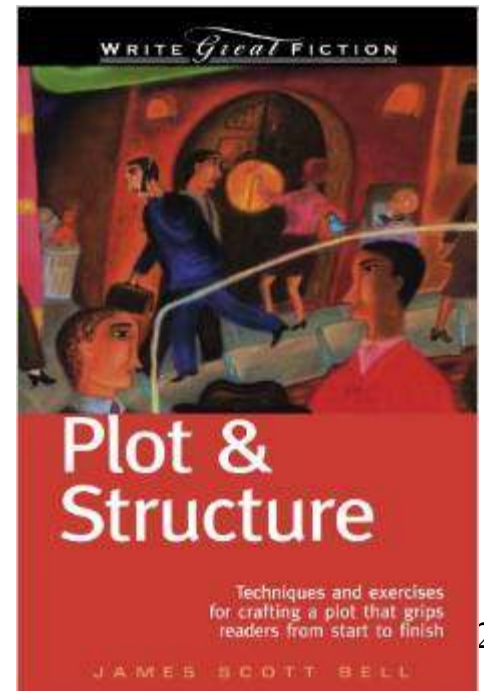


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  - Memorable Settings
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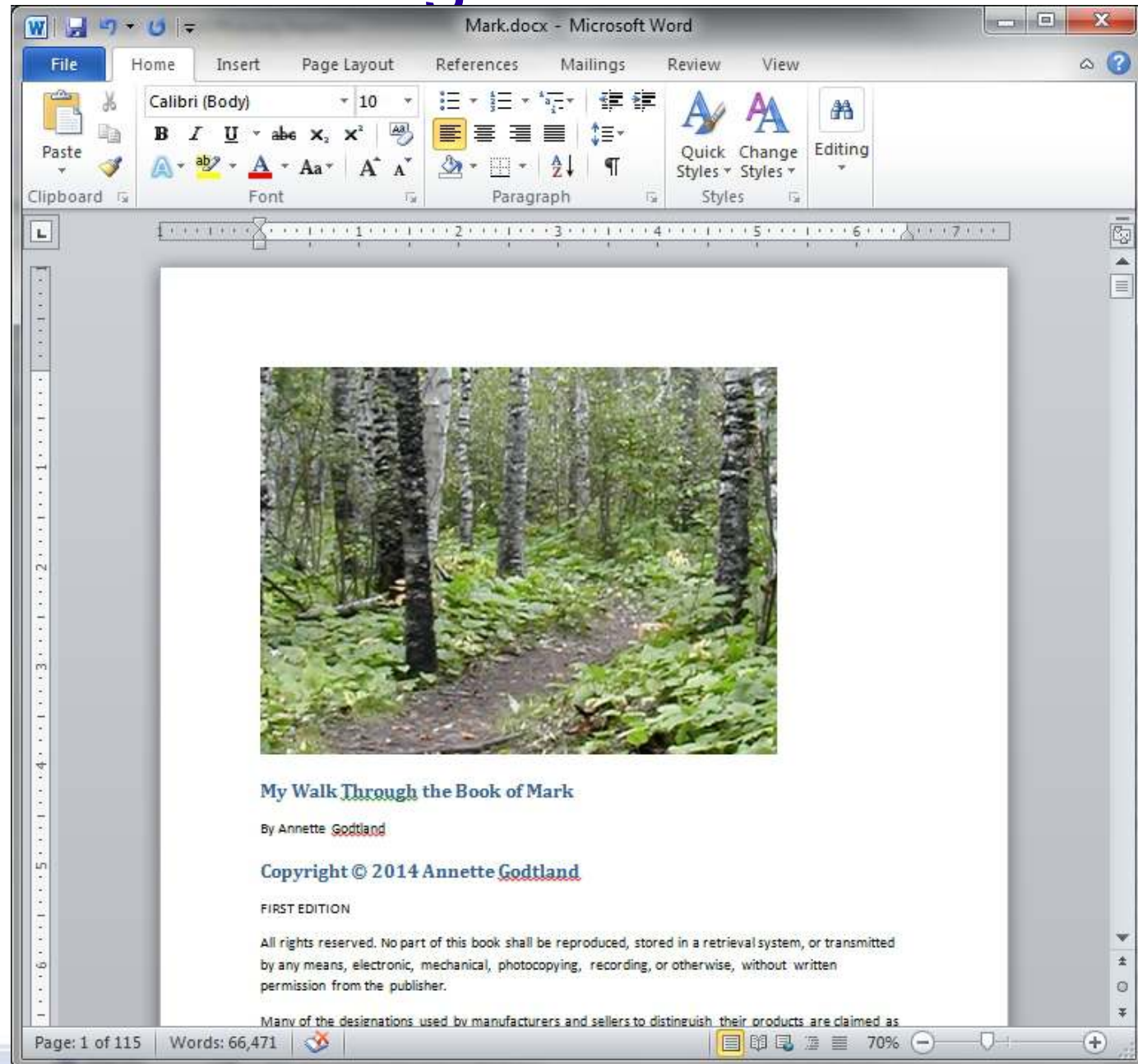




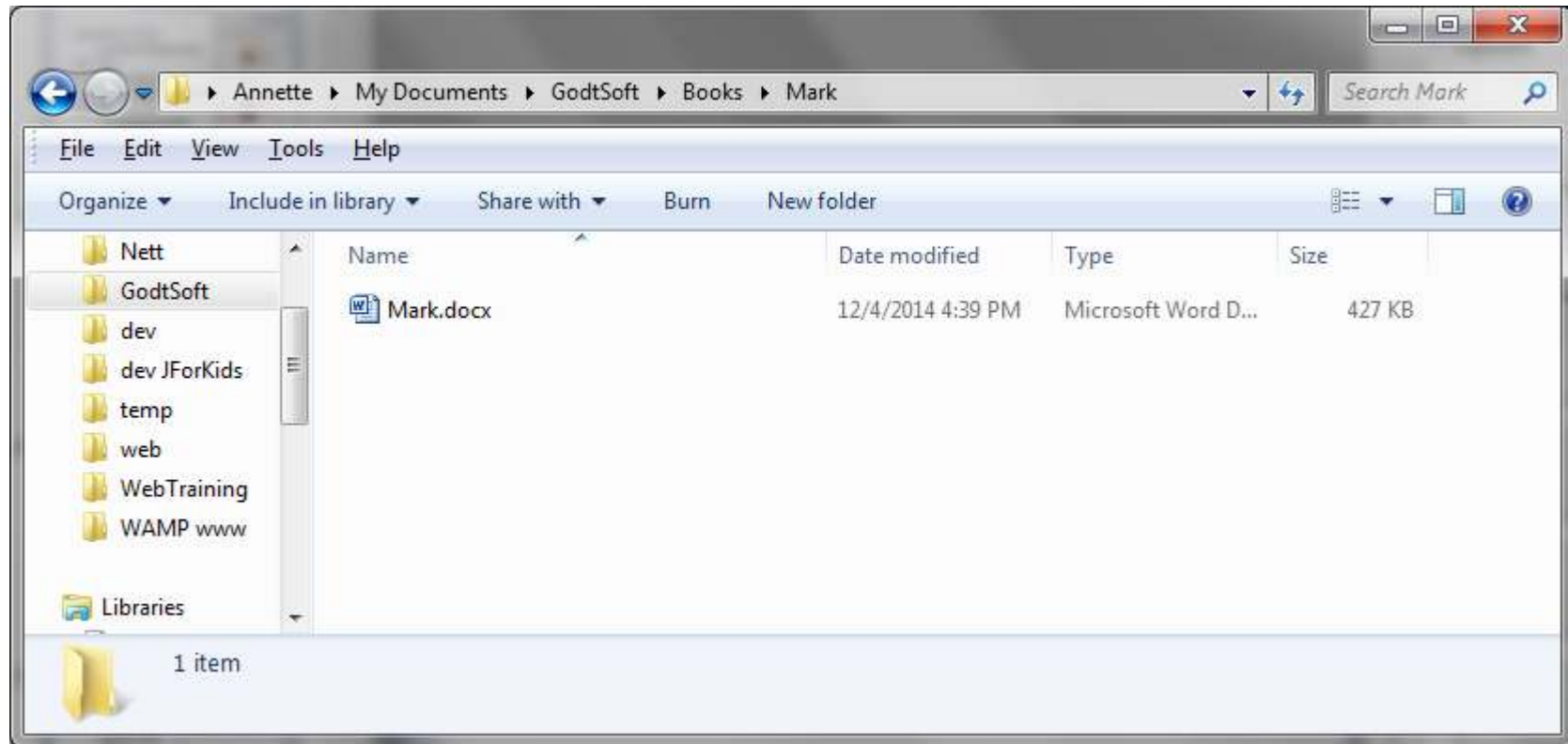
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- Use Search Words
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  - “An Introduction to Java Computer Programming”



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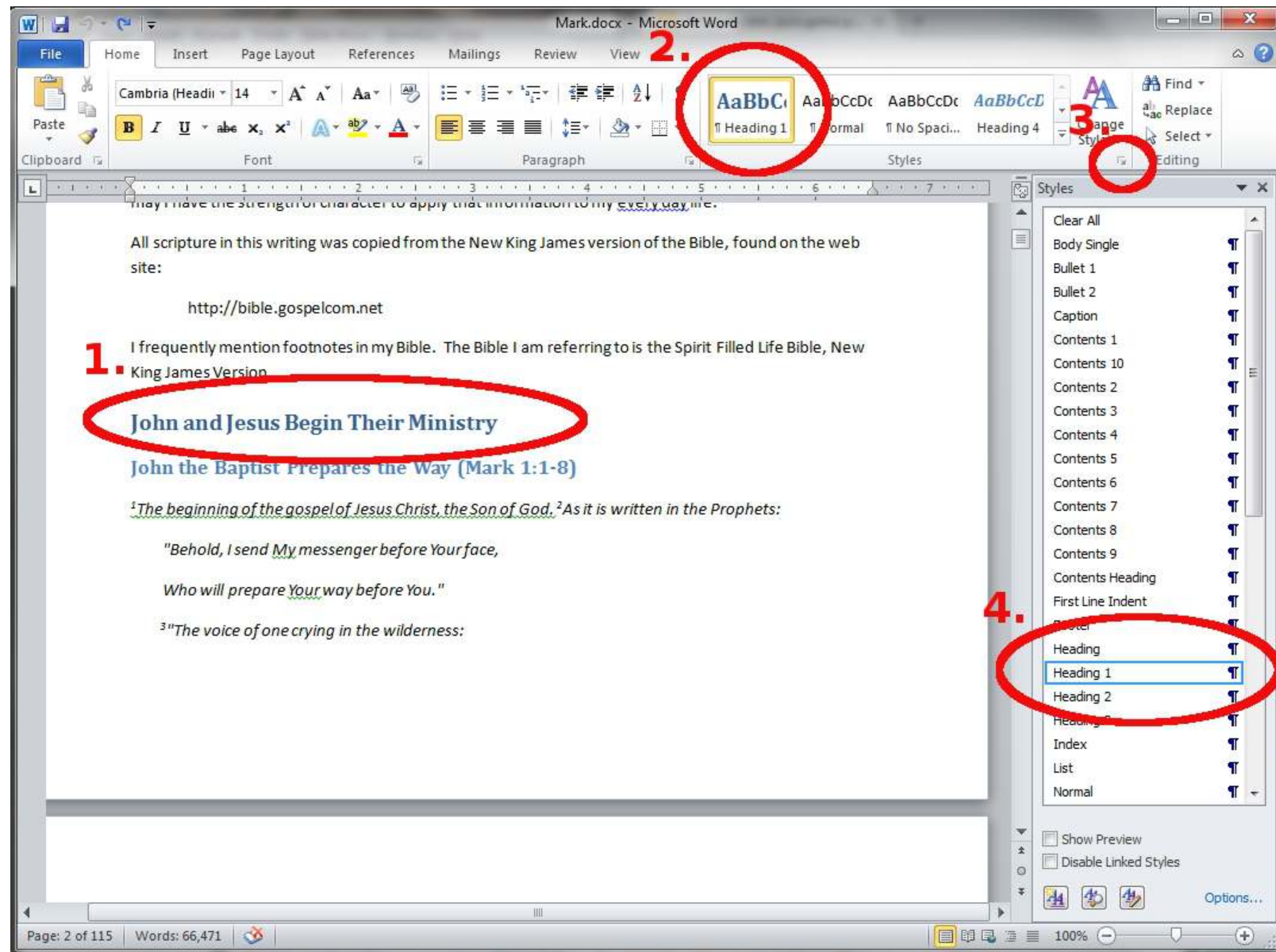
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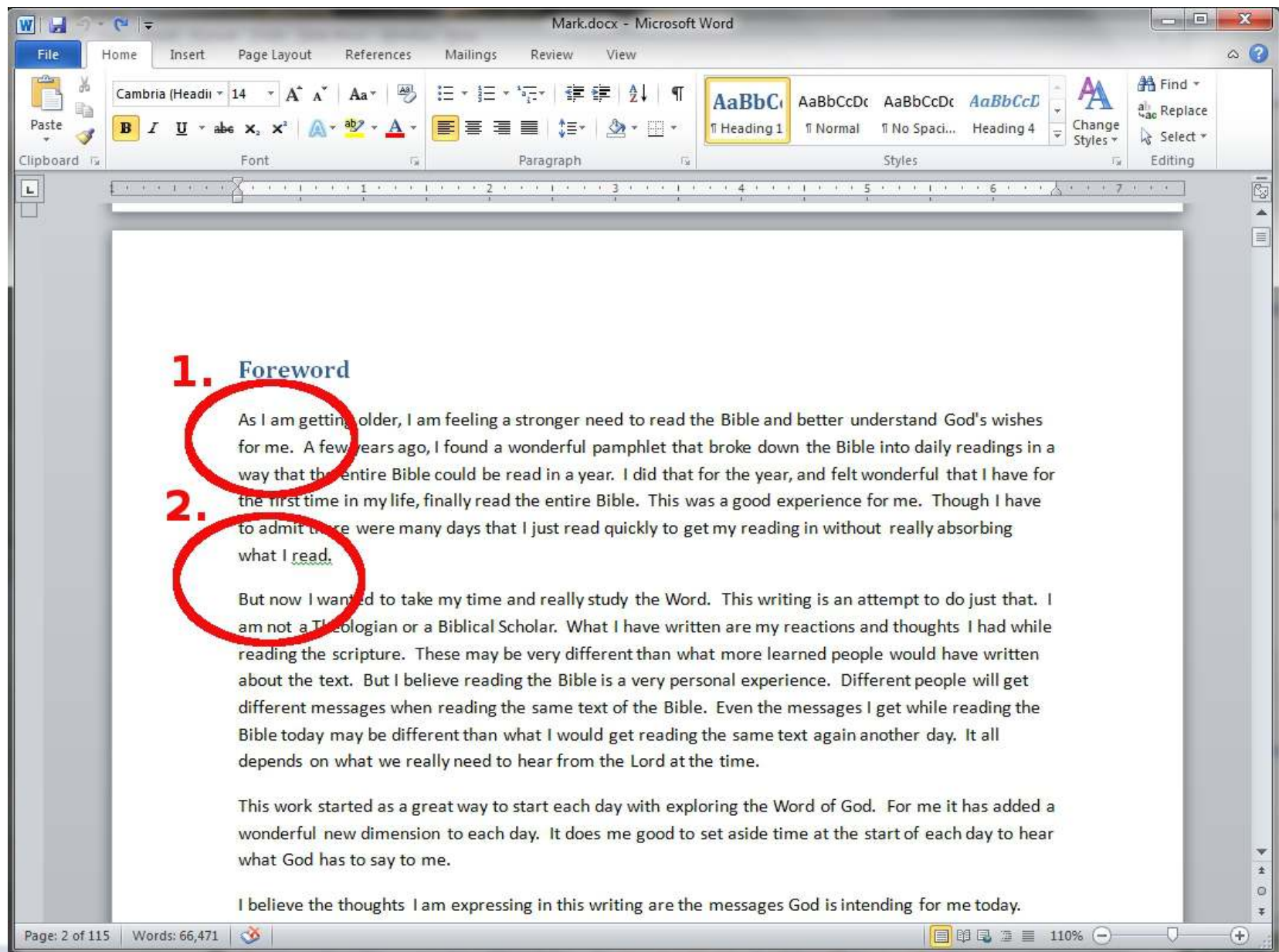
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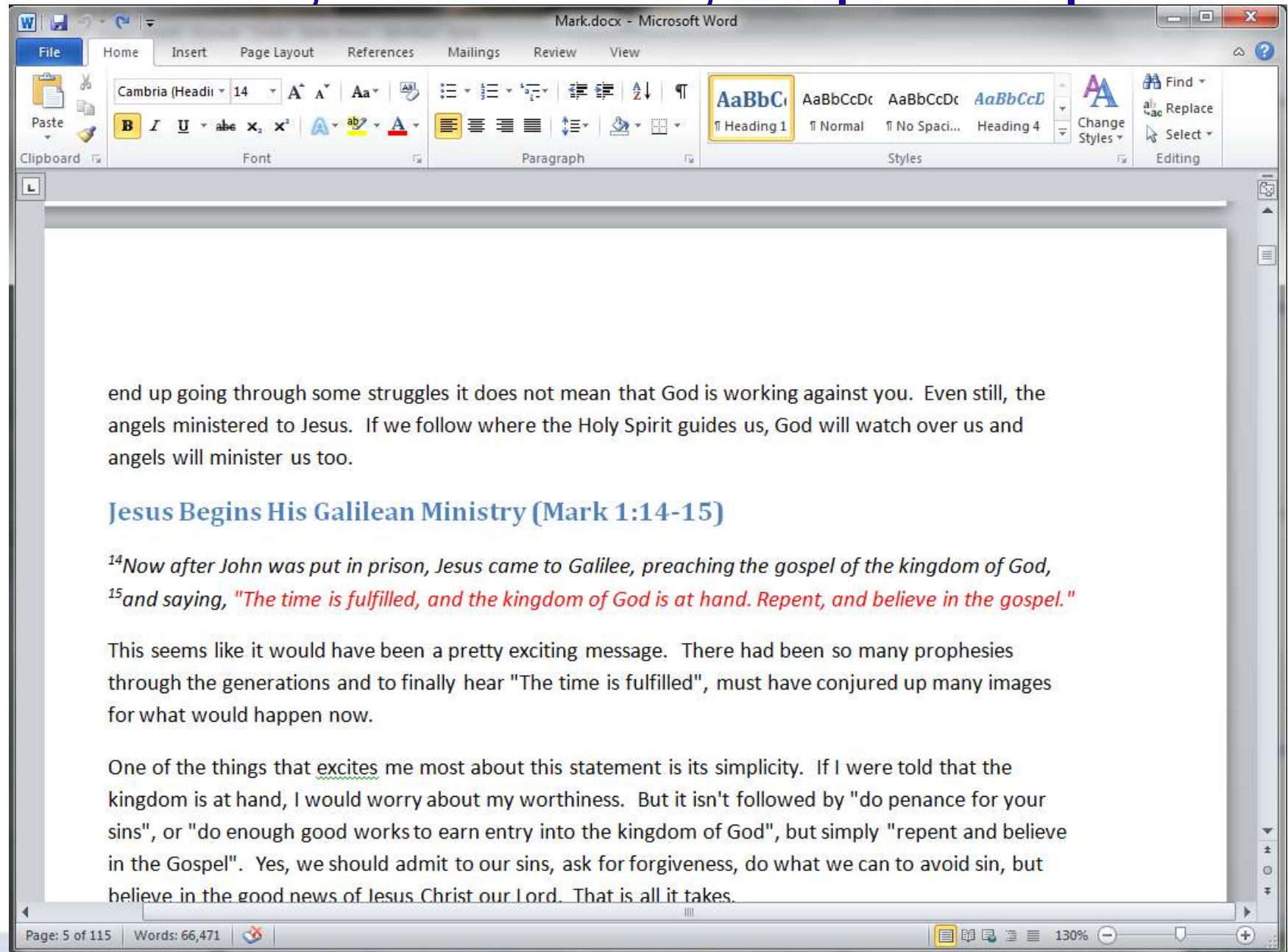


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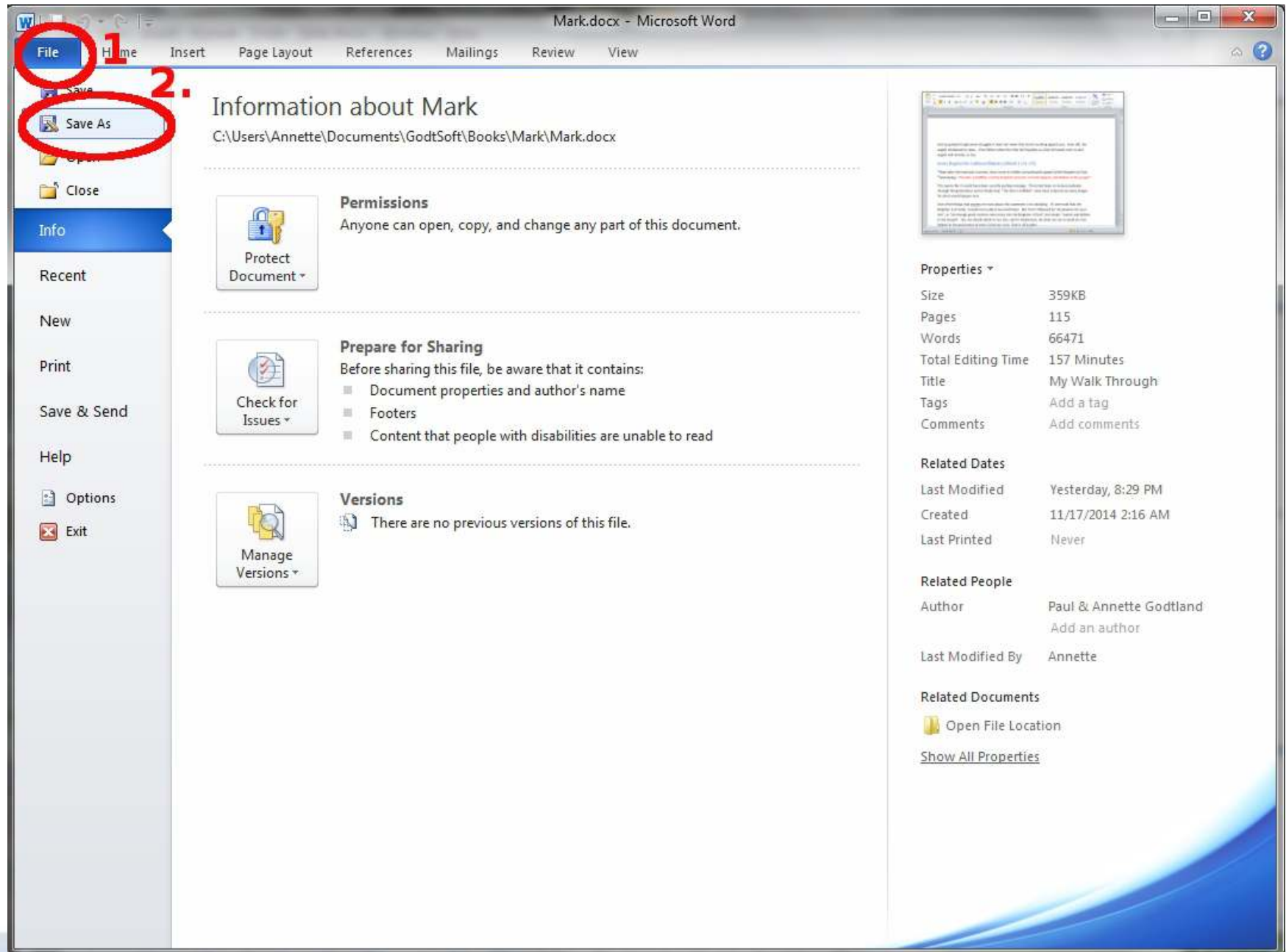
# Be Aware of the First 10%

- Put good content in the first 10%
- Don't put content you don't want to give away in the first 10%

# Export Your Book

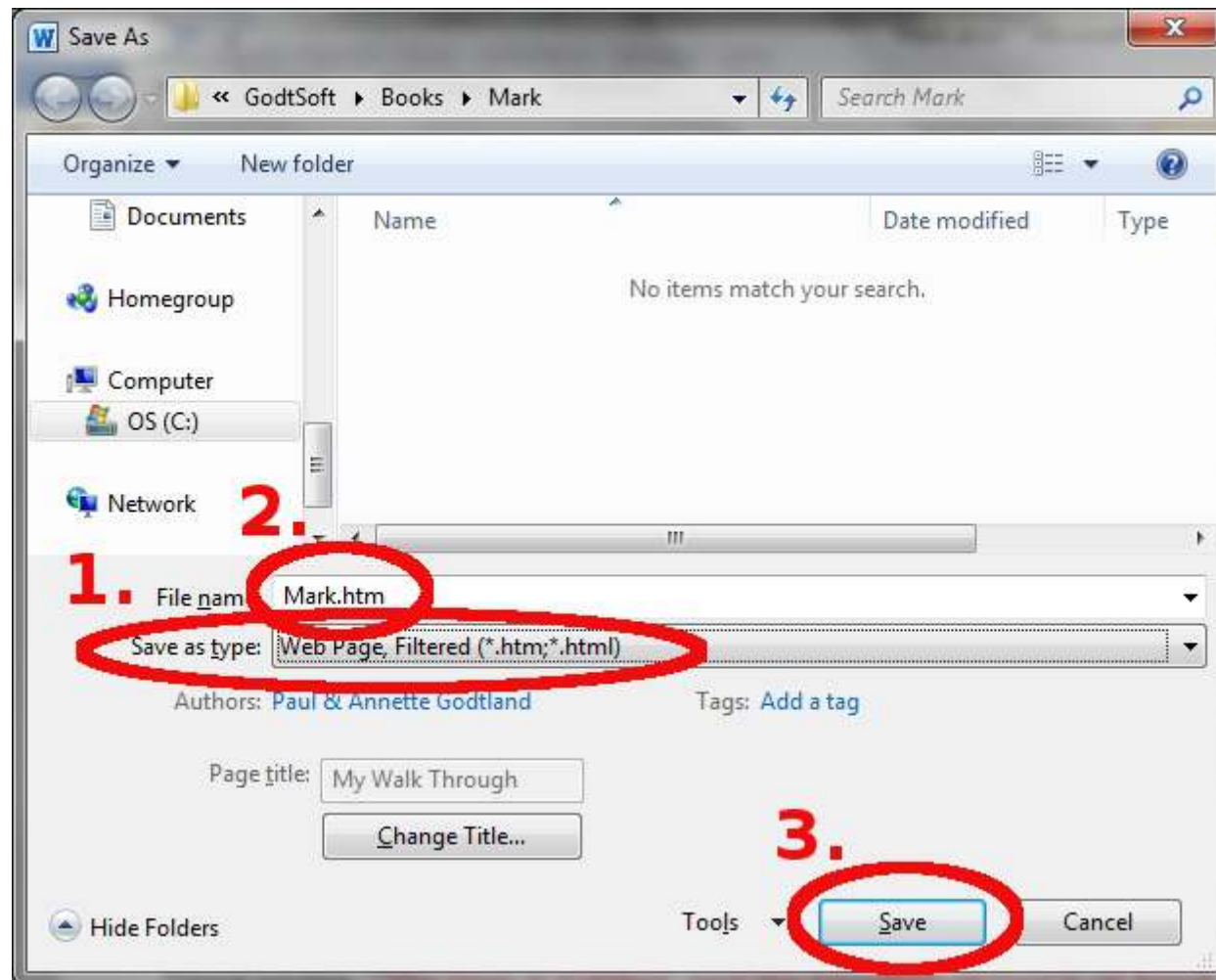
- Save as an .html file
- Microsoft Office: save as Web page, filtered
- OpenOffice: save as HTML Document

# Save As...

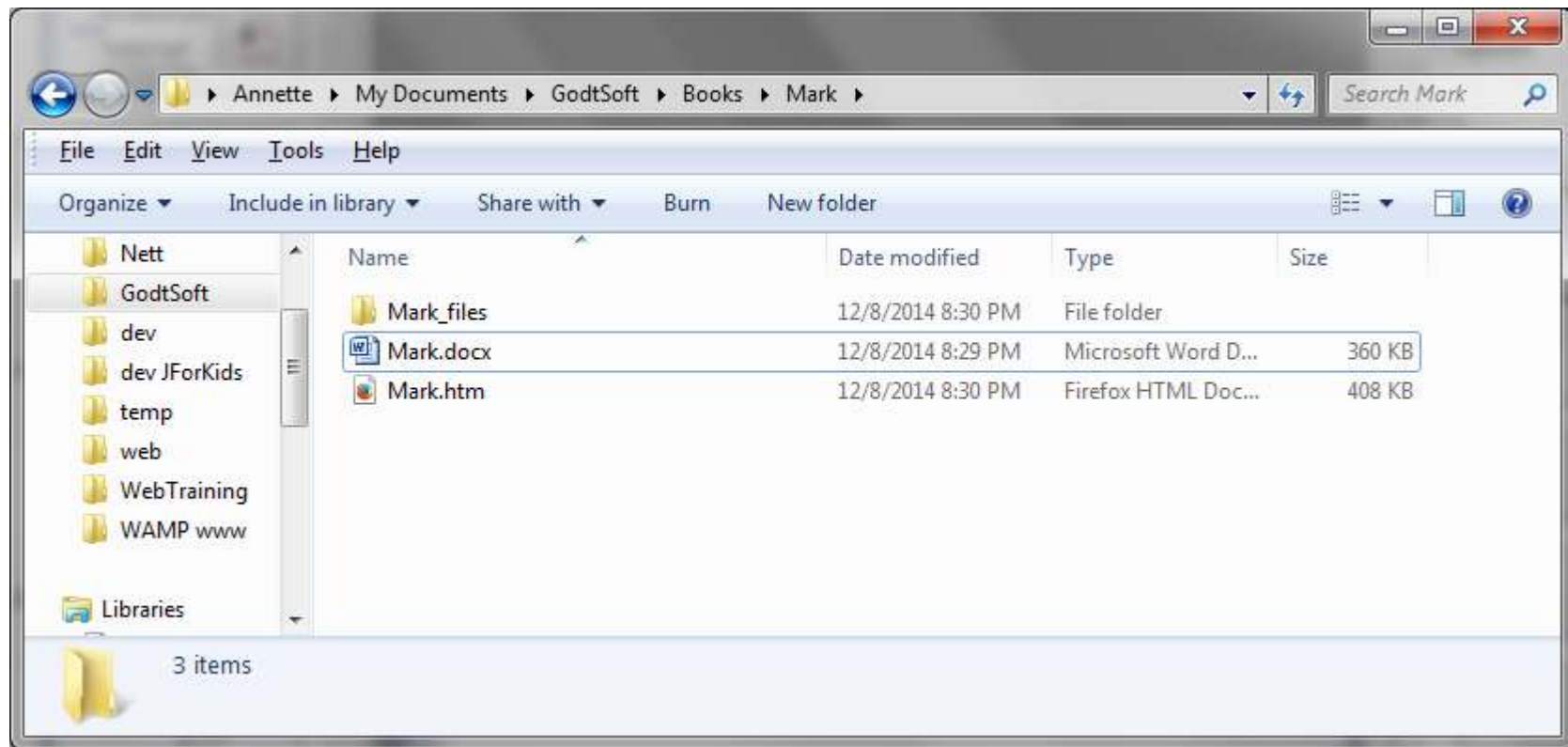




# Save as Web Page Filtered

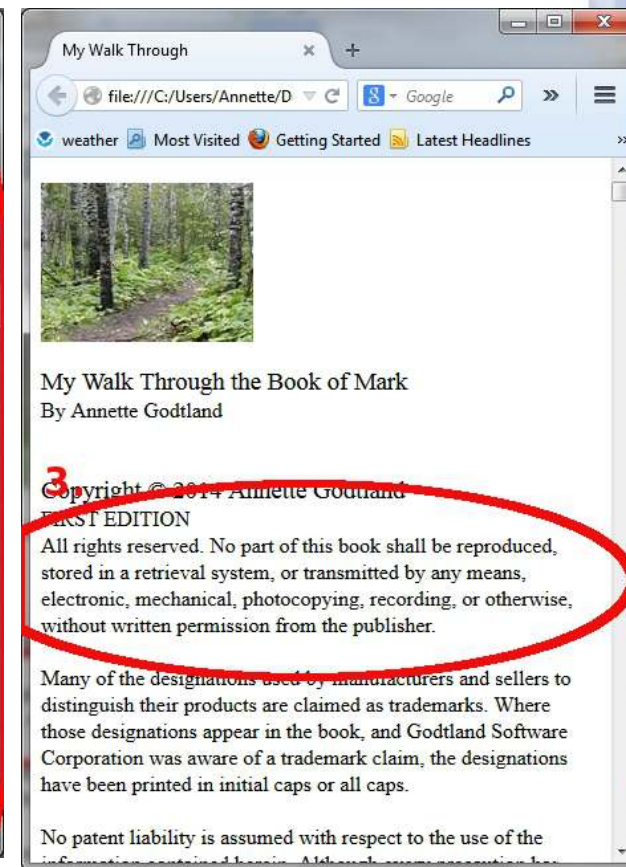
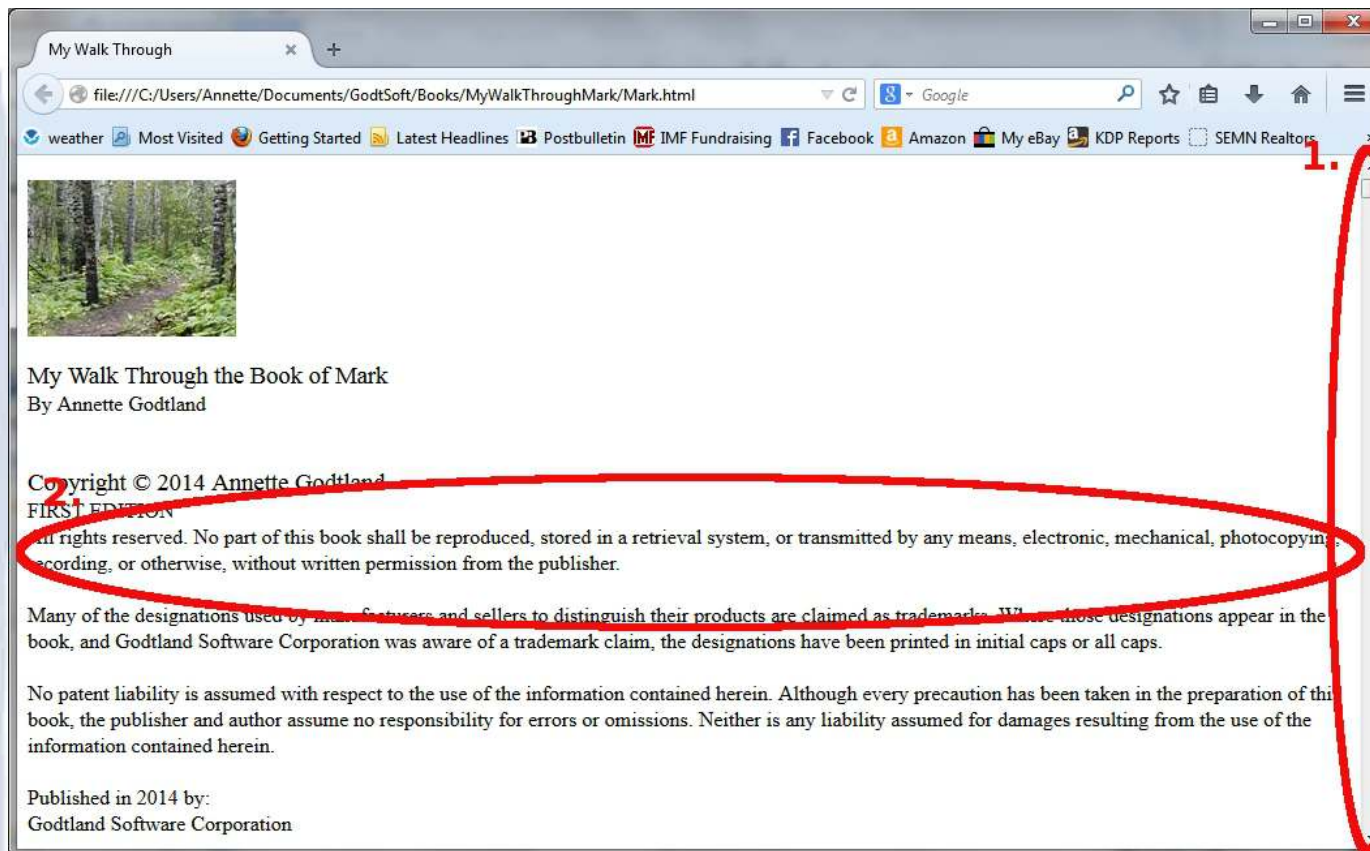


# Now Have 2 files and a Folder



# One Big Web Page

- The book is now one giant web page.



# Create .mobi File

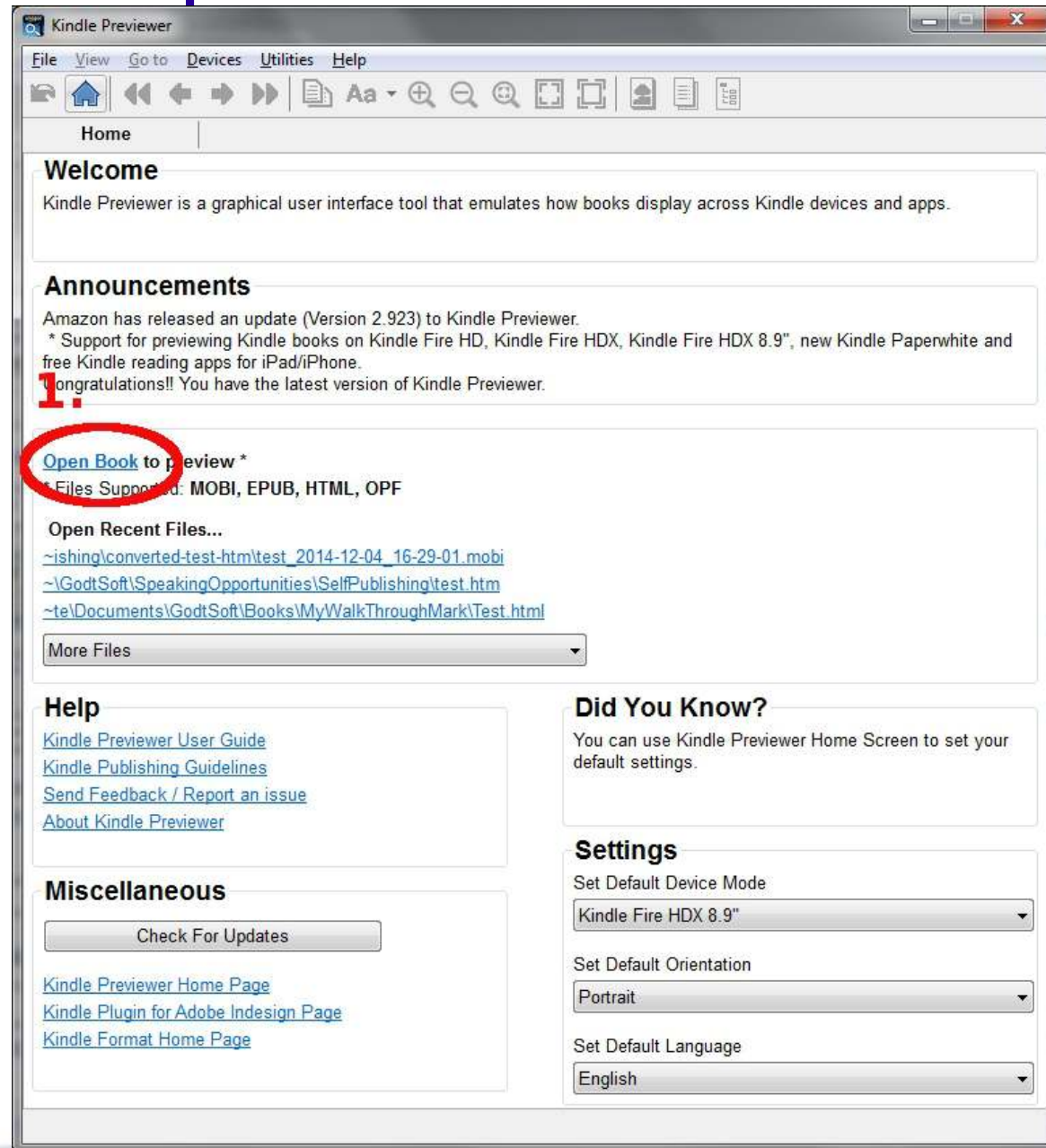
- Kindle books are .mobi files
- Next, convert the .html file to a .mobi file



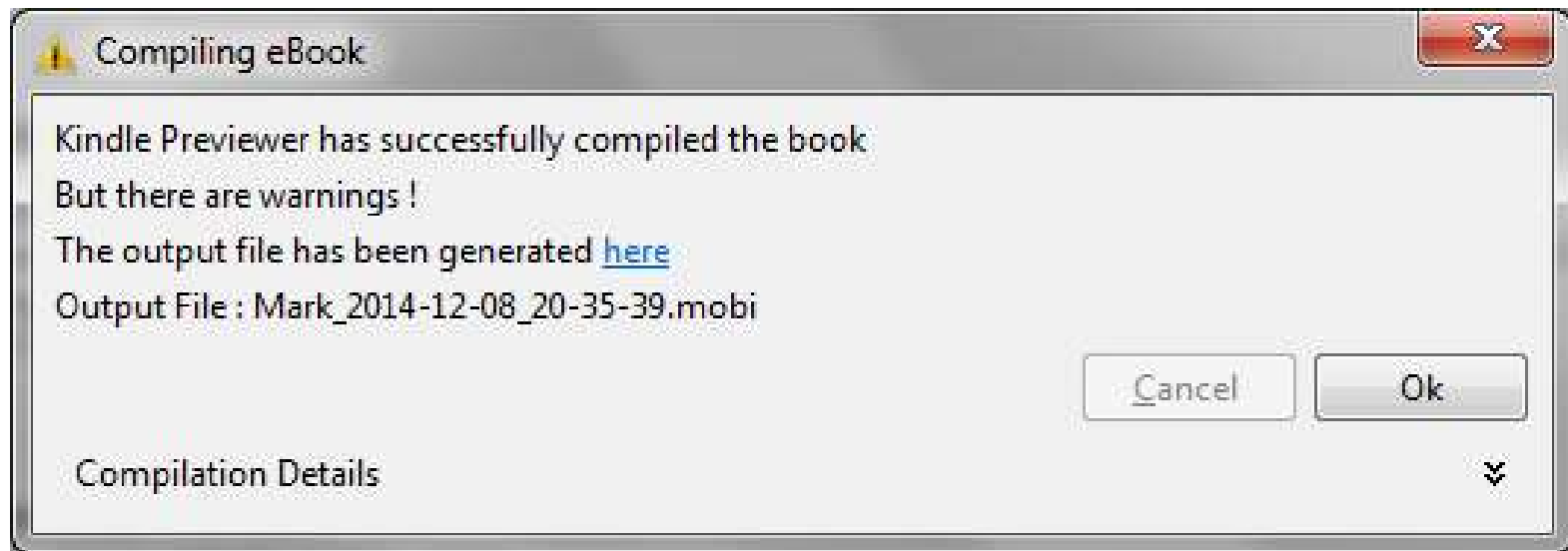
# Free Kindle Generation Tool

- Many ways to generate Kindle book
- Easiest way is with Kindle Previewer
  - Created, supported, and updated by Amazon
  - Download from  
<http://www.amazon.com/gp/feature.html?docId=1000765261>

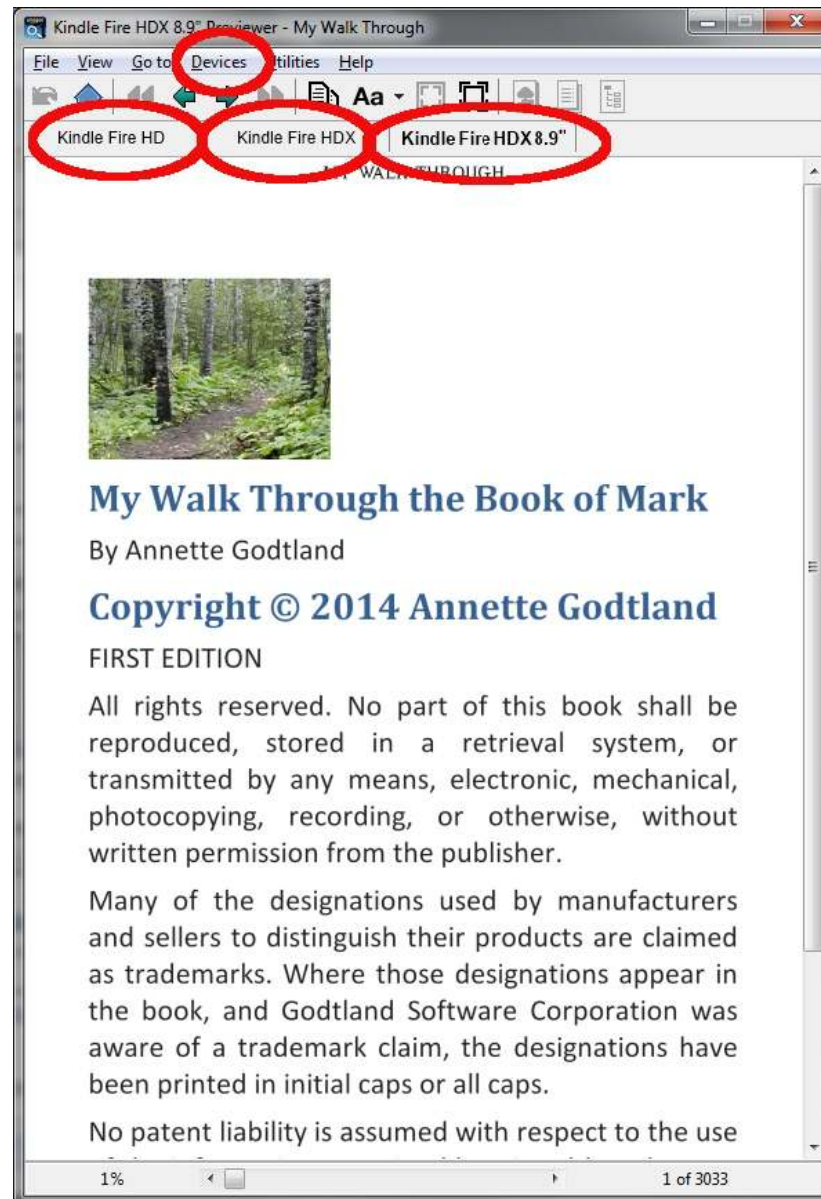
# Open the .html File



# Created .mobi File OK

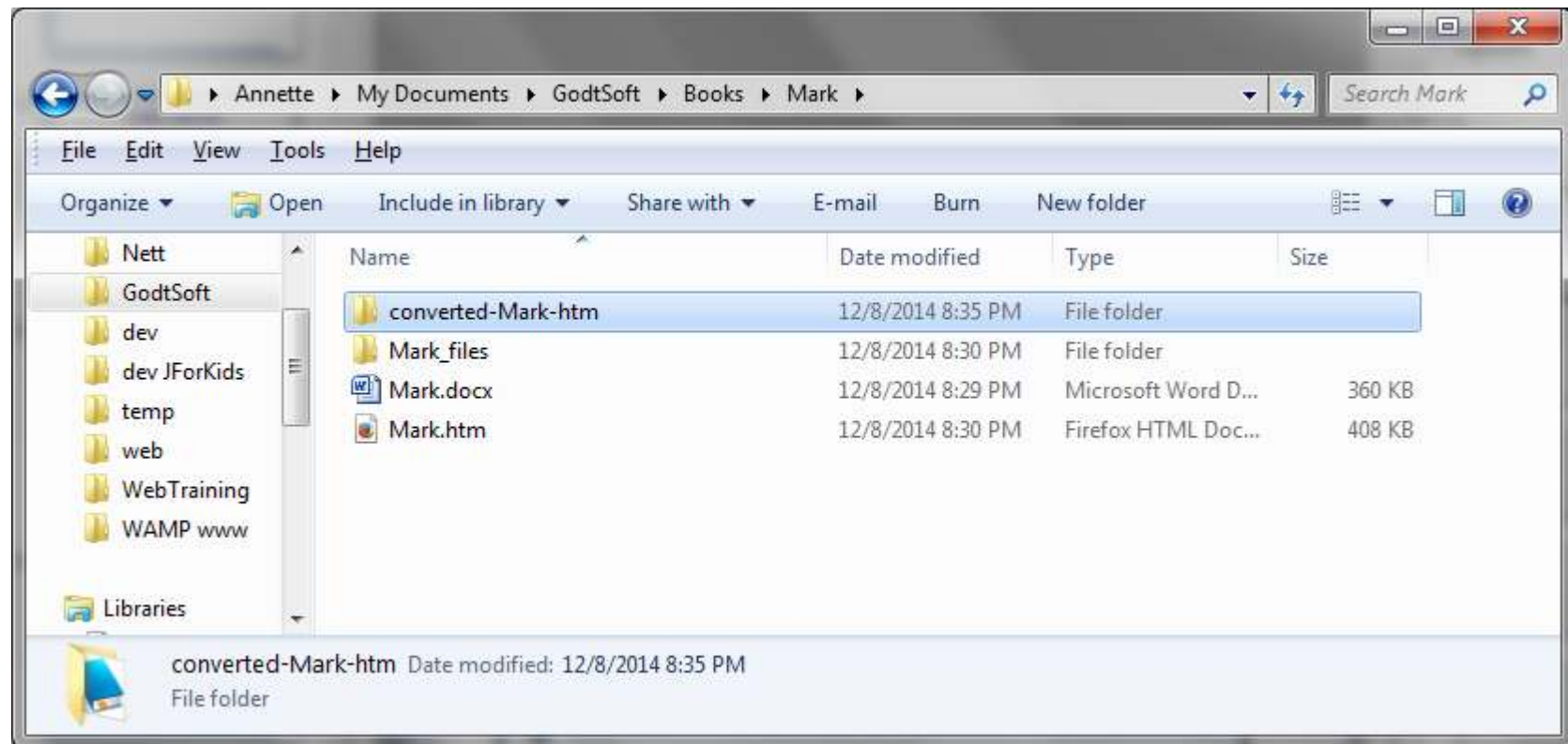


# Preview on Different Devices

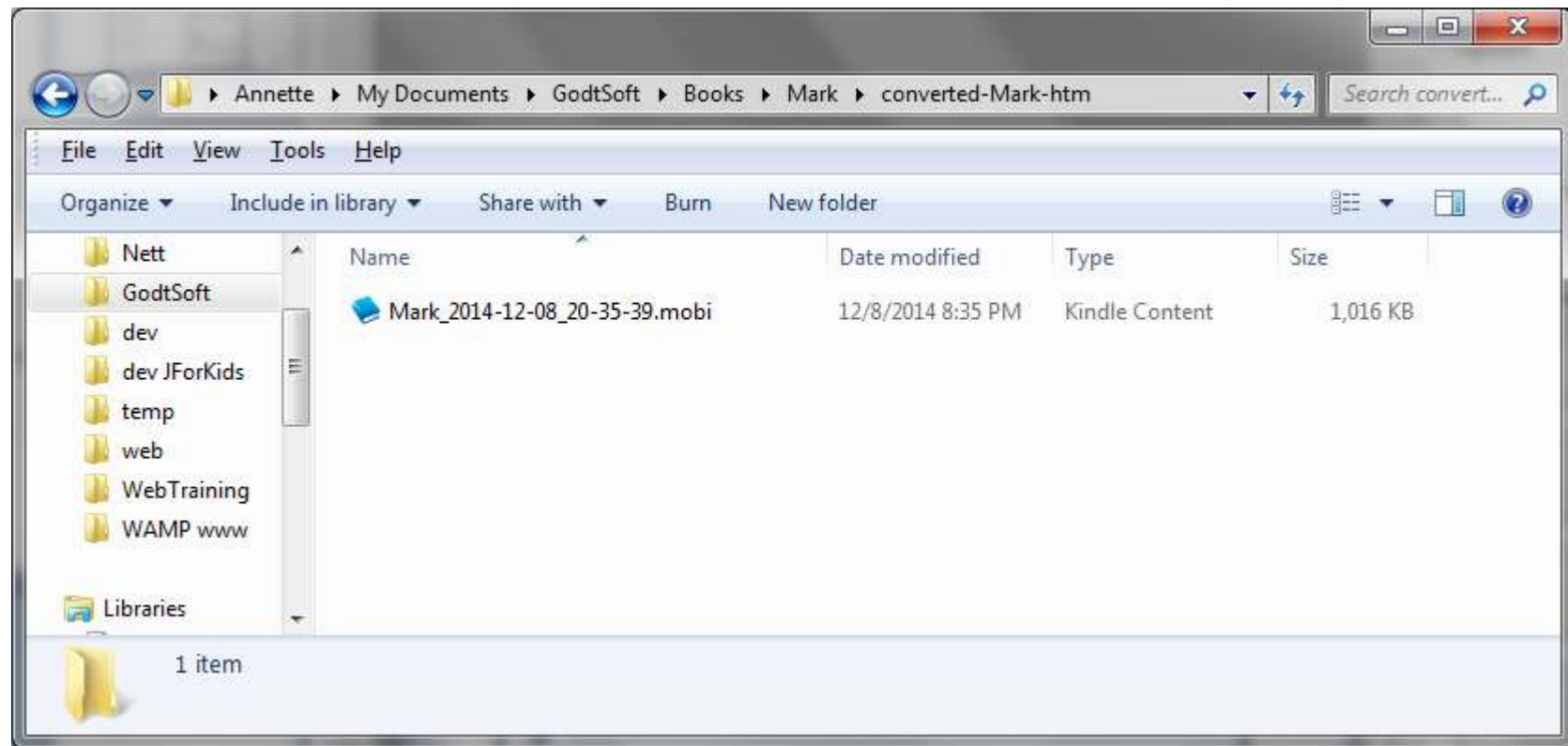




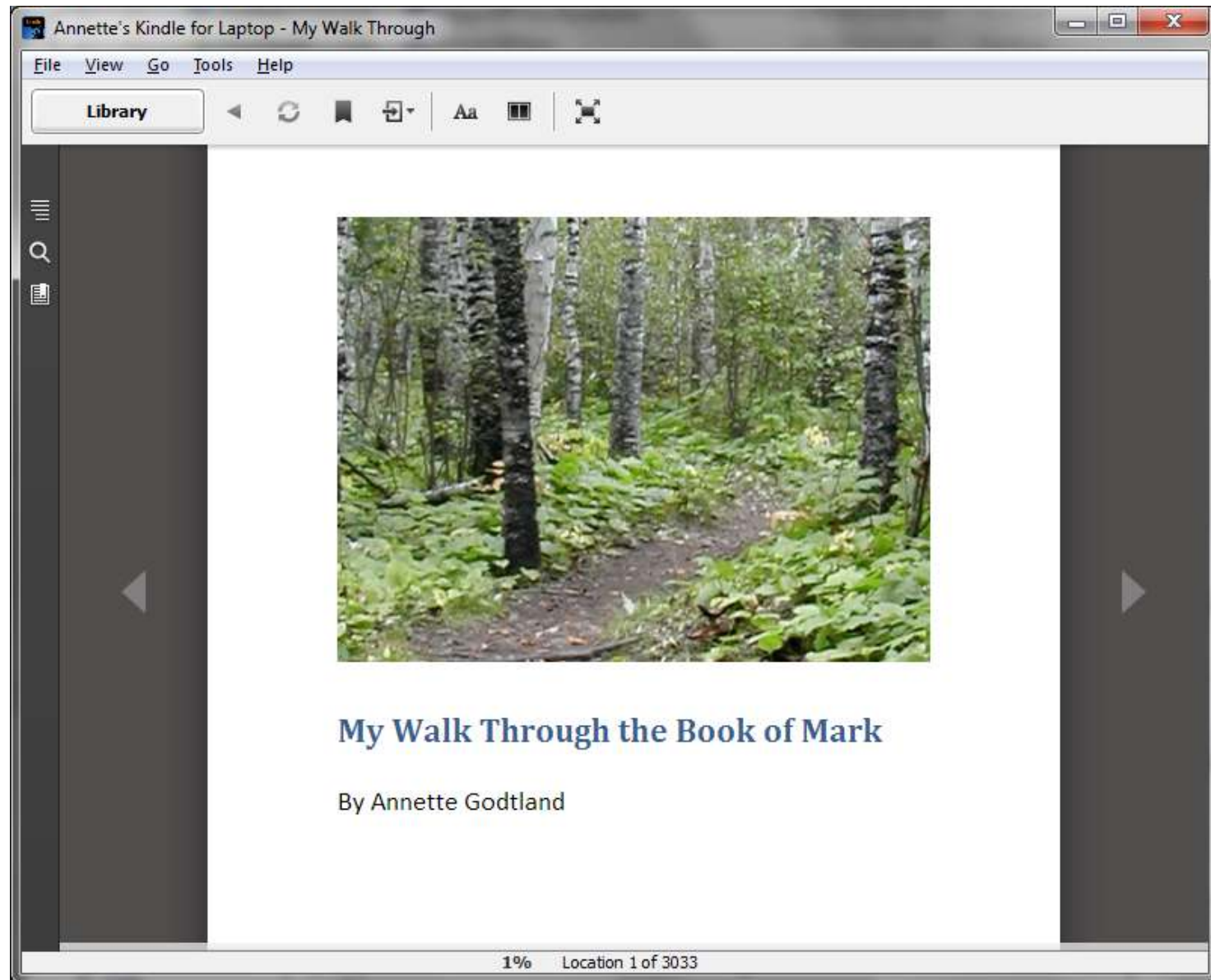
# New Folder of Converted Files



# New .mobi File in Converted Files Folder



# View Your Book on Kindle for PC



# Does the Book Look Right on a Real Kindle Device?

- Copy the .mobi file to your Kindle device, phone, or other device to see how it looks on each device



# KDP – Kindle Direct Publishing

- Go to <https://kdp.amazon.com>

# Need a KDP Account

Amazon Kindle Direct Publ... x +

https://kdp.amazon.com/account?ref=TN\_ac

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kindle direct publishing

Bookshelf Reports Community KDP Select

**Your account information is incomplete.**  
To publish a book, you will need to complete this. [Update Now](#)

## Your Account

To make your book available for sale (and so you can get paid for sales) on Amazon, please fill in the fields below. Once your account is complete, you can start publishing!

### Company/Publisher Information

Full Name/Company Name  [What's this?](#)

Country

Address Line 1

Address Line 2 (optional)

City

State/Province/Region

Zip/Postal Code

Phone

### Tax Information

**Incomplete**

Amazon is required by US tax regulations to request information regarding your tax status under US law. Required US tax identification and information has not yet been submitted. Complete your tax information to begin publishing on Amazon.

[Complete Tax Information](#) [Tax Interview Help Guide](#)

### Your Royalty Payments

Add a bank account in order to receive EFT or Wire payments (direct deposit) for royalty earned on Amazon marketplaces. [Click here](#) for more details. If you do not set-up a bank account, your royalties will be paid by check in the default currency of the marketplace. Be sure your royalty payment settings are correct before publishing a book, as your currency selection will be used to calculate your royalties as soon as a purchase occurs.

### FAQs

**Will I be charged fees for this account?**  
You can sign up for an account and publish titles to the Kindle Store at no cost.

**Can I publish a book without providing my payment information?**  
We require a name, address, and payment information to be entered before submitting your content for publishing.

**What's the difference between the Full Name and the Tax Reporting Name fields?**  
The Full Name and Address fields are used to issue royalty payments. Your Tax Reporting Name is used to report royalties earned to the IRS.

**How long does it take to get paid royalties for sales?**  
Your royalties will accrue separately for each amazon marketplace. For example, amazon.co.uk sales will accrue separately from amazon.com sales. The balance of each account will be paid sixty days after the end of a month in which the balance accrued meets the minimum threshold. There is no minimum threshold for most EFT payments.

# Create an Account

- Your name or your business name, address, and phone number
- Your tax ID number
- EFT to your bank account
  - Get paid each month instead of waiting until Amazon owes you \$100

# Add New Title to Your Bookshelf

Amazon Kindle Direct Publ... x +

https://kdp.amazon.com/dashboard?ref\_=kdp\_REP\_TN\_bs




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1. **Bookshelf** Reports Community KDP Select

2. **Add new title** Learn more about Kindle content creation tools for children's books, comics and manga.

**kdpselect** Make More Money Reach More Readers Learn More KDP Select Global Fund December 2014 \$3 Million

Title	Contributors	US List Price	Date Submitted	Status Show: ▾	KDP Select Learn more	Kindle MatchBook Learn more	Other Book Action
 Do-It-Yourself Java... (ASIN: B00H8T3AEY)	Annette Godtland (...)	\$9.99	Dec 11, 2013	Live Store links	> Manage Benefits > Info	> Enroll	> Edit Book Detail > Edit Rights, Roy Pricing > Unpublish
 This Little Program... (ASIN: B006VHANKI)	Annette Godtland (...)	\$9.99	Jan 9, 2012	Live Store links	> Manage Benefits > Info	\$2.99 > Edit	> Edit Book Detail > Edit Rights, Roy Pricing > Unpublish
 More Do-It-Yourself... (ASIN: B00N325E2Q)	Annette Godtland (...)	\$9.99	Aug 27, 2014	Live Store links	> Enroll	> Enroll	> Edit Book Detail > Edit Rights, Roy Pricing > Unpublish

10 Per

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# Don't Need to Enroll in KDP Select Yet

The screenshot shows the Amazon KDP title setup page for a book titled "Godtland's Account". The page is divided into three main sections: "Your book", "Rights & Pricing", and "Optional KDP Select Benefits". The "Your book" section is currently active, showing the book's title and a "Not Started..." status. The "Rights & Pricing" section is also active, showing a "Not Started..." status. The "Optional KDP Select Benefits" section is currently inactive. Below these sections, there is a "Introducing KDP Select" section with a list of benefits and a "Learn more" link. A red circle highlights the "Enroll this book in KDP Select" checkbox, which is currently unchecked. A red number "1." is placed next to the checkbox. The "Learn more" link is also highlighted with a red circle. The "Should I use my physical book's ISBN?" section is also visible, explaining that a unique ISBN is required for the digital version of the book.

Amazon.com: Kindle Direc... x +

https://kdp.amazon.com/title-setup/AHIIQE6KER7RB

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Godtland's Account English Help Sign out

kindle | direct publishing

Bookshelf | Reports | Community | KDP Select

Step 1  
**Your book**  
i Not Started...

Step 2  
**Rights & Pricing**  
i Not Started...

Optional  
**KDP Select Benefits**

**Introducing KDP Select**

Take advantage of KDP Select, an optional program that makes your book exclusive to Kindle and eligible for the following benefits:

- **Reach more readers** - With each 90-day enrollment period, your book will appear in Kindle Unlimited in the U.S., U.K., Italy, Spain and Germany and the Kindle Owners' Lending Library (KOLL) in the U.S, U.K., Germany, France, and Japan which can help readers discover your book.
- **Earn more money** - Every time your book is selected and read past 10% from Kindle Unlimited or borrowed from KOLL, you'll earn your share of the monthly KDP Select Global Fund. You can also earn a 70% royalty for sales to customers in Japan, Brazil, India and Mexico.
- **Maximize your sales potential** - Choose from two promotional tools including: Kindle Countdown Deals, time-bound promotional discounts for your book, available on Amazon.com and Amazon.co.uk, while earning royalties; or Free Book Promotion, where readers can get your book free for a limited time.

[Learn more](#)

☐ **Enroll this book in KDP Select**

By checking this box, you are enrolling in KDP Select for 90 days. Books enrolled in

**FAQs**

**Who are contributors?**  
Contributors are the people involved in creating your book. You can identify your book's author, editor, illustrator, translator, and more. To publish your book, at least one contributor name is required, and all contributors of any public domain content are required. Enter contributor names in the order in which you want them to appear in the Kindle store.

**Should I use my physical book's ISBN?**  
Do not use an ISBN from a print edition for your digital edition. If you want to include an ISBN for the digital version of your book, it must be a unique ISBN. [Learn more](#)

# Book Details

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https://kdp.amazon.com/title-setup/AHIIQE6KER7R8

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☐ Enroll this book in KDP Select

By checking this box, you are enrolling in KDP Select for 90 days. Books enrolled in KDP Select must not be available in digital format on any other platform during their enrollment. If your book is found to be available elsewhere in digital format, it may not be eligible to remain in the program. See the KDP Select Terms and Conditions and [KDP Select FAQs](#) for more information.

## Getting Started

[Learn more](#) about Kindle Content creation tools for children's books, comics and manga.

### 2.

#### 1. Enter Your Book Details

Book name

My Walk Through the Book of Mark

Please enter the exact title only. Books submitted with extra words in this field will not be published. [Why?](#)

### 3.

Subtitle (optional)

My Personal Thoughts and Reactions to Scriptures Presented in the Bible as the C

Please enter the exact subtitle only. Books submitted with extra words in this field will not be published. [Why?](#)

### 4.

☐ This book is part of a series [\(What's this?\)](#)

### 5.

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

digital version of your book, it must be a unique ISBN. [Learn more](#)

#### How do I target my book to customers?

You can target your book to customers using browse categories and search keywords. Browse categories are the sections of the Kindle store (History, Fiction, etc.). Search keywords help customers find your book when they search the Kindle store. Learn more about [browse categories](#) and [search keywords](#).

#### Should I enable Digital Rights Management?

DRM (Digital Rights Management) is intended to inhibit unauthorized distribution of the Kindle file of your book. Once you publish your book, you cannot change its DRM setting. [Learn more](#)

#### How do I know if my book is in the public domain?

Once the relevant term of copyright for a work has expired, the work falls into the public domain. The duration of copyright varies between countries, so ensure that you set your territory rights to only include those territories where you have determined the book is in the public domain. The 70% royalty option is not available for works that consist entirely or primarily of public domain



# More Book Details and Public Domain

Amazon.com: Kindle Direc... x +

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6. Publisher (optional) [What's this?](#)  
Godtland Software Corporation

7. Description [What's this?](#)  
different messages when reading the same text of the Bible. Even the messages I get while reading the Bible today may be different than what I would get reading the same text again another day. It all depends on what we really need to hear from the Lord at the time.  
3415 characters left

8. Book contributors: [What's this?](#)  
Annette Godtland (Author)  
Add contributors

9. Language [What's this?](#)  
English

10. ISBN (optional) [What's this?](#)

11. 2. Verify Your Publishing Rights  
verify Your Publishing Rights [What's this?](#)  
☐ This is a public domain work.  
☒ This is not a public domain work and I hold the necessary publishing rights.

domain. The 70% royalty option is not available for works that consist entirely or primarily of public domain content. [Learn more](#)

How do I add a cover to my book?  
You can upload an existing book cover or use Cover Creator to design a new high quality cover from scratch.

1. Cover guidelines  
Please read our [Cover guidelines](#) if you are planning to upload your own cover.

2. Cover Creator help  
With Cover Creator anyone can design a high quality cover for their book in minutes.  
[Cover Creator help](#)

You can edit, create or upload a new cover for your book at any time.

# Target Your Reader

Amazon.com: Kindle Direct Publishing: Title Setup

https://kdp.amazon.com/title-setup/AHIIQE6KER7RB

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

**12. 3. Target Your Book to Customers**

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

RELIGION > Devotional  
RELIGION > Biblical Studies > Jesus, the Gospels & Acts

**13.**

Age Range (optional) [\(What's this?\)](#)

Minimum  Maximum

**14.**

U.S. Grade Range (optional) [\(What's this?\)](#)

Minimum  Maximum

**15.**

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

Gospel, Bible, Mark, Devotions, Thoughts, Reflections, Scripture

0 keywords left

**4. Select Your Book Release Option**

Please select if you are ready to release your book immediately or if you would like to make it available for pre-order [\(What's this?\)](#)

# Add Categories

Choose categories (up to two):

Filter

- ☒ Biblical Reference
- ☒ Biblical Studies
  - ☐ General
  - ☐ Bible Study Guides
  - ☐ Exegesis & Hermeneutics
  - ☐ History & Culture
  - ☒ Jesus, the Gospels & Acts
  - ☐ New Testament
  - ☐ Old Testament
  - ☐ Paul's Letters

Selected categories:

✕ RELIGION > Devotional  
Choose a secondary category



# Release Option and Cover

Amazon.com: Kindle Direc... x +

https://kdp.amazon.com/title-setup/AHIIQE6KER7RB

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## 16. Select Your Book Release Option

Please select if you are ready to release your book immediately or if you would like to make it available for pre-order ([What's this?](#))

☒ I am ready to release my book now

☐ Make my book available for pre-order

## 5. Upload or Create a Book Cover

Upload an existing cover, or design a high-quality cover with Cover Creator. (optional)

No Cover Available

I have a book cover designed and ready to upload  
Please read our [Cover guidelines](#)

[Browse for image...](#)

17. I want to design a cover using the Cover Creator (beta).

[Launch Cover Creator](#)

## 6. 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](#)

> [Learn more](#) about Kindle Content creation tools for children's books, comics and manga.

> [Learn KDP content guidelines](#) > [Help with formatting](#)

# Design a Cover

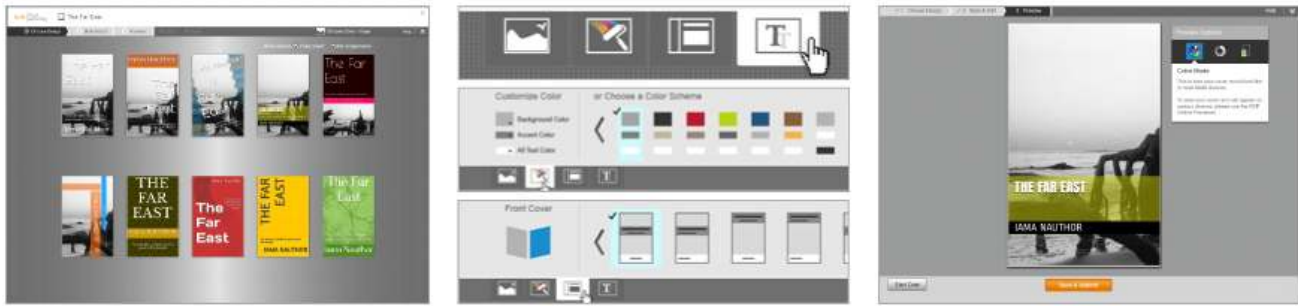
Kindle Cover Creator

https://cc.amazon.com/layout?hostApp=kdp&lang=en\_US&token=r00ABXNyACZjb20uYW1hem9uLnptZW

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kindle direct publishing My Walk Through the Book of Mark My Personal Thoughts and Reactions to Scriptures Presented in the Bible as the Gospel According to Mark

## How to Use Cover Creator



**1 Choose Design**  
Select an initial design concept for your cover.

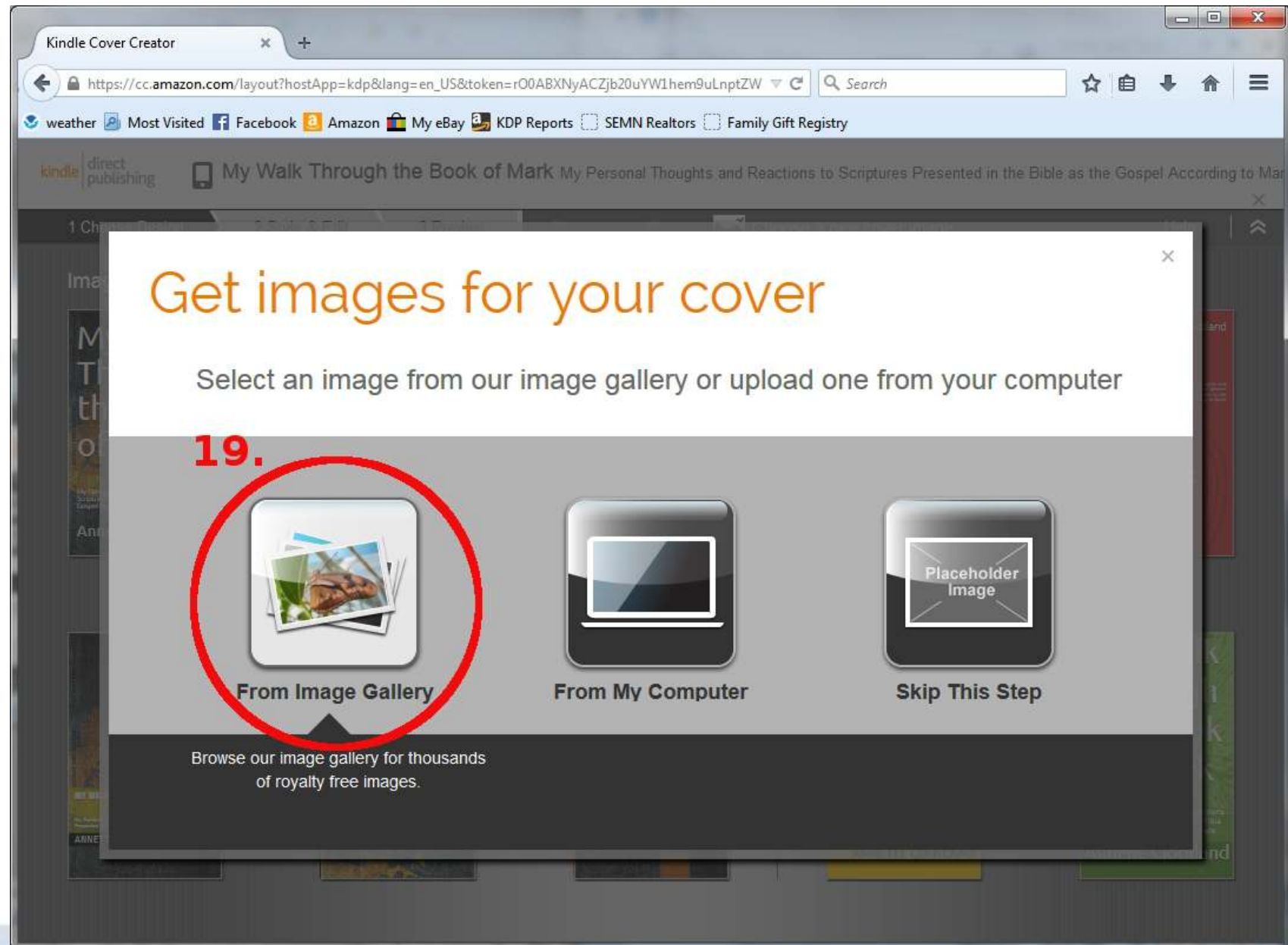
**2 Style & Edit**  
Customize the layout of your cover by changing the position of elements, colors, and typefaces.

**3 Preview**  
Preview how your cover will look on Kindle devices and in the Amazon Store.

☐ Got it. Don't show me this again.

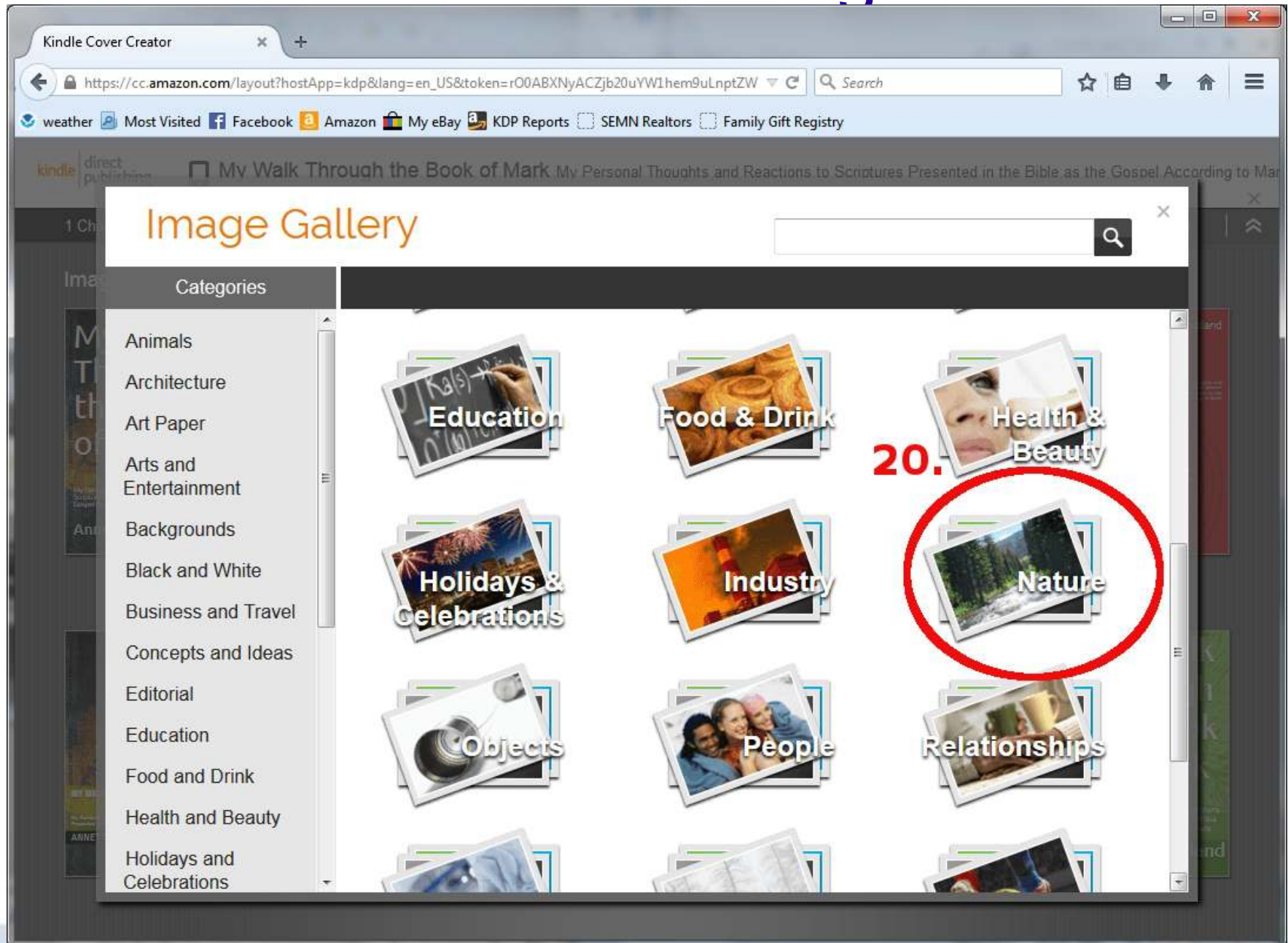
**18.** **Continue**

# Cover Image

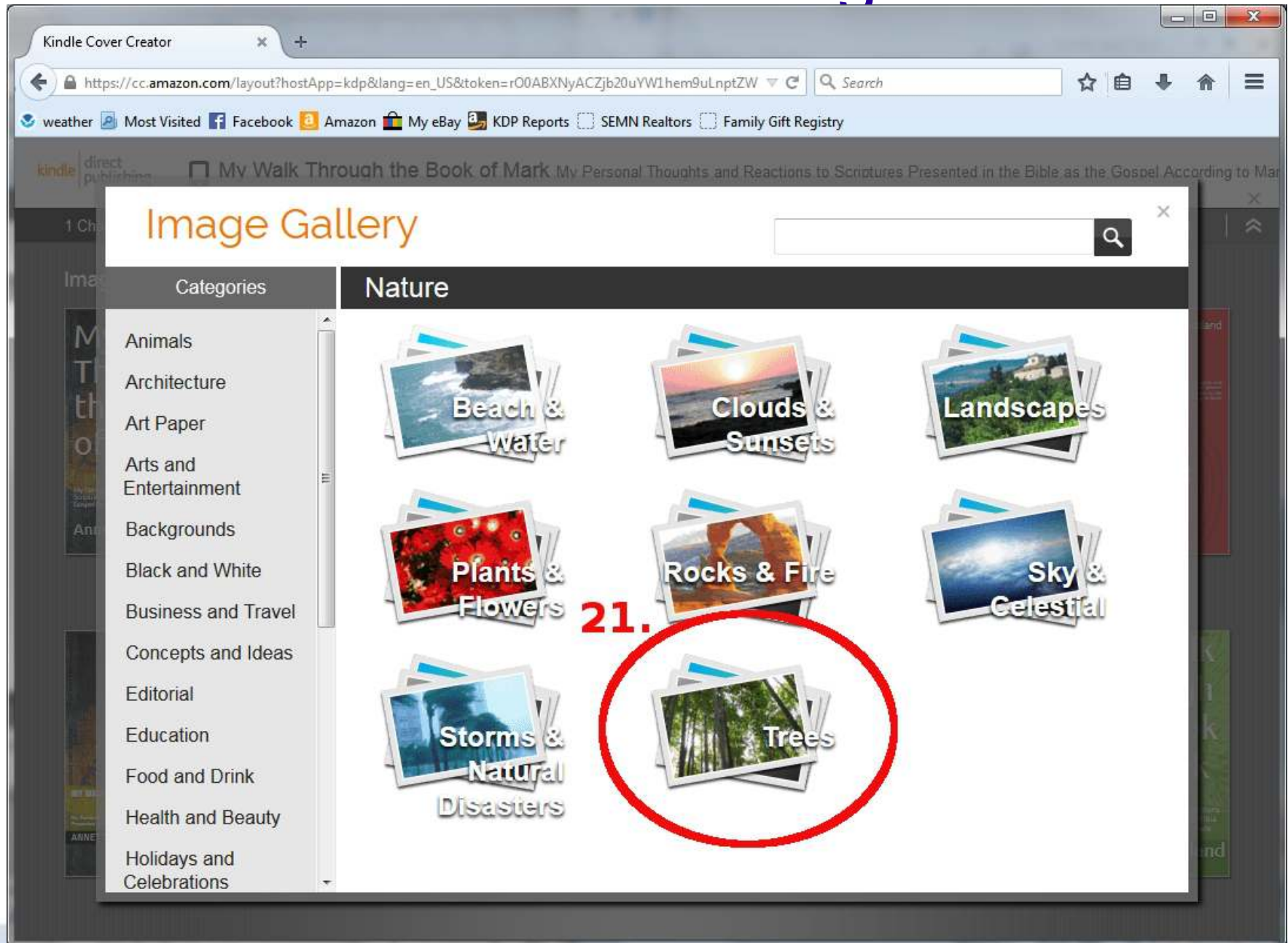




# Browse for Image

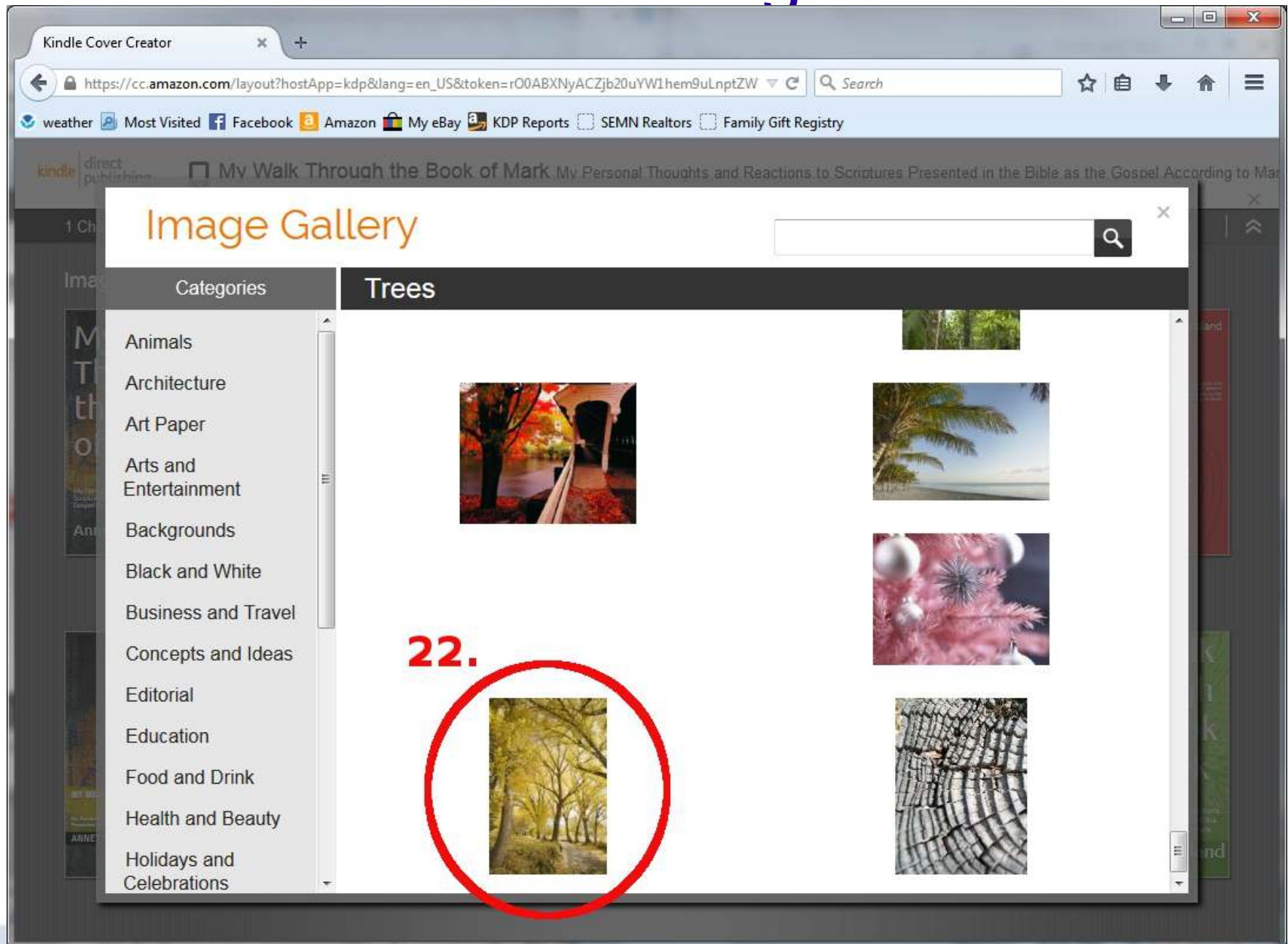


# Browse for Image

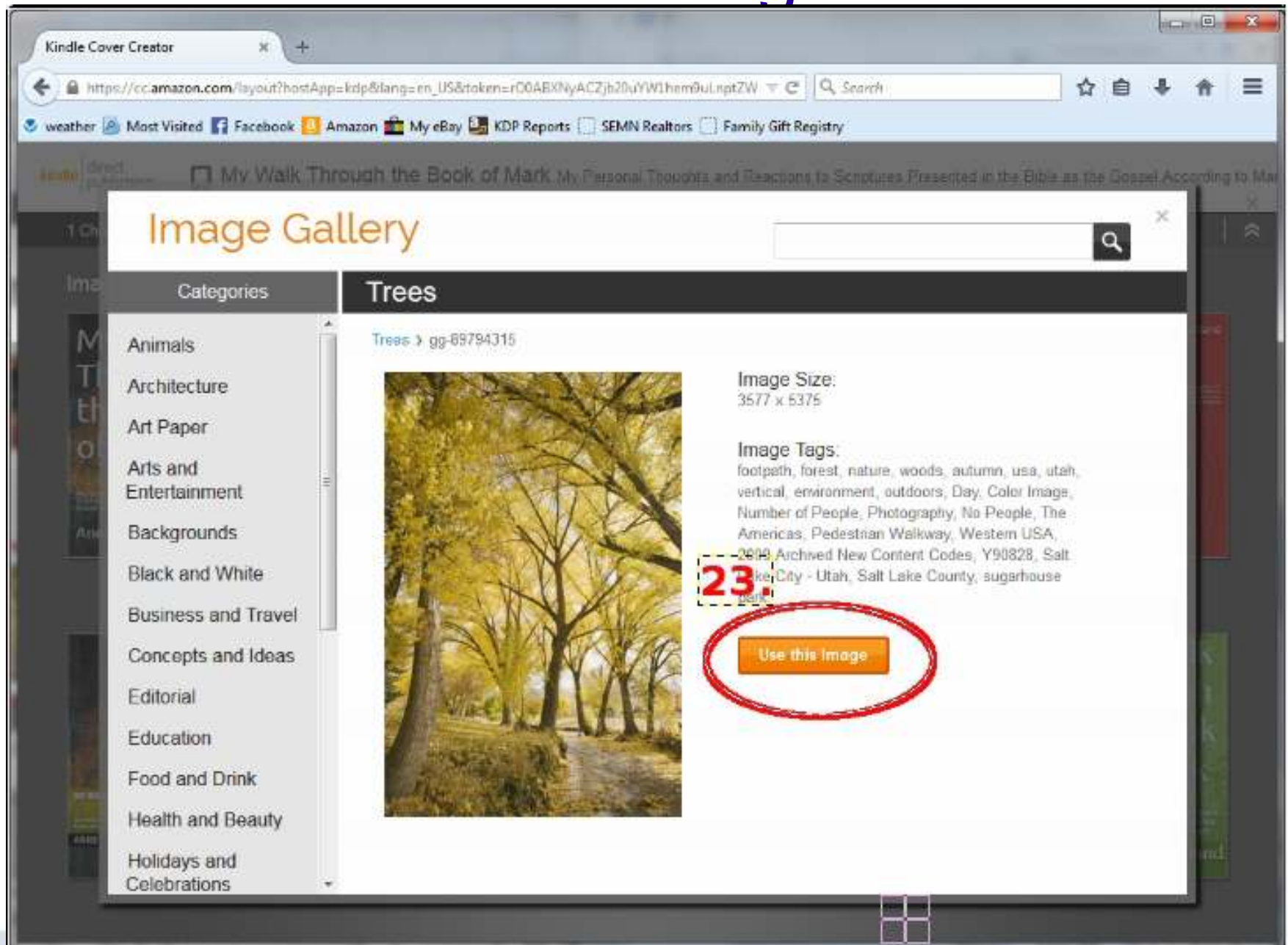




# Select Image

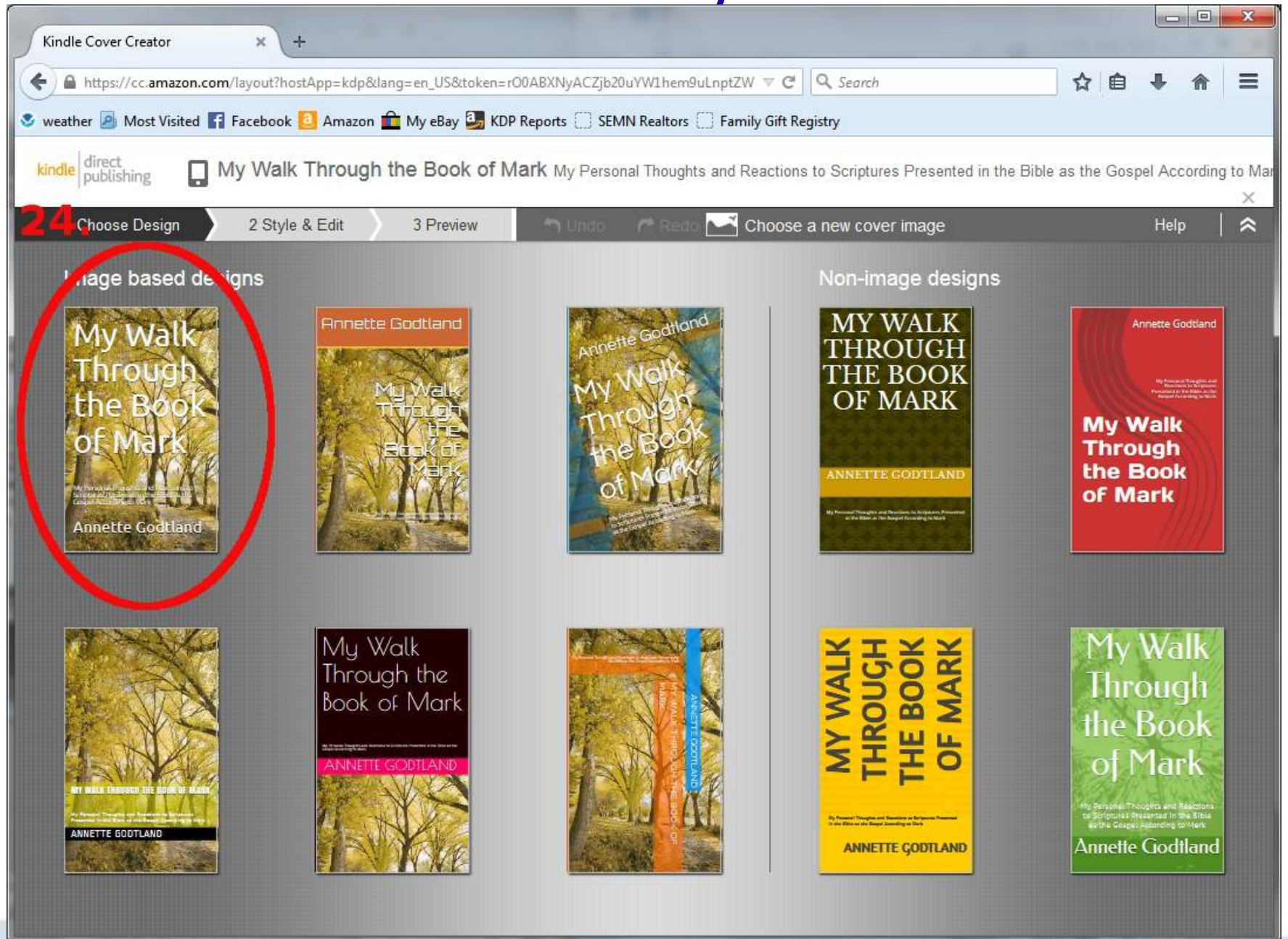


# Select Image

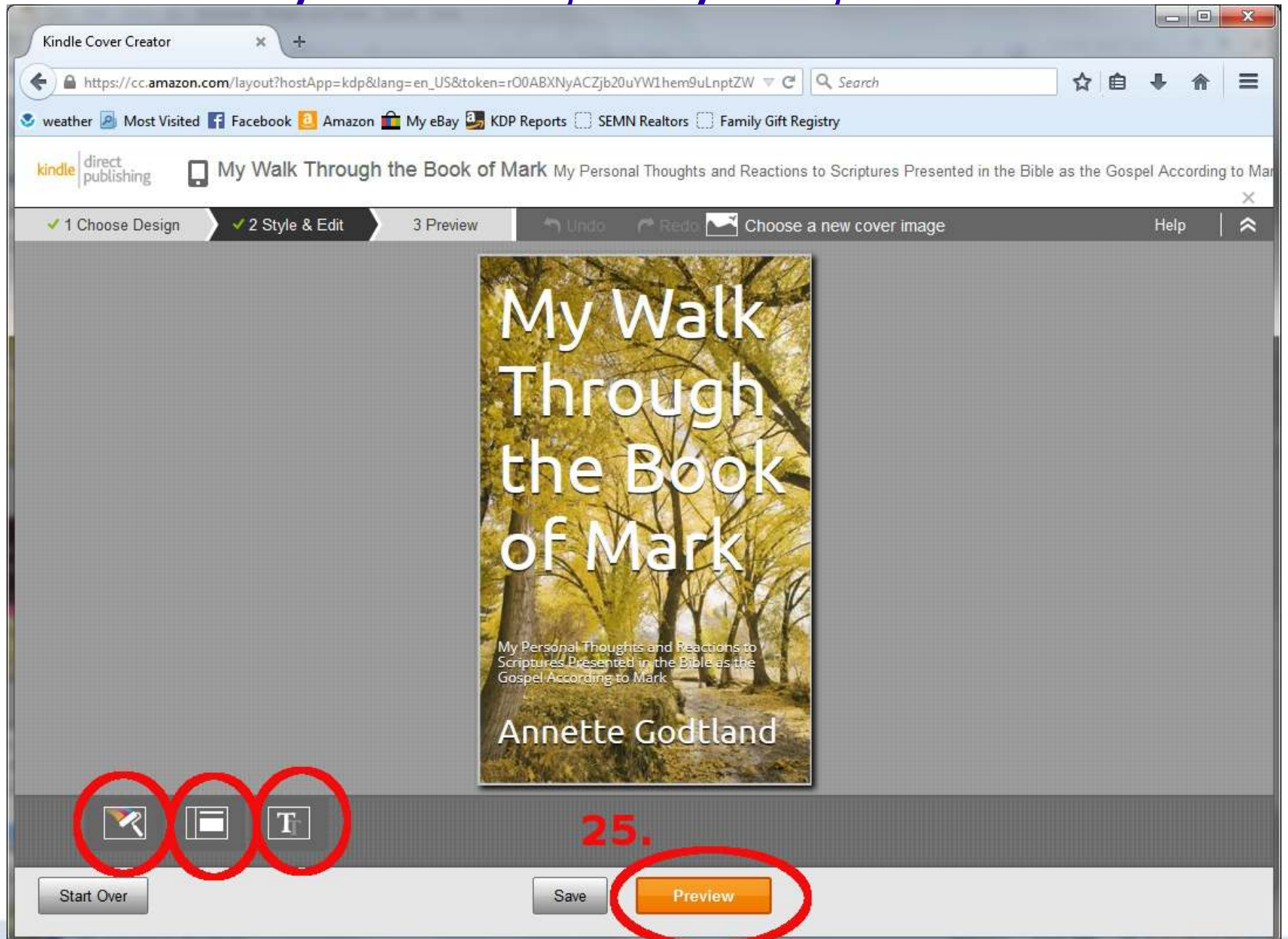




# Cover Layout

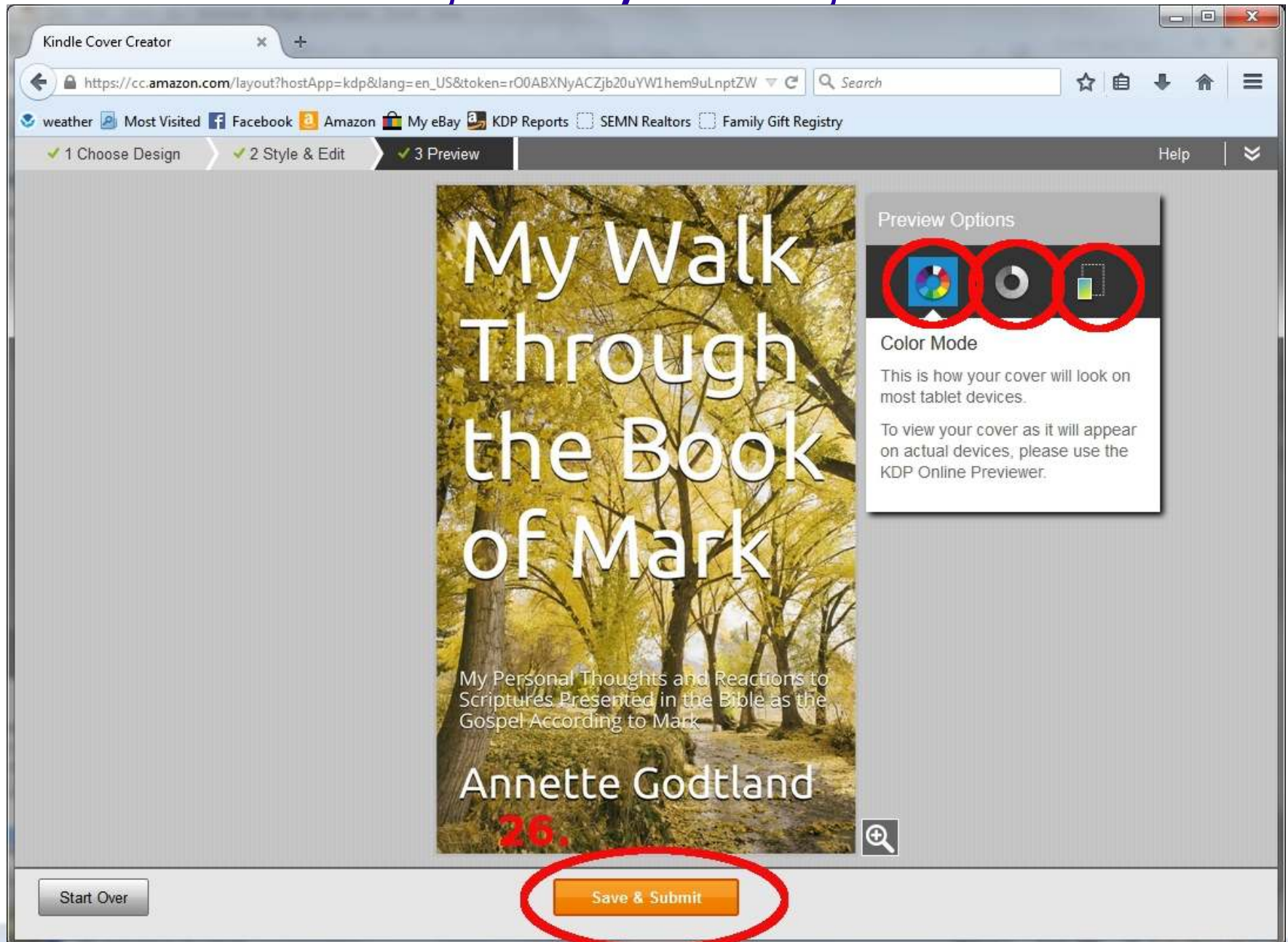


# Modify Colors, Layout, or Fonts





# Preview Color, Grayscale, or Thumbnail





# Digital Rights Management, Upload Book

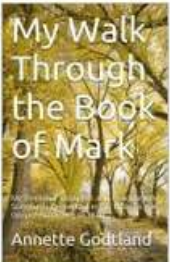
Amazon.com: Kindle Direc... x +

https://kdp.amazon.com/title-setup/AHIIQE6KER7RB

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## 5. Upload or Create a Book Cover

Upload an existing cover, or design a high-quality cover with Cover Creator. (optional)



I have a book cover designed and ready to upload  
Please read our [Cover guidelines](#)

Browse for image...

I want to edit my cover design using the Cover Creator (beta).

Edit my Cover Creator design

✓ Cover uploaded successfully.

## 27. Upload Your Book File

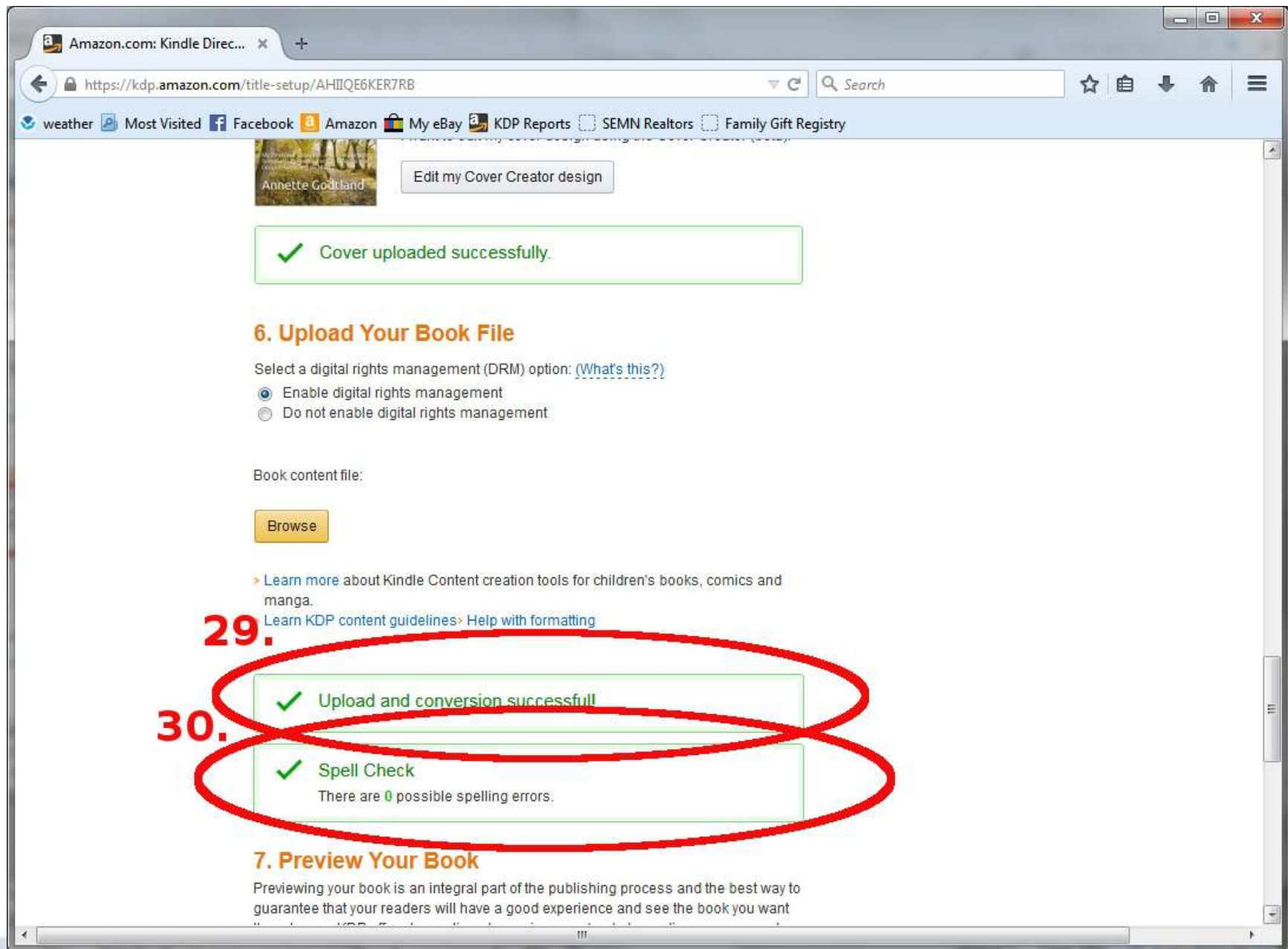
Select a digital rights management (DRM) option: [\(What's this?\)](#)

☒ Enable digital rights management  
☐ Do not enable digital rights management

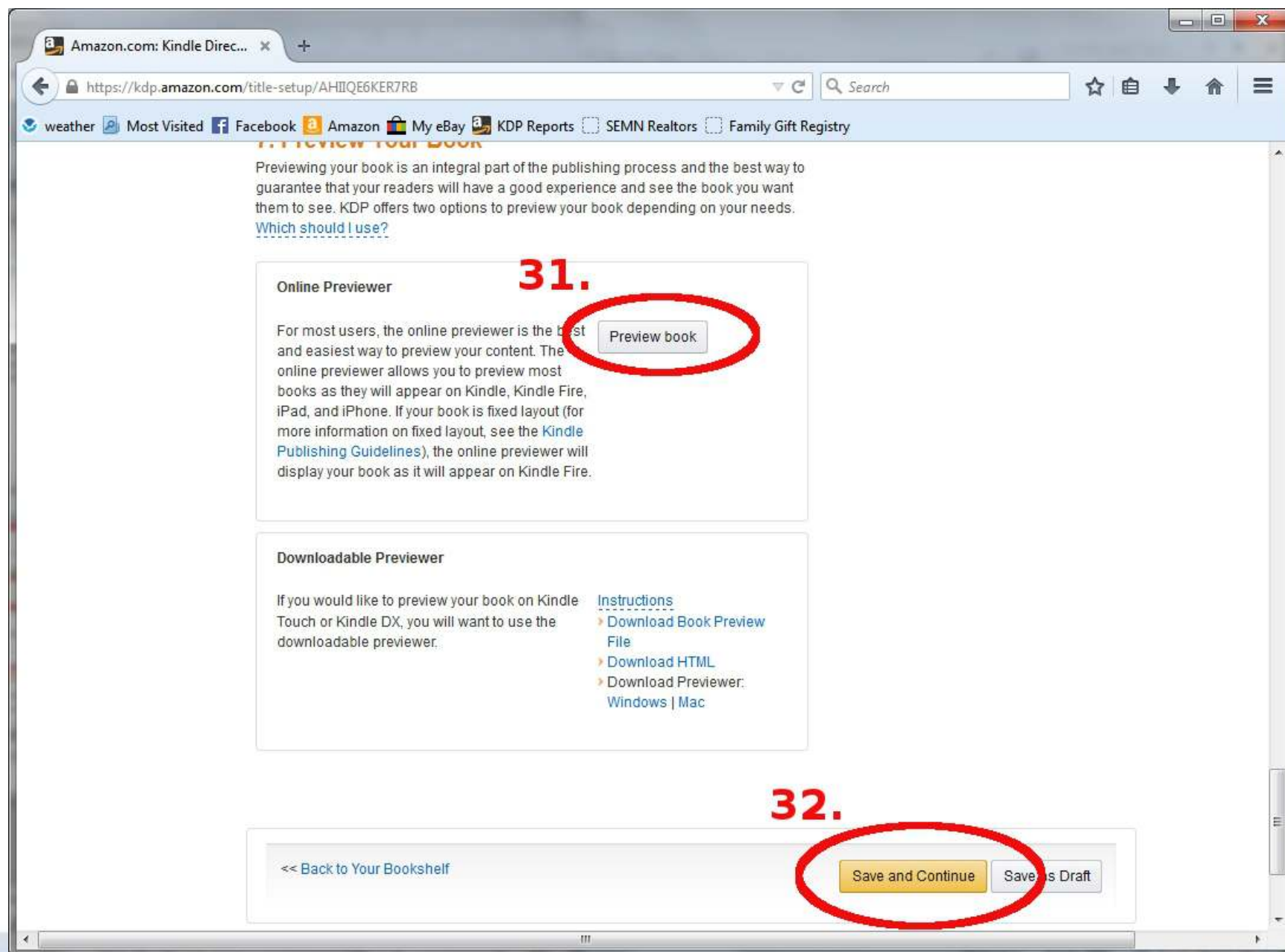
## 28. Book content file:

> [Learn more](#) about Kindle Content creation tools for children's books, comics and manga.  
> [Learn KDP content guidelines](#) > [Help with formatting](#)

# Success!



# Preview Your Book





# Publishing Territories

Amazon.com: Kindle Direc... x +

https://kdp.amazon.com/title-setup/AHIIQE6KER7RB/rights-and-pricing?ref=kdp\_EB\_sac

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33.

## 8. 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

Selected territories (0 of 245)

## 9. Set Your Pricing and Royalty

### KDP Pricing Support (Beta)

See the relationship between price and past sales and author earnings for KDP books like yours.

View Service

### KDP Pricing and Royalty

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

☐ 35% Royalty

☐ 70% Royalty

### FAQs

#### How do I identify my territorial rights?

If you hold worldwide rights, choose the worldwide rights option. If you do not hold worldwide rights, identify the specific territories for which you do have rights.

#### How much will I make when my book is sold?

You can choose between two royalty options: a 70% royalty option and a 35% royalty option. For example, for sales in the US, if your book's list price is between \$2.99 and \$9.99, you can choose the 70% option. The 35% option is available in the US for books with list prices between \$.99 and \$200.00. For complete information on royalty options, please see our [Pricing Page](#) and [Terms and Conditions](#).

#### What is the delivery cost for?

Delivery costs vary based on the size of the book and apply if you select the 70% Royalty Option for your book. When you enter your list price in the Choose Your Royalty box, you will see the delivery cost associated with this book. If you select the 35% royalty option, delivery costs do not apply. For more information, see the

75

# Royalty Option and Price

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https://kdp.amazon.com/title-setup/AHIIQE6KER7RB/rights-and-pricing?ref=kdp\_EB\_sac

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[View Service](#)

## KDP Pricing and Royalty

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

☐ 35% Royalty  
☒ 70% Royalty

35. List Price

\$ 4.99 USD

Price must be between \$2.99 and \$9.99 [\(Why?\)](#)

	List Price	Royalty Rate	Delivery Costs	Estimated Royalty
Amazon.com	\$ 4.99 USD	35%	n/a	\$1.75
		70%	\$0.06	\$3.45
Amazon.in <a href="#">(What's this?)</a>	<input checked="" type="checkbox"/> Set IN price automatically based on US price ₹308	35%	n/a	₹108
	⚠ Your book must be enrolled in KDP Select in order to be eligible for 70% royalty for sales in India. <a href="#">Enroll now</a>			
Amazon.co.uk	<input checked="" type="checkbox"/> Set UK price automatically based on US price £3.20	70%	£0.04	£2.21
	<input checked="" type="checkbox"/> Set DE price			

Delivery costs vary based on the size of the book and apply if you select the 70% Royalty Option for your book. When you enter your list price in the Choose Your Royalty box, you will see the delivery cost associated with this book. If you select the 35% royalty option, delivery costs do not apply. For more information, see the [Pricing Page](#).

**What is Kindle MatchBook?**  
 The Kindle MatchBook program gives customers who purchase or have previously purchased a print book from Amazon the option to purchase the Kindle version for \$2.99, \$1.99, \$0.99, or for free, which in turn amounts to incremental revenue for publishers and authors. Enroll your book in the program and receive a royalty from KDP based on the Promotional List Price for any Kindle MatchBook sale. Learn more about [Kindle MatchBook](#).

Don't have a print version? We recommend [CreateSpace](#) for your print publishing needs.

**What is Kindle Book Lending?**  
 The Kindle Book Lending feature will allow users to lend digital books they have purchased through the Kindle Store to their friends and family. Each book may be lent once for a duration of 14 days and will not be readable by the lender during the loan period.



# Amazon Marketplaces

- You will be paid separately for each marketplace
- Each payment will be in the currency of the respective marketplace
- You may change prices any time you want

# Matchbook, Lending, Publish

Amazon.com: Kindle Direc... x +

https://kdp.amazon.com/title-setup/AHIIQE6KER7RB/rights-and-pricing?ref=kdp\_EB\_sac

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the applicable minimum or maximum list price for that currency. List prices automatically set for your existing books are displayed in the above table.

- The list price you provide is VAT-EXCLUSIVE. The VAT we will add for sales to customers in EU countries from our EU Kindle Stores will be 3%. VAT rates, where applicable, vary for other countries.
- If you are setting multiple list prices for your book for different Amazon websites, click [here](#) for more information.

For more information about list price conversion, VAT, royalties, and Delivery Costs, see the [Terms and Conditions](#), [Pricing Page](#) and [List Price Requirements](#).

**36.** **36. Kindle MatchBook**  
☐ Enroll this book in the Kindle MatchBook program. ([Details](#))

**37.** **37. Kindle Book Lending**  
☒ Allow lending for this book ([Details](#))

☒ By clicking Save and Publish below, I confirm that I have all rights necessary to make the content I am uploading available for marketing, distribution and sale in each territory I have indicated above, and that I am in compliance with the KDP [Terms and Conditions](#).

**38.** << Back to Your Bookshelf **Save and Publish** Save as Draft

# Success!

Amazon.com: Kindle Direc... x +

https://kdp.amazon.com/title-setup/AHIIQE6KER7RB/rights-and-pricing?ref=kdp\_EB\_sac

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40. **Bookshelf** Reports Community KDP Select

kindle | direct publishing

## My Walk Through the Book of Mark

Step 1 <b>Your book</b> ✓ Complete	Step 2 <b>Rights &amp; Pricing</b> ✓ Complete	Optional <b>KDP Select Benefits</b>
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✓ Success  
Your information has been saved.

### 8. 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

Selected territories (0 of 245)

#### FAQs

**How do I identify my territorial rights?**  
If you hold worldwide rights, choose the worldwide rights option. If you do not hold worldwide rights, identify the specific territories for which you do have rights.

**How much will I make when my book is sold?**  
You can choose between two royalty options: a 70% royalty option and a 35% royalty option. For example, for sales in the US, if your book's list price is between \$2.99 and \$9.99

# Soon to be Live. KDP Select

Amazon Kindle Direct Publ... x +

https://kdp.amazon.com/dashboard?ref\_=kdp\_RP\_TN\_bs

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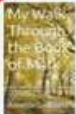



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## Once Published...

- It should show up for sale on Amazon within 24 hours.
- You will receive your royalty checks 2 months after the month in which the book was purchased.

# Copyright it

- \$35 to copyright the book
- [www.copyright.gov](http://www.copyright.gov)
- Not required, but is helpful if a lawsuit ever comes up
- They need a copy of your book
  - Save your book as a .pdf file
  - Upload the .pdf file

# What About Those Free Books?

- Optional KDP Select Program
  - Agree to sell eBook on Amazon and nowhere else for three months
  - Enrolls your book in Kindle Prime and Kindle Unlimited programs
  - May use one Free promotion or one Countdown promotion
  - Renew every three months

# Free Promotion

- Add your book to list of top free books
- May list a total of 5 days every 3 month period
  - Better if done only 1-2 days at a time
- Earn no royalties
- Goal is to get readers and reviews
  - Will typically give away hundreds of copies in just 1-2 days!
  - Reader owns the book
- Especially good if you are a new author
- Especially good if the book is the first of a series



# Countdown Promotion

House of Blues: An Action-Packed New Orleans Thriller; Skip Langdon #5 (The Skip Langdon Series) [Kindle Edition]

Julie Smith (Author)

★★★★★ (102 customer reviews)

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- Word Wise: Enabled
- Series: [The Skip Langdon Series](#) (Book 5)

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# Countdown Promotion

- Reduced price for up to one week
  - Timer shows days/hours remaining until price goes up
- Often done as a series of reduced pricing
  - eg. .99 for one day, then 2.99 for one day, etc.
- May do one countdown sale every 3 month period
- Earn your normal 35% or 70% royalty, but of the sale price
- May do EITHER Free promotion or Countdown promotion, not both.

# Kindle Prime And Kindle Unlimited

- Amazon puts aside a pot of money each month
- Every book borrowed through Kindle Prime and Kindle Unlimited gets an equal share of that pot of money
  - Each book downloaded through Kindle Prime
  - Each book downloaded and read through 10% of the book through Kindle Unlimited
- Amounts to about \$1.50 per book
- Additional bonuses to most downloaded books
- Reader does not own or keep the book

# Best Sellers Rank

Amazon.com: Do-It-Yours... x +

www.amazon.com/Do-It-Yourself-Java-Games-Introduction-ebook/dp/B00H8T3AEY/ref=sr\_1\_3?ie=UTF-8 Search

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### Product Details


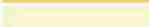
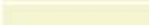
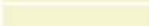
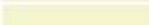
**File Size:** 2905 KB  
**Print Length:** 518 pages  
**Publisher:** Godtland Software Corporation; 1 edition (January 6, 2014)  
**Sold by:** Amazon Digital Services, Inc.  
**Language:** English  
**ASIN:** B00H8T3AEY  
**Text-to-Speech:** Enabled ☒  
**X-Ray:** Not Enabled ☒  
**Word Wise:** Not Enabled  
**Lending:** Enabled

**Amazon Best Sellers Rank:** #54,027 Paid in Kindle Store (See Top 100 Paid in Kindle Store)  
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★★★★★ (2)  
5.0 out of 5 stars

5 star		2
4 star		0
3 star		0
2 star		0
1 star		0


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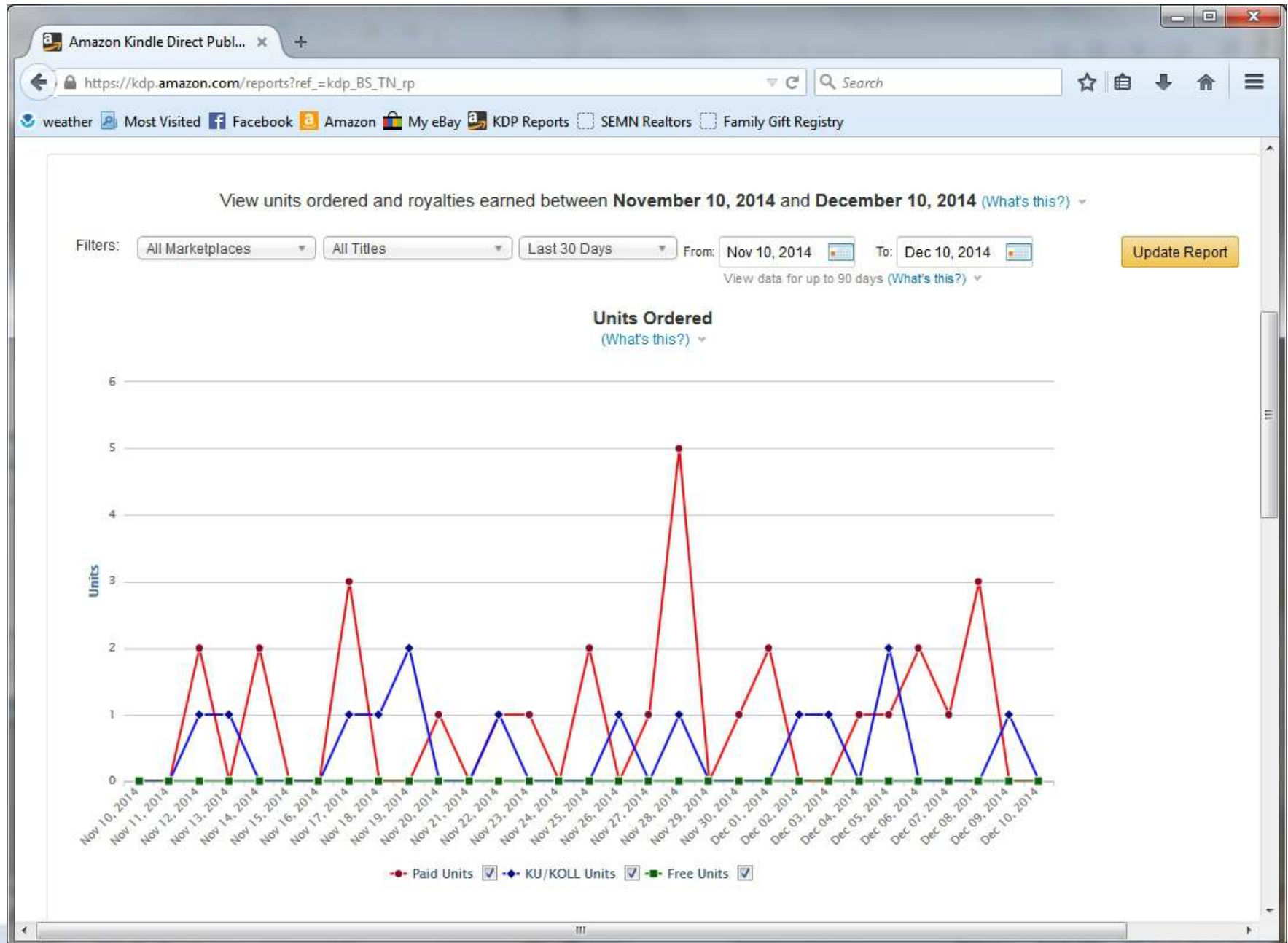
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- View sales of books
  - About 4 hour delay

# View Sales



# Marketing Your Book

- Use a good title and good keywords
- Get Reviews
- Share on facebook
- Create YouTube video
- Give-aways
- More books, same author
- Series of books

# More Marketing

- Create a website
- Write a blog
- Contact newspapers
- Write articles
- Contact interested organizations



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