



Publishing Your First Kindle Book

Purpose

The purpose of this lesson is to walk you through the steps of publishing your first Kindle book. It assumes you have a "*Kindle Direct Publishing*" (KDP) account and, of course, a book you wish published.

Publishing Your Book

Publishing your book is synonymous with adding your book and this is done through your KDP dashboard. Go to kdp.amazon.com and sign into your account, then, on the "Bookshelf" page (which is the homepage for your dashboard), click the "Add new title" button.

Note: Remember, your book should already be formatted and ready to go with a cover already selected.

Once you click the "Add new title" button, you're taken to another screen that has two pages (tabs) of information for you to enter. Not to worry – it is not a lot of information and it is very easy and quick to enter.

The two tabs you'll see are:

- "1. Your Book"
- "2. Rights and Pricing"

"1. Your Book"

The first detail you'll see is the "Introducing KDP Select". This topic is covered in more detail in another lesson, but for going forward you want to check the "Enroll this book in KDP Select" option. This doesn't set up any promotions or anything like that but does enroll the book so you won't have to do it later. Once the book has been reviewed and approved, you'll then be able to go about setting up your promotions, etc.

The first section you come to is "**1. Enter Your Book Details**" where you can enter:

- **Book Name** – this is the title for your book
- **"This book is part of a series" option** – if you're following the promotion methods outlined in these lessons, you will be using series, so go ahead and check this option
- **Series title** – if you checked the above option, this field is enabled
- **Volume** – if you checked the above option, this field is enabled
- **Edition number (optional)** – if you have an edition number, enter it here



- **Description** – this field allows 4000 characters. In our lesson on creating a good description, you'll learn how to include social proof, reviews, etc.
- **Book contributors** – here is where you add details such as author name and title. The title may be one of the following:
 - Author
 - Editor
 - Foreword
 - Illustrator
 - Introduction
 - Narrator
 - Photographer
 - Preface
 - Translator

For basic book additions, this may just be your name with "Author" title. You may also add pseudonyms here if you don't want to use your real name.

- Language
- Publication Date – not required; you may choose not to so that potential buyers avoid purchasing if they think your book is too old.
- Publisher – you could put your company name here.
- ISBN (optional) – not needed for Kindle books but if you have one, enter it here.

The next section you come to is "**2. Verify Your Publishing Rights**", which basically has 2 options to select from (choose 1):

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

In most instances you would select option 2 as Amazon isn't very fond of public domain works. As well, public domain works are not eligible for KDP Select.

The next section you'll come to is "**3. Target Your Book to Customers**". This is where you select the categories you want your book listed in (up to 2) and add keywords that might be used to search for your book (up to 7, optional).

To add your categories, you just click the "Add categories" button. When selecting, be aware that these categories are just the initial categories your book will be listed under. Amazon sometimes will change the categories if it thinks your book may fit better under one it selects rather than one you've selected.

Another thing to think about when choosing categories is that with the first category you want to be as specific as possible, but the second category should use more "out of the box" thinking. For example, if you are publishing a book on weight loss, your primary category will probably be something like "Health & Fitness" >> "Weight loss" (sometimes you won't have an exact match



so choose as closely related as possible). For your secondary category, you might select something like "Self Help" >> "Stress Management" or "Motivational or Inspirational". While aerobics may not be specific to weight loss, there is a loose connection there and so potential buyers who may never look in the "weight loss" category but would look in "Aerobics" can come across your book. The idea here is to make it possible for more people to locate your book without placing it somewhere completely unrelated.

For keywords, you are helping Amazon determine what keywords to show your book for when someone types them in. You will also be able to play around with these to test which ones get the best results. It should be noted that entering keywords here is not the only place Amazon will look to determine keywords. Amazon will also check your product description, reviews, and tags for other relevant keywords.

The next section you come to is **"4. Upload Your Book Cover"**. Here you simply click the "Browse for image..." button and upload the cover image. Once uploaded, you may also want to leave the option "the book cover inside your book" checked so that when someone is looking at your book on their Kindle device, they'll see the cover again.

The last section you come to is **"5. Upload Your Book File"**. You're able to select a *"Digital Rights Management"* (DRM) option which offers you two options:

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

What DRM will do is make it so that your book can't easily be shared between devices. You usually want to select option 2 to enable customers that have multiple devices, such as their Kindle device, PC, or whatever, to share the book between those devices.

Finally, you will click "Browse for book ..." to upload your book then click "Save and Continue", which will take you to the next page for information.

"2. Rights & Pricing"

Like the previous page, this page is broken into sections. You'll notice the status below the name of the page which, at this time, should read "Not Started". Under the first page's name you will see "Conversion Complete" with a green checkmark beside it. If that was not the status, you wouldn't even be on this second page.

The first section you will notice is **"7. Verify Your Publishing Territories"**. This is not numbered incorrectly in this lesson – that is how it's numbered on the KDP page. In this section you have two options to choose from:

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



By default, the first option is selected and, unless you have specific territories you want to specify, you'll probably just want to leave the default.

The next section you see is "**8. Choose Your Royalty**". Pricing is covered in a different lesson in much greater detail so we'll not cover it here, but just know that this is where you configure your pricing for the different Amazon countries.

One detail worth pointing out at this time, though, is that you are able to specify for each individual country, or you can set the pricing in one and have all others simply convert based on that one value. Amazon will dictate the conversion rates when you do this. Not to worry though – it is clearly stated that the conversions are based on the rates that were in effect on the date they are initially calculated.

The final section you'll handle is "**9. Kindle Book Lending**". Here you can uncheck the option "Allow lending for this book" but in order to get this out to more people, you may want to leave it selected.

Finally, you click the option indicating that you confirm your right to publish the book in compliance with the KDP terms and conditions and click "Save and Publish". It can take anywhere from half a day to 3 days for Amazon to review the book, but typically this happens within 1 day. Once approved, the book can now be seen on Amazon listings and also on your KDP Bookshelf list.

Conclusion

As you can see, the process of adding or publishing a book to Amazon is very straightforward and takes very little time. In other lessons you'll drill deeper on some of the details so you can be even more prepared before publishing and selling your book.