



## Getting Set Up to Sell Kindle Books on Amazon

### Purpose

The purpose of this lesson is to teach how to go about getting set up to sell books on Kindle and what you can find on your "*Kindle Direct Publishing*" (KDP) dashboard.

### Where to Start

In order to start selling on Kindle, you need to visit the KDP web page ([kdp.amazon.com](http://kdp.amazon.com)). If you already have a seller's account (either because of having gone through other modules or you were already selling on Amazon), you can use those credentials to sign in. Otherwise, you can click on the "Sign up" button to go and create a new account.

Here is a helpful link regarding the details of creating an account. It includes info on creating your account, adding company/publisher info, tax info and payment info:

<https://kdp.amazon.com/self-publishing/help?topicId=A1OYOT0ESBAU69>

**Note:** you may want to differentiate your seller's account from your personal account. It is generally recommended you keep these separate and so, for the purpose of KDP selling, you want to go with a seller's account. Therefore, if you have a personal account but don't have a seller's account, you probably want to consider creating a seller's account. Really this is entirely up to you but that is the recommendation.

Once you've signed up or signed in to your seller's account, you'll be able to configure it so you can start publishing and selling Kindle books and getting paid for the ones you sell. The payment period, according to Amazon, is "... 60 days following the end of the calendar month during which applicable sales occur."

Here is a helpful link regarding payment details:

<https://kdp.amazon.com/self-publishing/help?topicId=AE24XS35AM53P>

### KDP Dashboard

If you have a seller's account, you'll notice the KDP dashboard is different even though you used your seller's account credentials to sign in. That's ok – it is just Amazon's way of differentiating between selling products on Amazon and selling Kindle books on Amazon.



## Bookshelf

When you first sign into your KDP dashboard, you're brought to the "Bookshelf" page. On this page you will see:

- "KDP Select" Program plug – Amazon is really pushing this program and the details for it are actually covered in a later lesson within this module
- Book list – this is a list of books you are actively selling on Amazon. It contains the following info:
  - Title
  - Contributors
  - List Price
  - Date Submitted
  - Status – for newly uploaded books, the status will read something like "In review" which is a 12 to 24 hour process. Once reviewed, and if approved, it should go to "Live" status, indicating it is now actively selling.
  - KDP Select – it indicates if the book has been enrolled in KDP. If not, you'll see the value "enroll".

## Your Account

An important page within your KDP dashboard is the "Your Account" page. This page can be accessed by clicking the link found at the top of the page (shows your account name). This is where you'll be able to enter basic information about yourself (e.g. Company / Publisher Info), tax info and royalty payments.

Here's a view of the "Company / Publisher Info" section:

Full Name/Company Name	<input type="text" value="John Smith"/>
<a href="#">(What's this?)</a>	
Country	<input type="text" value="United States"/>
Address Line 1	<input type="text" value="123 Main St."/>
Address Line 2 (optional)	<input type="text"/>
City	<input type="text" value="Seattle"/>
State/Province/Region	<input type="text" value="WA"/>
Zip/Postal Code	<input type="text" value="98101"/>
Phone	<input type="text" value="206-555-1234"/>

In the "Tax Info" section, you'll be able to enter a tax reporting name (if you are just paying yourself, put your name or if a company, then put the company name) as well as provide your SSN (Social Security Number), TIN (Taxpayer Identification Number) or EIN (Employer Identification Number).



Here's a view of the "Tax Info" entry section:

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

Tax Reporting Name <a href="#">(What's this?)</a>	<input type="text" value="John Smith"/>
Business Type	<input type="text" value="Individual"/>
SSN, TIN or EIN <a href="#">(What's this?)</a>	<input type="text" value="123-45-6789"/>

The "Royalty Payments" section is where you tell Amazon how you want to get paid. You're able to tell, for each Amazon country (e.g. UK, DE, FR, etc.), whether to pay by cheque or '*Electronic Funds Transfer*' (EFT) and in what currency.

As you can tell, the KDP account setup is much more simplistic than the Seller Central account setup as it requires less information than the Seller Central account. Having this simple setup makes it easier for anyone interested in KDP to get up and running fairly quickly.

## Reports

This page takes you to a list of available reports:

- Month-to-Date Unit Sales – this is just a quantity report with no data on how much money was involved. It also doesn't differentiate between free or paid sales. Key information, by title / ASIN, is:
  - Units Sold
  - Units Refunded
  - Net Units Sold – (units sold) – (units refunded)
  - Units Borrowed – people with an Amazon Prime account, a paid account, are able to borrow some books for free

Note: the details reported are for a specific Amazon country. A drop-down list field containing the various Amazon countries can be used to access and individually view details of another specified country.

- Prior Six Weeks Royalties – shows how much you got paid in the prior 6 weeks
- Note: when you first start out, this report will be empty as Amazon doesn't start paying you until, as mentioned, 60 days past the end of the calendar month the sales were made in
- Prior Months Royalties – shows how much you got paid in prior months

## Conclusion

As you can see, getting set up for an account and navigating the dashboard is quite simple. You're now ready to get onboard with Kindle and start publishing and selling.