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Introduction

The popularity of eBooks is growing rapidly. More and more people are purchasing Kindles and other e-readers, and most computers are able to run the Kindle app, allowing people to read books on a variety of computers and devices.

Traditional publishers are still slow to adapt to new technology, which allows self-publishers like you to take advantage and make big profits.

Not only are most publishers slow to introduce their titles to digital format, but many publishers are charging **more** for an eBook than they are for a print book, which has consumers absolutely livid.

Now is the perfect time to jump on board the eBook bandwagon. Get your books in front of millions of potential buyers at some of the world's largest online retailers, including Amazon, Barnes & Noble and more.

It's not as difficult as you think! In this report, I'll show you just how easy it is to get your book published on Amazon (as well as Barnes & Noble).

Writing a Book

The first step, obviously, is to get your book written. This is the hardest part, because you not only need to create a complete work, but you need to make sure it's something people will want to read.

Fiction typically sells better on Kindle than nonfiction. That's not always true, but as a rule, fiction books will be easier to sell. This is partially because people buy more fiction for their Kindles, and partially because marketing avenues are wide open for fiction.

If you will be writing fiction, I highly recommend reading a few books on improving your writing skills. Most people **think** they can write well, but it is actually quite difficult to write fiction people will love.

If you will be writing nonfiction, be sure to choose a topic people will be interested in. This sounds obvious, but too many people delve into writing nonfiction without thinking about whether people will really want to read a book about the topic.

You should aim for a certain word count based on your genre. If you're writing a nonfiction book, the number is more flexible. If you're writing fiction, you should stick closer to a generally accepted word count.

For example:

- 5,000-10,000 Words – A short story
- 10,000-30,000 Words – A novella
- 35,000-40,000 Words – A middle grade novel
- 45,000-60,000 Words – A young adult novel
- 50,000-85,000 Words – A novel
- Around 100,000 Words – Epic fantasy

Remember, these are just estimates. There are no hard and fast rules. Go with your gut and write as much as you need to in order to tell your story properly.

You'll learn more about pricing your work in a later chapter. Pricing is based on several things, including word count, genre, and other factors.

I do not recommend using PLR or resale rights products unless you make significant changes. Amazon is cracking down on this, and if you don't make substantial changes, your book will probably be removed.

Editing

A major mistake self-publishers often make is in failing to properly edit their work. If you put out poorly edited crap, your reviews will suffer. Remember, people look at reviews (both those on Amazon and other bookseller websites and on book blogs) as a deciding factor in whether or not they want to give a book a chance.

If you skip the editing process, or you do a poor job, you'll not only risk receiving bad reviews, but you will also open yourself up to more refunds. A refund rate of 0.5% to around 3% is normal for most books, but if you do a very poor editing job, yours could be much higher.

It will cost several hundred dollars to hire a professional editor for a book of average length. If this is out of your price range, you can consider using beta readers to help you edit your book.

Beta readers are volunteers who read your book and email you whenever they spot errors. You'll want to have a few beta readers for each book in order to catch as many mistakes as possible. If you have poor grammar, be sure to use the grammar-checking feature in your word processor in addition to beta readers. They aren't perfect, but they help.

Preparing the Book for Submission

If you have Microsoft Word, it is very simple to prepare your book for submission to both Amazon and Barnes and Noble. You can get a trial of the software if you don't currently own it, or you could hire someone to format your book for you.

Here is a step-by-step guide to preparing your book for submission:

1. Insert your book cover graphic onto the first page. The 600x900 pixel size is fine.
 2. In Word, press CTRL-Enter to create a new page. Do this for each new chapter, but NOT each new page.
 3. If you have a nonfiction book, create a table of contents, but do NOT insert page numbers. Ideally, this should be a linked table of contents. There are tutorials online that will teach you how to do this with word.
 4. On the next page, you may want to insert your book title, your name, and a copyright notice.
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5. Do NOT add a footer or page numbers to your book.
6. Use single spacing, no spacing between paragraphs, and an indent of 0.25" on the first line of each paragraph. (In Word, right click your text, click "Paragraph", and locate these choices under the Indentation section.)
7. When your document is ready, click File, then Save As, and choose Web Page, Filtered. This will save your book as an HTML file. Go to the directory where you saved it and right click the HTML file, as well as the image folder it generated and zip them.
8. You will submit the zip file to Amazon, and the doc itself to Barnes and Noble.

Cover Design

They say you should never judge a book by its cover, but people do. It's not just a saying. People **literally** judge a book by its cover, and if your book has an unattractive or unprofessional cover, it's not likely to get as many sales as it would with a better one.

I recommend Adobe Photoshop for designing your book cover, but GIMP is a free tool that will work well if you can't afford Photoshop. You could also outsource book cover design very inexpensively. Most designers charge between \$50 and \$100 for a Kindle book cover design, but you can sometimes find them cheaper.

To design your cover, you'll need to select a photo. You can find photos at sites such as:

<http://www.depositphotos.com>

<http://www.bigstockphoto.com>

<http://www.dreamstime.com>

<http://www.shutterstock.com>

Once you've located a photo for your cover, open it in Photoshop or GIMP. Create a new image that is 600 pixels wide and 900 pixels high. (Make sure you choose pixels, not inches!)

Save this as a PSD file if you're using Photoshop. That way you won't accidentally lose your work.

Copy and paste your image into your new book cover graphic. Position it the way you want it. Use the shape tool to create a rectangle at the top of the picture, and then write your book title and name in that rectangle.

This will give you a simple, attractive cover. You can take this further with special effects if you are skilled with Photoshop.

You can also check Amazon for other books in your genre to get ideas for your book cover design. Only use them for ideas. Don't copy them, obviously. This will help you create a cover people will find attractive.

Synopsis/Description

Just like sales copy is an important part of selling products on ClickBank, the description of your book is an important part of selling books on Kindle.

Your description should leave some mystery to the story. Don't tell people everything that happens! Let people know the general idea of the story, but not the entire plot.

As with book covers, check Amazon for bestselling books in your genre and look at their descriptions. This will help give you an idea of what people want to see in a description.

If you have written a short story or novella instead of a full-length novel, you might want to include either a word count or the words "short story" or "novella" in your description. This will help reduce refunds from people who were expecting something longer.

Check the spelling and grammar in your description very carefully! One mistake could cause a lot of people to skip your book, assuming if you can't even get the description right, the book will be terrible.

Pricing

The price you set for your book will vary based on a number of different factors. The most obvious is length. A short story or novella will usually be 99 cents, and longer works may be higher.

One strategy is to create book series. The first book in the series would be priced at 99 cents, and the others would be priced at \$2.99. The first book is what is known as a “loss leader”. You won’t make much money on it, but it will get people hooked on the series so they buy the others at higher prices.

So why \$2.99? Because \$2.99 is the minimum price required to get a higher royalty. If your book is priced between 99 cents and \$2.98 on Amazon, you only get 35% royalty. If your book is \$2.99 to \$9.99, you get 70%! (On Barnes & Noble, it’s 40% and 65%.)

Some people who publish very high quality work will price even higher. \$4.99 is a popular price point, and some go even higher. You could also price all of your work at 99 cents like John Locke, who made more than \$300,000 in a few months selling 99 cent books on Amazon. He sold over a million copies!

Submitting the Book

Now it's time to submit the book. Most people submit their books to Amazon and Barnes & Noble, but you may choose to use only Amazon if you prefer.

Log into your accounts at:

<http://kdp.amazon.com>

<http://pubit.barnesandnoble.com>

The instructions are pretty self-explanatory on both sides. Follow the wizard to include your description, title, author name, price, and keywords. Be sure to select appropriate categories and keywords, because these will help potential buyers find your book!

Remember to upload your zip file to Amazon and your doc file to Barnes & Noble. I find this gives the best result with the two services when they convert your book to the format used by their e-reader devices.

And you're done! Wait about 24 hours and your books will be approved and will be ready for sale!
