

Self-Publishing Guide

Your step-by-step roadmap to Amazon KDP success.

Publishing your book on Amazon Kindle Direct Publishing (KDP) has never been easier. This guide will walk you through every step of the process, from preparing your manuscript to setting up your author profile. Whether you're self-publishing for the first time or looking for tips to optimise your approach, we've got you covered.

Book Outline Template Guide

1. Preparing Your Manuscript

Before uploading your book to Amazon KDP, ensure your manuscript is properly formatted. Follow these tips:

- Use a standard font like Times New Roman or Arial, size 12.
- Set margins to at least 1 inch (2.54 cm) on all sides.
- Double-check grammar and spelling using editing tools or professional services.
- Save your manuscript as a .docx or .pdf file.

Tip: Use Amazon's formatting guidelines to avoid errors during submission.

2. Designing Your Cover

Your book cover is the first thing readers see. Create a cover that stands out while representing your book's content:

- Include the book title, subtitle (if applicable), and author's name.
- Use high-quality images or graphics.
- Ensure the text is legible even at thumbnail size.

Tip: Use Amazon's Cover Creator tool or hire a professional designer.

3. Creating Your Amazon KDP Account

To get started, you'll need an Amazon KDP account:

- Go to kdp.amazon.com and sign in with your Amazon account.
- Complete the registration process, including tax and payment information.
- Familiarise yourself with the dashboard, where you'll manage your book listings.

Tip: Keep your tax and banking details handy for a smooth setup.

4. Uploading Your Book

Once your account is ready, you can upload your book:

- Navigate to 'Bookshelf' and select 'Create a New Title'.
- Fill in the book's details, including title, subtitle, description, and keywords.
- Upload your manuscript file and cover design.
- Preview your book using Amazon's previewer tool to ensure it looks as intended.

Tip: Use the keyword section to improve your book's discoverability.

5. Setting Pricing and Royalties

Choose the pricing and royalty options for your book:

- Select a royalty rate: 35% or 70% (depending on the price and distribution).
- Set your book's price for each marketplace.
- Consider competitive pricing within your genre.

Tip: Use Amazon's royalty calculator to estimate your earnings.

6. Publishing and Promoting Your Book

Once everything is set, hit 'Publish'. Your book will go live on Amazon within 72 hours:

- Share your book link on social media and with your email list.
- Encourage readers to leave reviews.
- Use Amazon's marketing tools, like Kindle Unlimited or discounted promotions.

Tip: A strong launch strategy can significantly boost your book's visibility.