

10 Steps to Publishing on Kindle

Publishing on Kindle is not tricky, but it can be daunting. Follow these steps to help you remember what you need to do.

1. Create an Amazon Account & KDP Account

You need an Amazon KDP Account. You probably already have one, but if you don't, go ahead and create one so that you can buy, and sell, Kindle books. You can sign in with your existing Amazon account, or you can create a new account.

- Use your real name
- Have all your banking information handy
- Have your social security number ready

2. Write Your Book

Remember this: Writers Write. It's that simple. If you want to be a published author, get going on the hardest part. Writing. Write something awesome for your audience and get it published.

- Study your audience
- Engage with your audience
- Create a complete outline with subheadings and a summary for each chapter
- Set aside time to write each day
- Write
- Don't forget to edit!

3. Format Your Book

Familiarise Yourself with Kindle Formatting Basics

- Use MS Word Styles
- Keep fonts normal
- No fancy formatting
- No page numbers
- No headers/footers
- Must have Table of Contents inserted
- Do not use tabs

- Do not use bullets and lists
- Format images correctly using “insert, centre” and not copy/paste
- Outsource formatting or try software

4. Create a Book Cover

There may be nothing more important than a good book cover if you want people to read what you've written. If you're not great at graphic design, you can use the templates provided by Kindle, but consider hiring a professional or at least find someone good on Fiverr.

- Create an amazing book cover
- Consider colours, fonts, images
- Think of outsourcing

5. Develop a 4000 Character Description

When you publish your book, you'll be asked for a book description, which can use 4000 characters.

- Consider a copywriter for this portion
- Use keywords, emotions, and tell them what's in the book
- Check grammar and spelling religiously

6. Choose 7 Keywords

You get to pick 7 keywords, phrases included.

- Say you're writing a romance set in the Regency period – type **Regency** in the Search box for Kindle books on Amazon and see what other people have searched for. These long-string searches are what you're going to use as your keywords.
- Do keyword research to help you choose
- Think outside the box.

7. Determine Potential Categories

There are lots of categories to choose from, and you only get to pick two – initially that is.

- Check out your competition and see which categories they're in – that's where you want to be too.

- Make sure your genre is specific – don't put a romance into a thriller category, even if there is some intrigue in your book. Decide before publishing which genre is dominant.
- Ask for opinions

8. Create your Author Page

Creating your Author's page requires you to go to [Author Central](#). This is a vital step so you can claim and market your book.

- Write a good bio
- Have a good Photo – smiling and approachable
- Provide links to your Social Media platforms

9. Create Social Media Accounts

Some people create accounts just for their book. This is a good idea for marketing purposes, like Facebook Ads.

- Create a Facebook Page for your book
- Put a book trailer on YouTube
- Be where your audience is – e.g. if your book is a romance, join groups of romance readers

10. Create a Book Page

A good book website or at least a page on your website is essential to marketing success. If you really want to sell more books, be in more places.

- Use WordPress
- Use either Your Main Domain or give the book its Own Domain