



**YOUR BOOK  
DONE RIGHT**

Elite Coaching

## Self-Publishing Guidelines on Amazon KDP

Go to: [Kdp.amazon.com](https://kdp.amazon.com).

Sign in (You will use your Amazon account log in info - user name, usually your email address and password) you may receive a request to enter a 6-digit code via text or email.

### **Bookshelf**

Visit this tab for existing books, or “Create” a new book.

One book is on Bookshelf, hit continue setup; I usually start with the paperback and do the Kindle e-book afterward since it’s easier (the latter format is more difficult to set up and make changes on).

You will walk through three processes (in tabs):

*SUGGESTION: Before you begin the below process, look at books on your shelves, book store and library shelves to see what you like in the way of covers, interior designs, size, feel (cover matte or gloss) etc.*

### **1) Paperback Details:**

- Language (usually English)
- Title/subtitle
- Author(s)
- Description (you can plug in your synopsis)
- 7 Keywords (or phrases) that describe your book, suggested that you don’t use words in title, this will help with people finding your book and raising it in the rankings

- 2 Categories – you will see a drop down menu, try to “niche it down” as far as possible, this will also help in rankings and google searches

## 2) Paperback Content:

- ISBN #
  - Publication Date
  - Interior: Black and White/Color and White or Cream Paper
  - Size of Book: typical sizes (see chart of templates) 5”w x 8”h, 5.5” x 8.5”, 6” x 9”
  - Cover: matte or gloss finish
  - Upload Interior: you will upload a pdf file of the interior; NOTE: it will “red flag” any problems like text going outside of margins, but it WILL NOT edit your book (so it will let errors through);
  - Upload Cover: you have a choice of using a template or uploading a design; NOTE: while templates are fairly easy to use and give you various styles, fonts and color choices, they are still limited and don’t fit all preferences/cover visions so you may need a custom cover design. If you go with the latter, the specs are very precise and must be met for the cover to be uploaded properly.
- NOTE: you can upload photos for your cover and of yourself (make sure it’s professional) for the back, these must fit specifications AND are subject to copyright laws (ie., you must have permission to use); also, your front cover and back cover copy are **extremely important** – this is usually how readers will determine whether to buy your book or not.
- Preview: once the above Interior and Cover are uploaded correctly, you will be able to preview your book as a digital flip book.

### **3) Paperback Pricing:**

- Pricing, Royalties & Distribution  
(Set the price for your book (a chart will come up and you will see royalties that will result))
- Request a print proof (NOTE: this takes 5-7 days to arrive once your order it)
- Publish Your Paperback (NOTE: the date you hit this button is your publishing date – and will not change unless you completely re-publish; you will be able to make some content/interior changes but not the cover or ISBN.)

**Reports:** this is where you'll see your sales data

**Community:** where you can find helpful info from others

**Marketing:** where you can set up your Author Central account (see below) or create Amazon ads

-Once your book is published you can set up an **Author Central Account** (so when readers click on your name they can find out more about you and your books!)

<https://author.amazon.com/home>

You can (and should) include your photo, your bio (it can be longer than the one on your book jacket) all books by you, book trailer videos, website, endorsements or major reviews, etc.

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