

SELF-PUBLISHING THROUGH AMAZON



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DR. SHAWN H. ROBINSON

ALL COLLEGE DAY

APRIL 16, 2024

AGENDA

Writing Your Work

Setting Things Up: The Details

Setting Things Up: The Content

Setting Things Up: Rights and Pricing

The Amazon Author Page

Question and Answer Time



SHR

BOOKS



WRITING YOUR WORK

- Do it in Microsoft Word
 - Select an easy to read or appropriate font and size. I use Arial 12 point which is good visually and for e-readers (ADA).
 - Select spacing. I use 1.5 rather than single or double spacing.
 - Include a blank page for book signings and an acknowledgement page.
- Convert it to Adobe PDF
 - To make sure the formatting is what you want.
 - Look at page size for the book. (I print A5 – 6"x9").
 - Look at the margins for the book.
- Print it on paper to make sure it looks like what you want.
- Find an editor
 - Expect to spend \$300 - \$500 per book minimum.
 - Use Grammarly or and an AI service, alternatively. Google Docs does a good job when proofing it yourself.



• SETTING THINGS UP IN AMAZON

The Details

- Set up an account at <https://kdp.amazon.com>
- Go to the Bookshelf and Create your Book.
- Decide on the format (Kindle e-book, paperback, hardback, serial, or novella).
 - I do paperback. E-book is created automatically.
- Enter your Title and Subtitle (if you have one).
- Enter your Name (or pen name) under Author (and contributors, if you have any).
- Write a description of the book. It can be what is on your back cover or anything you want to draw the potential reader to your book.
- Select that you own the [Copyright](#). You can pay \$65 to copyright.



SETTING THINGS UP IN AMAZON

The Details

- Answer questions about adult content and age restrictions.
- Select Amazon.com as the marketplace. Others, like Barnes and Nobles, Books-a-Million, etc. will pick it up.
- Select up to 3 categories for readers to find you. Examples: Fiction, Self-Help, Romance. The select subcategories like Young Fiction, Science Fiction, etc.
- Enter keywords that will help find your book when a person uses a search engine.
- Decide on your publishing date.
- Decide on your release date.



THE DETAILS



SETTING THINGS UP IN AMAZON

The Content

- Have Amazon assign you an ISBN for free.
- Select interior paper (cream or white) and ink color (BW or Color). I usually do cream and black and white ink.
- Select Trim (book) size. I do 6" x 9".
- Select No Bleeding unless you have images you want to run to the edge of the pages.
- Select Paperback cover finish as Matte or Glossy. I like glossy.



• SETTING THINGS UP IN AMAZON

The Content

- Upload your manuscript (book) in PDF, DOC/X, HTML, or RTF. I upload as PDF for print and DOC for Kindle.
- Upload your graphics for the book cover or use their template. I have a graphic designer that charges between \$300 and \$700 per book.
- If you have AI-Generated components, check that box. Then select how you used AI (graphics, text, etc.).
- Launch the Previewer to see a sample of your book.
 - If there are errors in formatting, you will get a message with what to fix.
 - If there are no errors, click through the whole document to make sure each page looks like you want it to.



THE CONTENT



SETTING THINGS UP IN AMAZON

Rights and Pricing

- Select where you want the book sold. Worldwide is probably best.
- Set the primary market as Amazon.com.
- Set your pricing. \$13.95 to \$18.95 is probably a good start for a book at least 100 pages and less than 300 pages. What would you pay for a book? Make that the price.
- Select royalty. 40% has a wider distribution and 60% for U.S. I usually select 60% to get more money. You can see the actual printing cost that goes to Amazon for each book they print.
- Request a proof. I usually order 2-3 proof copies to be sent to me. They will look real except a big watermark on the covers. Give one to the editor to review again. You review one. The other goes on your bookshelf at home to show off. You will get an email when the proof is ready for you to pay for it at cost.



SETTING THINGS UP IN AMAZON

Rights and Pricing

- Amazon does not charge for any of this.
- They take their cut when books are ordered and sold.
- They have extra marketing services and promotions for which they do charge you. (I don't pay for these, but would if I were more serious).



RIGHTS AND PRICING



THE AMAZON AUTHOR PAGE

- Once you have a book published, Amazon gives you an Author Page.
 - <https://www.amazon.com/stores/Dr.-Shawn-H.-Robinson/author/B09LSPZ3ZT>
- Use it when communicating with potential readers and those you want to know about your work.
- In the About section, you should add your biography or something about your books.
- I also have a Website for my books individually and collectively. I use Weebly which is free and pay for Domains through GoDaddy. I suggest creating a nomenclature for titles like SixHeadsTheBook.com and BrokenLiverTheBook.com, etc.
 - <http://SHRBooks.com> points to <https://shrbooks.weebly.com/>



AMAZON AUTHOR PAGE

SHRBOOKS



A Guide
DR. SHAWN H. ROBINSON

Musings on Leadership
DR. SHAWN H. ROBINSON

Leadership Can Get Saucy
DR. SHAWN H. ROBINSON

QUESTIONS? WHAT DID I MISS?



The Last Poker Hand
DR. SHAWN H. ROBINSON

The Mob Takes from the Laundry
DR. SHAWN H. ROBINSON

The Dreamer and the Dreams
DR. SHAWN H. ROBINSON



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THANK YOU!!!

**I HOPE YOU LEARNED
SOMETHING!!!**



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