

PUBLISHING YOUR BOOKS

Publishing your Low Content Books

Prefer to watch? Check out the step-by-step video tutorial here:

<http://www.LowContentPublishing.com/Members/videos.html>

Okay, let's get right into it!

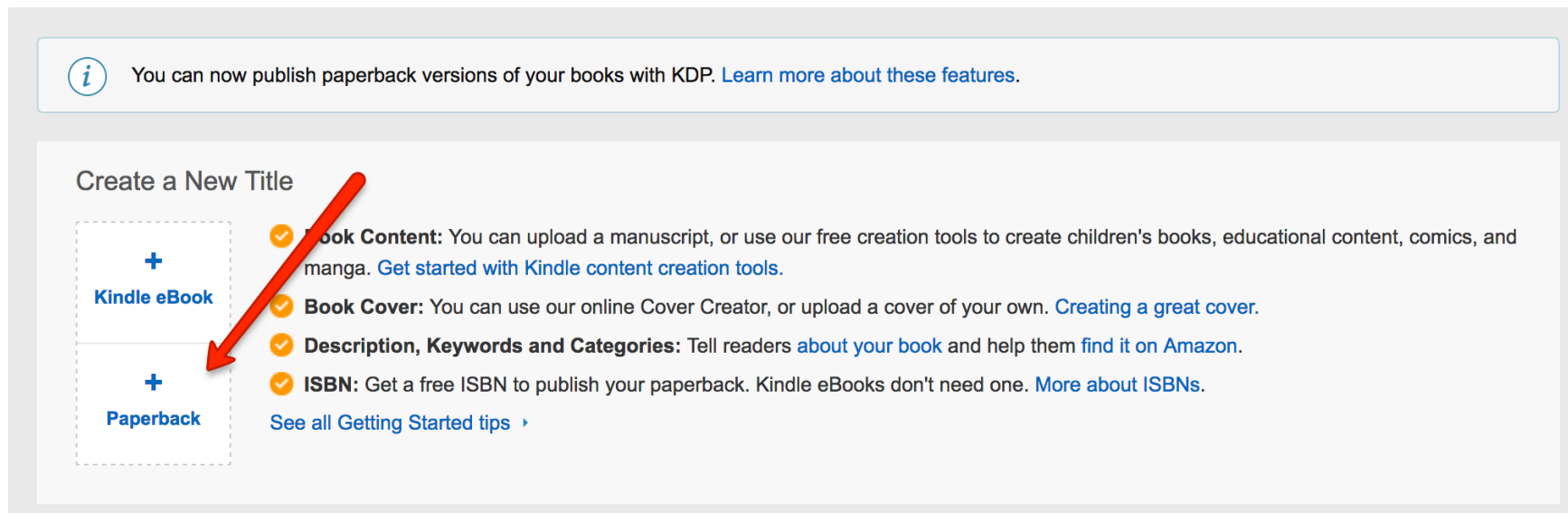
When publishing your books on Amazon KDP, you pay nothing upfront. KDP Print prints your book whenever someone purchases and then takes a percentage of your royalties whenever a book is sold.

Again, ZERO start-up costs. So, please don't pay anyone who offers publishing services and don't sign up for a publishing house. All you need is a free Amazon KDP account and you can do everything yourself.

Here's how to get started:

Step 1:

To begin, log into your <http://kdp.amazon.com> account and click "Create Paperback" from your Bookshelf.



Step 2:

Begin by entering in your book title making sure to use the exact title that appears on either the front or the spine.

Book Title

Enter your title as it appears on your book cover. [Learn more about entering your title information.](#)

Book Title

Subtitle (Optional)

Spend some time coming up with compelling titles that will capture attention. There's empirical proof that titles can make a **massive difference** in how many books you sell.

In fact, I've experienced this several times over the years when publishing paranormal romance. Adding keywords like "shifter", "dragon shapeshifter" into the title or sub-title, or changing titles completely so

they were catchier, edgy or just different often helped to boost sales and visibility.

Look at the **top 50 books in your niche**.

What kind of titles are they using? Do you see a pattern in regards to the keywords being used in the title, subtitle or book description page? If so, chances are it's because it's a targeted keyword designed to drive in traffic.

Don't stress too much about titles. You'll get the hang of it the more often you publish, I promise!

There are, however, a few things to keep in mind when coming up with titles:

1: Don't keyword stuff.

Your title should be exactly as shown on your book cover or spine. Amazon will often reject books that include extra words that don't appear anywhere on your book.

2: Don't Overlook your Subtitle Field

Use your subtitle area to provide more information. This is also where you can add relevant keywords that will help boost visibility.

3: Choose Keywords Carefully

Your title and subtitle must be 200 characters or less in total so you want to use the most powerful keywords possible that will capture attention.

Once you've added your title and subtitle and your book is published, your working title will look something like this:

Get Your Ass in Gear: 150-page Yearly Planner to help you get on track.

In this example, “Get Your Ass in Gear” would have to be featured somewhere on the front cover or the spine as it was my submitted title. However, you don't have to feature it in both places and you don't have to include your sub title anywhere on your cover.

150-page Yearly Planner to help you get on track was my subtitle.

An important thing to keep in mind is that your text should be focused on your market, not just on triggering Amazon's algorithm's. You want people to be intrigued by your title and to fully understand the kind of book you're selling.

Also, since you can integrate keywords into other areas of your book listing other than your title and subtitle fields, there's no need to overdo it.

Now it's time to enter in your series, if you have one. I tend to create a series around specific niches so that I can connect multiple books together.

Series

Enter this information if your book is part of a series. [How to provide accurate series information](#) ▾

Series Information (Optional)

For example, I publish journals and planners geared towards indie authors. More specifically, self-published authors in the beginning stages of planning their first book.

So, what I'm working on is creating a complete series where the first planner guides them through the planning process, and the second journal/planner in the series is based on helping them keep track of marketing and building their author platform.

In this example, I would give my series a sexy name and add it into the provided field. I would also assign journal #1 as the first in the series and journal #2 as the second in the series.

This helps buyers find all the journals in my series as Amazon will create a "series page" for you. I can then add more journals to the series as I create them.

If you don't have a series, just skip this area.

Next up, entering in your author name! Keep in mind that you can have as many different pen names as you wish, with each one targeting a specific niche market.

You can also have an Author Central account for every pen name as well as connect up to 3 author names together in one location, which makes it easier to manage and update them.

And don't worry! Your pen names won't be associated to the public, meaning only you will know that you manage multiple pen names.

You'll want to leave the Contributors field blank unless you wish to credit your editor, illustrator or someone else who participated in your low content project.

Step 3:

Enter in your book description. This is an important step in helping buyers find your book so be sure to include as much information as possible. This is where you'll want to include relevant keywords that target your audience. I've included an example listing below.

Keyword strings are highlighted in yellow.

Description

This will appear on your book's Amazon detail page. [Why do book descriptions matter?](#) ▼

The best year of your life journal is a **motivational journal**. Jot down notes about your day-to-day life for one full year and then look back and reflect on how far you've come and how much you've grown.

This is a **130-page notebook**, complete with **inspirational quotes and prompts** to keep you going. **Makes the perfect gift** anytime of year including birthdays, friendship gift, **journal for mothers**, **journal for daughter**, **notebook for friends** and more.

This beautiful, unique journal is perfect for **keeping track of your year**. You'll find **inspirational messages** throughout the journal to remind you to stay positive and focused while you document a **year-long journey** of growth in what will be the best year of your life.

Perfectly sized at: 6"x9"

High-quality paper allows for perfect absorbency with pens, gel pens, or even markers!

130 pages - one full year.

Matte cover for a silky finish that will feel amazing in your hands!

Perfect for gift-giving!

3029

characters left

Next, choose "I own the publishing rights" and then it's time to enter in keywords!

Step 4

Choose your Keywords

Keywords are what drive traffic to your book pages and help potential customers find your books.

You never want to enter in just a singular keyword but instead, **multi-word keyword phrases**.

Think from a customer's perspective. What would you type into Amazon if you were searching for a low content book like the one you're publishing?

I've written about easy ways to research keywords in Module #6, so you'll want to read through that. I also include keywords in every niche report as well to help you out.

Just remember, never repeat a keyword.

Keywords

Choose up to 7 keywords that describe your book. To enter the **Kindle Storyteller** contest, you need to add the keyword *StorytellerUK2018*. [How do I choose keywords?](#) ▼

Your Keywords (Optional)

52-week Gratitude Journal

Yearly Logbook planner

Beautiful Notebooks for Women

Perfect Writing friendship gift

Personal logbook with pink flowers

Weekly Journaling Inspiration

Daily Diary for girls

Never repeat keywords!

If you enter in “gratitude journal”, you should never use the words “gratitude” or “journal” again in any of your 7 keyword fields.

Instead, think of other ways to describe your book such as planner, notebook, logbook, or tracker.

Step 5

Choose your Categories

Just like keywords, you'll want to choose your categories very carefully. Please read Module #7 for help on how to find the best categories for your books.

The key is to choose the categories that are most relevant to your niche. You should also test out different categories to see which ones offer the most exposure.

You can change categories at any time by logging into your KDP account and editing your live book. Your paperback books will remain active on the marketplace even when you're editing them.

Step 6

Assign an ISBN

Thankfully, Amazon gives you a free ISBN for your book. This ISBN can only be used on Amazon and its distribution partners. Also, once it's assigned it can't be changed. Once generated, Amazon will

automatically register your ISBN information with BooksInPrint.com, which is a global database of print books maintained by Bowker (the U.S. ISBN agency).

Print ISBN

To comply with industry standards, all paperbacks are required to have a unique ISBN. [What is an ISBN?](#) ▾

☒ **Get a free KDP ISBN**

Assign me a free KDP ISBN

✓ Your book has been assigned a free KDP ISBN:

ISBN: 9781720267836

Imprint: Independently published

☐ Use my own ISBN

Just click “Assign me a free KDP ISBN” to generate one for your book.

Step 7

Choose your Print & Trim Options

When it comes to choosing interiors, I typically choose black and white interior with white paper. However, in some cases I do choose cream. It depends on the look and feel you’re going for.

For example, when I published a wedding guest book, I chose to go with cream pages just because it fit the theme of my cover, which has a rustic look.

When it comes to color interiors, keep in mind that the printing cost will be higher than that of black or white. You'll be able to see how the cost is calculated on the next page.

I suggest always printing in black and white unless you have images in your book that absolutely need to be printed in color.

In regards to trim size, you want to make sure you select the correct size based on the book you're publishing. Click on "Select a different size" and choose from the available options.

Most of my low content books are printed as 6x9, but going back to my wedding guestbook, I chose 8.2 x 6 inches just because that's the most commonly requested size for that particular type of book.

When choosing Bleed versus No bleed, unless you're publishing interior templates such as grid paper that runs the entire width and length of the page, you'll likely want to choose No Bleed.

Also, neither the cover finish, paper type or even the bleed settings affects your printing costs. Only your trim size, and whether you choose to print in color will increase your minimum price requirements.

And finally, you get to choose your paperback finish. I publish in both matte and glossy depending on the kind of low content book I'm selling. For example, with my wedding guestbook, I published it in matte because I love the smooth, soft texture of the cover. Glossy covers are great as well though, especially for kids' books.

I recommend ordering a copy of one of your books in both finishes so you can see the difference.

Step 8

Upload your Manuscript and Cover & Preview

Once you've uploaded your book and cover, click on "Launch Previewer".

Quality Check

Print Previewer didn't find any issues that will prevent you from submitting your book for publication. After you submit your book, we'll manually check it to ensure it meets our quality standards. [See this list of common file rejection reasons.](#)

PLEASE CHECK

Checks can help you find and fix issues that cause books to be rejected during our manual quality review. Review the checks before approving your book for publication.

PLEASE CHECK that the information in your interior and cover matches what you provided on the Paperback Details page. Click 'Approve' if this preview matches your expectations. For reference, here is the information you've entered during title setup:

Title name you entered:
The Best Year of Your Life

[Previous Issue](#) [No Issue Selected](#) [Next Issue](#)



This is a required step during the publishing process, but that's a good thing because once you approve the book on the next page, and then KDP's quality control team does as well, it immediately

goes live on the Amazon marketplace. Therefore, you want to make sure to go through each section carefully, launch the previewer so you can see whether there are any errors or things you need to change and when satisfied, click on “Save and Continue”.

This will NOT be the final step in the approval process! No worries, you have one more page to complete before you get to that last step.

Step 9

Set your Price Point

Woo! This is the last page in the publishing process! We’re almost there! 😊

In the example below, Amazon is showing me that my minimum price point needs to be \$3.82. If I set it to this price, I wouldn’t make any money whenever a copy is sold.

Pricing & Royalty

<u>Primary Marketplace</u>	<u>List Price</u>	<u>Rate</u>	<u>Printing</u>	<u>Royalty</u>
Amazon.com ▾	\$ 7.99 USD Min. \$3.82, Max. \$250.00 ▾ All marketplaces are based on this price	60%	\$2.29	\$2.50
Expanded Distribution ▾	<input type="checkbox"/>	40%	\$2.29	\$0.91
6 other marketplaces ▾				

You'll want to play around with different price points to determine how much money you'll make from each sale. I suggest pricing at least \$3-4 up from the minimum, but you'll want to research your market first so you have a better understanding of what people are willing to pay.

Note: You earn up to 60% royalties on the list price you set, or 30% for books sold through expanded distribution channels.

When you're satisfied with everything, click "Publish Your Paperback Book".

Congrats! You did it!

Note that it can take up to 72 hours for your book to be approved and visible on the marketplace.

If KDP finds any issues with your book during the approval process, you'll receive an email outlining what needs to be changed before your book can be published.

Otherwise, if your book is approved, you'll receive an email notifying you that it's live on the marketplace.

Proceed to module #10: Maximizing Exposure with Author Central and through Social Media.