IWOSC OC Satellite Meeting Notes December 2, 2015

Independent Writers of Southern California (IWOSC) [www.iwosc.org](http://www.iwosc.org)

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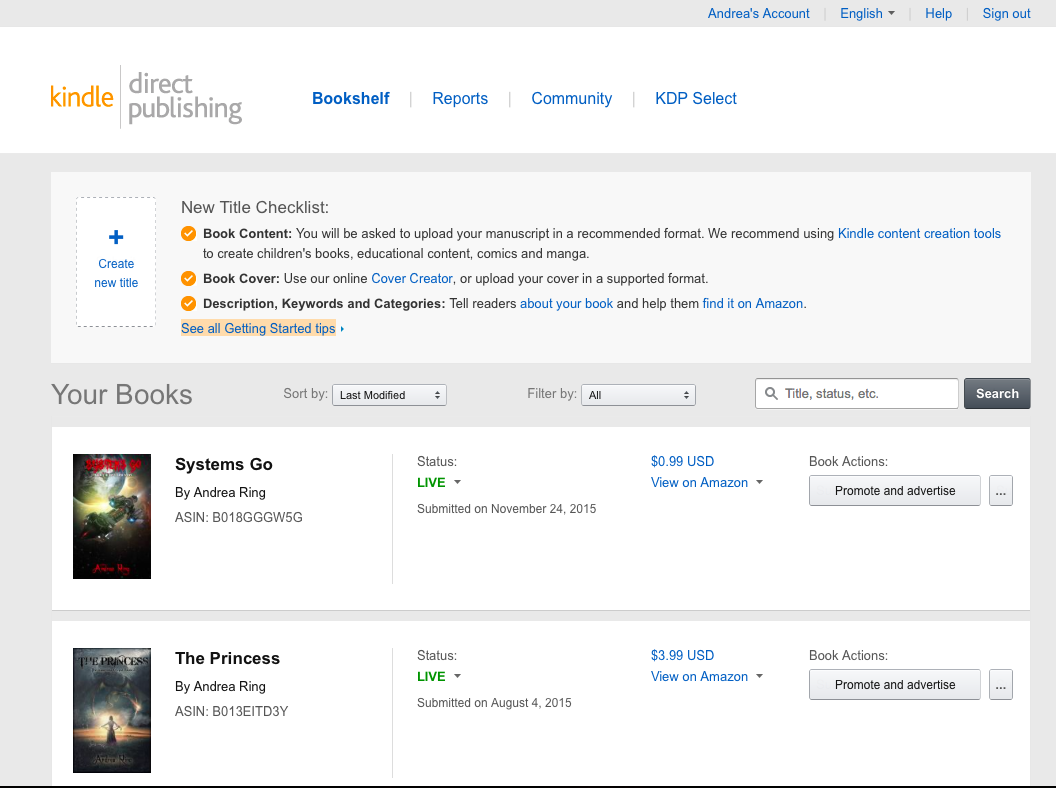
http://iwoscoc.weebly.com

NEWS

1. IWOSC Christmas Party December 10

DISCUSSION: Self-Publishing on Amazon Via Kindle Direct Publishing (KDP)

1. Go to <https://kdp.amazon.com>. Bookmark this page.
   1. Click the yellow Sign Up button on the left.
   2. Use your Amazon account if you have one.
2. Once you sign in, you’ll see your BOOKSHELF.
   1. Add new titles here.
   2. See all your titles here.
      1. Status (Live, In Review, etc.)
      2. Date submitted
      3. Current price set by you
      4. Button to see title on Amazon
   3. Perform Book Actions (click on the three dots).
      1. Edit details
      2. Promote and advertise
      3. Unpublish



**Add title**

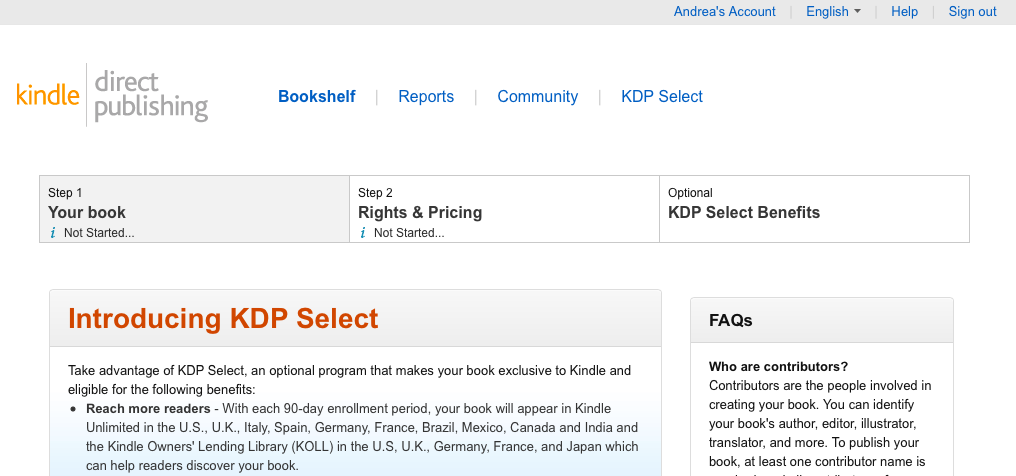
**See title**

**Status/ Date Subbed**

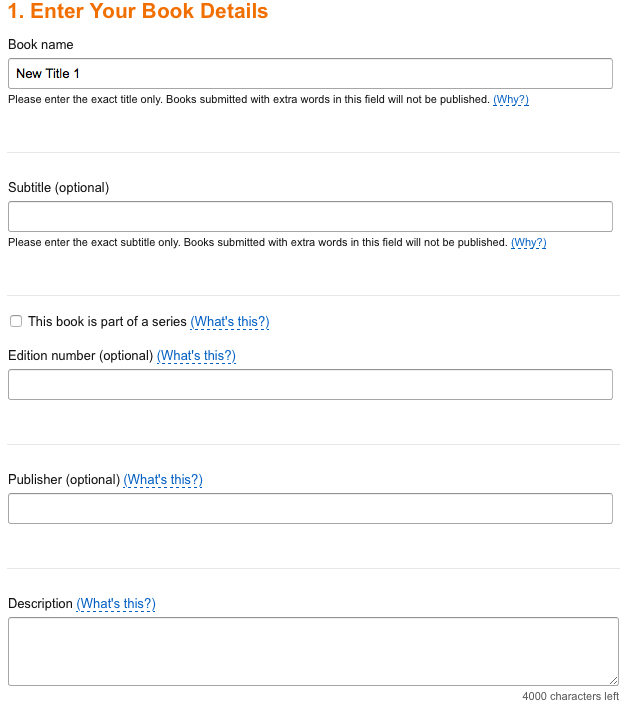
**Book Actions**

**Price/ View on AZ**

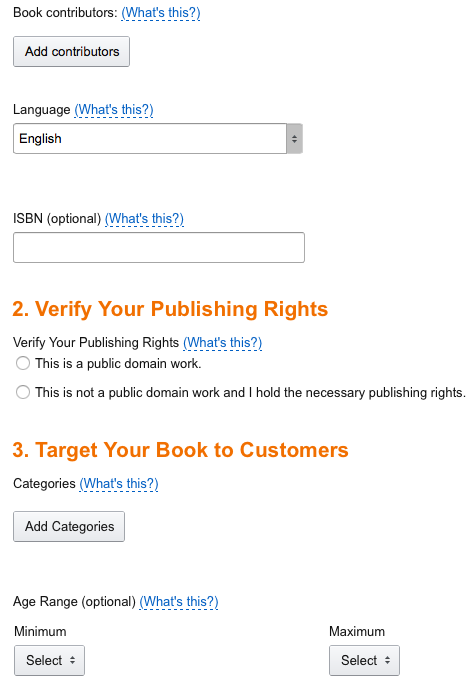
1. New Title Checklist – What do you need?
   1. Title, Subtitle (optional), Series Title (opt), Volume (# in series; opt)
   2. ISBN (optional)
   3. Properly formatted manuscript (see handout)
   4. Book Cover (height to width ratio of 8:5; 2500 pixels x 1562 pixels)
   5. Contributors (author, editor, illustrator; must have at least one)
   6. Description (blurb; less than 4,000 characters)
   7. Keywords
   8. Categories
   9. Pricing for each territory
   10. KDP Select???



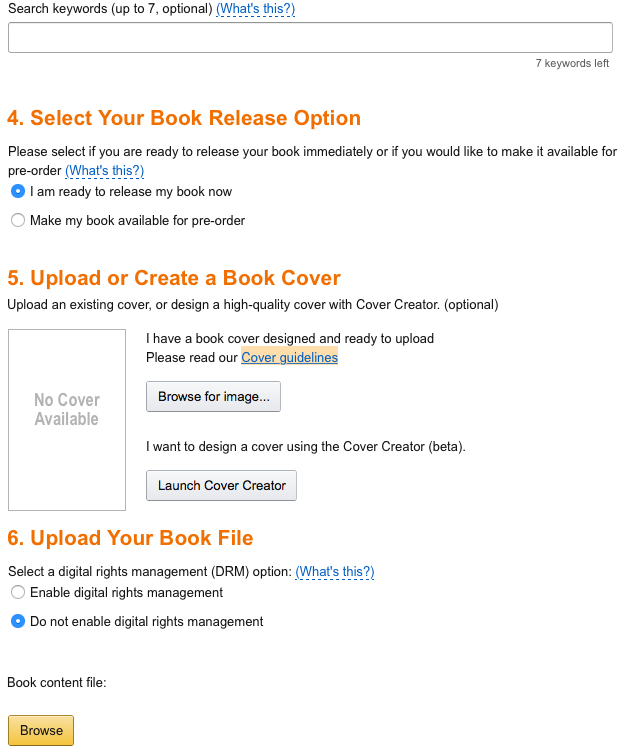
1. KDP Select
   1. Cons
      1. You must be exclusive to Amazon. This applies only to the selected title.
      2. Subscribers to Kindle Unlimited and Amazon Prime can read your titles for free.
      3. You cannot make a title “Permafree.”
   2. Pros
      1. Higher royalty rates in 4 territories (70% vs. 35%).
      2. Get paid for KU and Prime reads per page (~ $0.005/page).
      3. Better visibility.
      4. Kindle Countdown and Free Days promotion opportunities.



1. Enter Your Book Details
   1. Book Name
      1. This is the title. You must enter it EXACTLY as it appears on the cover.
   2. Subtitle
   3. This book is part of a series checkbox.
      1. Enter the exact series title. Be consistent with each subsequent book.
      2. View series titles on Amazon to see how others do this.
      3. If you check this box, you will also have to enter Volume. Just enter the numeral, in whatever form you choose (*i.e.* 1, I, One)
   4. Edition number
      1. This is NOT volume number of a series!
      2. Use only for major updates/revisions. I recommend leaving blank for first editions of fiction.
   5. Publisher
      1. Use only if you have set up a publishing company.
   6. Description
      1. This is the book blurb. It can be quite long.
      2. Readers use this as a substitute for reading the back of a book before buying. So make it exciting, leave the reader wanting more, and make sure it’s error-free!

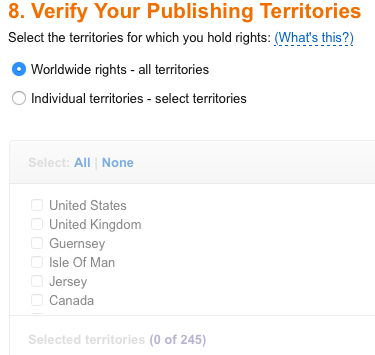


* 1. Book Contributors
     1. Author, Illustrator, Editor, etc.
  2. Language
     1. English is the default
  3. ISBN
     1. Optional
     2. You can buy them from Bowkers.
  4. Verify Your Publishing Rights
     1. If you wrote this work and hold the copyright, choose This is not a public domain work.
  5. Target Your Book to Customers
     1. Categories
        1. <https://kdp.amazon.com/help?topicId=A200PDGPEIQX41>
        2. To get into Teen/YA cats, use Juvenile.
        3. Be accurate and specific. Imagine someone searching for your type of book – where would they look?
        4. This is the key to bestseller rankings.
        5. You may need to use keywords to get into cats.
     2. Age Range
        1. ONLY use for teen/children’s books

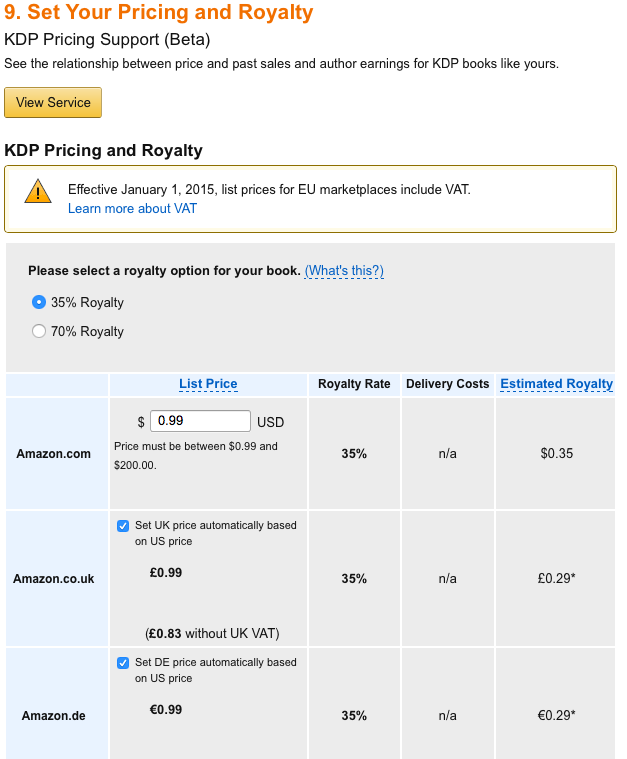


* + 1. Keywords
       1. What would a reader type into the search box?
       2. Use phrases, not just words.
       3. Use keywords to get into Kindle Book cats.

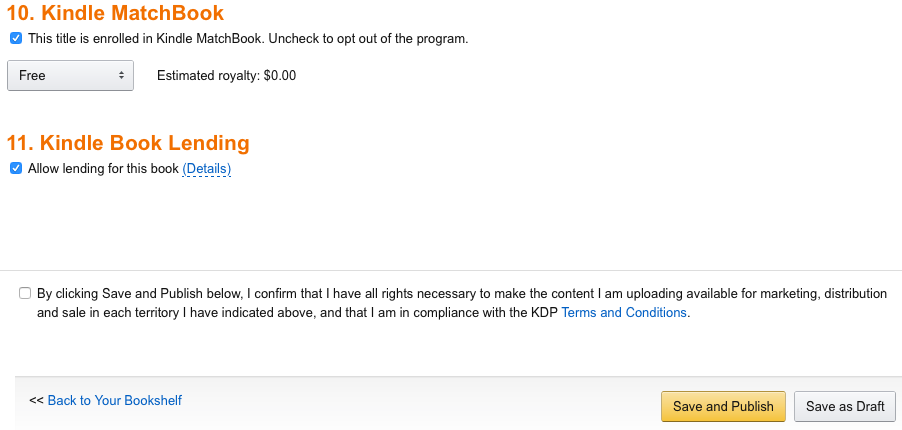
1. Select Your Book Release Option
   1. I am ready to release my book now.
      1. Does not necessarily mean NOW – you can enter details without releasing your book.
   2. Make my book available for pre-order
      1. Best if you have a platform/readers waiting for the book.
      2. Strict rules and deadlines.
      3. Gets you a rank immediately on day one, but ranking may fall quickly if there aren’t a lot of follow-on sales.
2. Upload or Create a Book Cover
   1. Click for Browse for image… if you have one (TIF or JPG)
   2. Launch Cover Creator to create one.
3. Upload Your Book File
   1. I recommend DO NOT ENABLE DRM.
   2. Bets results with a .MOBI file. You can also upload a Word doc or .HTM file.
      1. Use Calibre (free) to convert to .MOBI.



1. Set Your Pricing and Royalty
   1. 35% royalty for books priced $0.99 to $2.98 and over $9.99
   2. 70% royalty for books priced $2.99 to $9.99
   3. Some territories only 35% unless you’re in KDP Select
   4. You can’t price at $0.00 (or less than $0.99), but Amazon will price match.
   5. You can change price at any time.
   6. Remember economics! As price increases, demand drops. Experiment. Look at what other books in your genre are priced at.



1. Kindle MatchBook and Lending
   1. MatchBook allows you to provide the ebook at a discounted price for readers who have purchased your paperback.
   2. Prime members and Kindle owners can loan/borrow books. It’s up to you to allow this.
2. DO NOT HIT Save and Publish until you are ready!!!!



1. Getting paid
   1. By EFT, wire transfer (in some places), or check.
   2. Funds are paid sixty days after the end of the month. Each territory pays separately.
   3. $0 threshold for EFT, $100 for check.
2. FAQs!
   1. Can you upload a new manuscript once a title is published?
      1. Yes!
   2. Can you change the cover once a title is published?
      1. Yes!
3. How do I format my manuscript?
   1. <https://kdp.amazon.com/help?topicId=A12NQC9HQPI9CA>
   2. Use Styles!
   3. Single spacing, no running headers, no page numbers
   4. Think about how to read an ebook – you scroll through it, you can change font size and type. Nothing is static.
   5. Links, links, links!
   6. Look Inside! can be your friend – or your enemy. Use it well.
      1. Put unimportant matter at the back.
      2. Start with the title, author, and the blurb.
4. Use Author Central.