



# THE 1ST EBOOK

@BIGGERSWORLD

**Writing an eBook can  
be as easy as**

**1....2....3...**

# INTRODUCTION

Amazon is the King & Queen in the book selling industry. Amazon has been selling books from their online platform since 1995. That is something I was completely unaware of before publishing my first eBook. The amazon juggernaut exploded when they added Amazon Prime in 2005 and took the online shipping world by storm. Two years later Amazon changed the industry again when they released the first e-reader named "Kindle."

Amazon has now reached heights that many could not have even fathomed a decade ago. Amazon is the world's largest bookstore by a galaxy and more. The nearest competition is still light-years behind making Amazon the ideal place to publish your first book. Amazon is responsible for over 70% of both eBooks and Paperback book sales in North America which can lead to millions and millions of potential customers.



**NORTH AMERICA HAS  
100 MILLION +  
BUYING CUSTOMERS  
YEARLY**

# PART 1---

Amazon's ability to be available to everyone across the globe 24 hours a day / 7 days a week is why it continues to grow at an un-presentation rate. Amazon offers books from any and every genre you can think of. They offer free shipping and instant downloads which draw in more potential customers for your book sales.

## Is Amazon the right place to publish your first E-book?

They are now available practically anywhere that has an internet connection. The top reason Amazon is the go-to choice for publishing a person's first book is that they can allow you to bypass traditional publishing with ease. Traditional publishing is a lot to take in on your first book.



**Still**

**Not**

**Convinced??**



Also, don't forget that Amazon's growth on the international market continues to grow each and every day as well. Amazon Italy, Germany, Spain, Brazil, and India are just a few of the massive reach that Amazon has as of 2020.

- Over 70 percent of **ALL** book sales are done through Amazon in North America.
- Amazon dominates the competition in every country that it has an online marketplace: US, UK, Canada, Australia, India, Brazil, Japan, Italy, Mexico, Spain, France, and Germany.
- Reports suggest that more than 250 million people a month visit Amazon.com.
- Amazon reports more than 100 million current **Amazon Prime** memberships. These are people that use Amazon on a daily, weekly, and monthly basis. That is a lot of potential



**Do not worry ....Publisher Rocket & YouTube are great places to find a sit down walk through process.**

# PART 2---

Amazon is all about encouraging the independent author. It allows indie authors to bypass traditional publishing. A decade ago, this method was really unheard of. Every day people have amazing ideas for books but before Amazon individuals would be forced to submit book suggestions and manuscripts and hope that a publishing company liked the idea. Now, authors can take it all into their own hands.

## Understanding the way Amazon works!!!!

On top of streamlining the publishing process Amazon also offers special book giveaway promotions, discount programs, subscription reading platforms, and so much more. Each of these avenues offer new ways to make money for your hard work and dedication.

**amazon**



Anyone who has shopped on Amazon understand the process as the following, you purchase an item, your credit card on file is charged, and then the item shows up the next day with *Amazon Prime* or a few days later for regular orders. So.....how do book sales work? The exact same, I was going to try and draw out the excitement, but I cannot because it is that simple. A customer will find your book on the amazon website, order it, and then it will show up at their door step a few days later. You have to do absolutely nothing.

Now, it is true that Amazon will take their cut as all platforms do in some way or another. Amazon takes a 30% cut. To some this may seem like a lot and it can be. However, remember that this is your first book. Remember, that e-Books and paper books will differ on royalties. Self-publishing your first book is all about learning the process. After you understand how to go through all the steps you can choose to publish in any manner you want. In my opinion, amazon is the easiest platform to work with while publishing your first book. Knowledge is priceless and that is exactly what you will gain through publishing your first book using Amazon.

# PART 3 --- FACTS & Myths

**“You must have tons of questions so here are some answers.....”**

## **10 QUESTIONS all authors need to know before publishing on Amazon**

### **1. How much does it cost to list on Amazon?**

Absolutely nothing, there is no charge for account setup or listing on Amazon. The only time you are charged is if you sell a book on Amazon.

### **2. What do I get paid by Amazon?**

This will differ from e-book and paperback books. Check out this page for more information on royalties. Just keep in mind that you do not have to do anything but publish your book. After that Amazon does everything which allows you to focus your time on other ventures like *“Writing Another Book.”*

### **3. What is KDP?**

KDP stands for “Kindle Direct Publishing.” KDP is Amazon’s direct and exclusive self-publishing option.

### **4. Is there any limitation regarding genre I can write about?**

Absolutely not, you can write about anything but when you publish you will be given options to put it in different age categories. You can also label it as 18+ only for adults.

### **5. Do I have to have an ISBN?**

This question is both yes and no. If you have your own ISBN it can be used but if not, Amazon will assign you a free ISBN. They refer to it as an ASIN which is used to track your book on Amazon. An ISBN number is great to be used if you are selling across different platforms. However, ISBN numbers are not free, and you will have to pay for one if this is what you want. Check out this link for more information on ISBN numbers.



## 6. How do I design a book cover?

By far the most critical step in the publishing process. Trial and error has defiantly taught me that using a professional to this is so much easier!

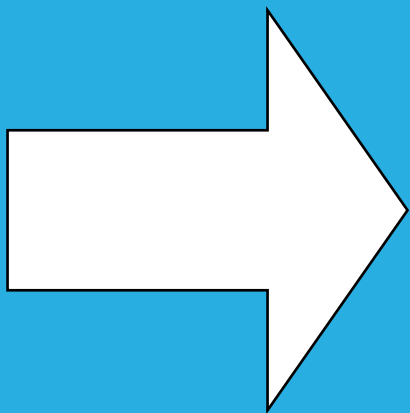
Amazon offers a very basic way to make a book cover, however it is very basic and your potential customers will surely be able to tell. In my opinion this shows a lack of effort.

The alternative option is to hire a professional. Before you get all excited I will let you know that it will not cost you as much as you think. **Fiverr** is the site to visit if you are looking for a solid professional that has reviews to back it up. There are options for as low as 5\$....yes I said 5\$.

Final option is for the stubborn who doesn't want to pay but also doesn't want to settle for Amazon's sad option. **Canva** is website that will allow you to build a cover using some pretty spectacular options. Try them out and if you still aren't happy then go to Fiverr and pony up the money \$\$\$\$

## 7. Will Amazon edit my book?

No, Amazon will not edit your book. There are numerous websites that can help you with this. Also, Fiverr is an option, but you need to be careful. Many of the people offer editing but just use Grammarly and say they edited it. You can do that yourself. Also, if you hire someone whose first language is **not English** then there is no way you can expect them to edit your book the way you probably expect. Grammarly is a great option and has a free version but remember that Grammarly is not always correct because when you are writing your book you may not be speaking in perfect English due to the context. Be careful with this part because too many grammar issues can lead to very poor reviews.



## **8. Where are my books kept until sold?**

In the clouds, what I mean is that they are just kept in the Amazon database until they are ordered. It's a print on demand service so this elevates the struggles many writers had to deal with before Amazon.

## **9. Can I make changes to my book after published?**

Absolutely, changes can be made at any time once you have published. Many times I have went back and made huge changes and even ran them through Grammarly again to see if I missed anything. However, there is one thing you have to be very careful with and that is with the book title. Paperback books cannot be changed after publishing but e-books can be.

## **10. Can I make changes to my books Amazon page after it is live?**

Yes, you sure can. If the keywords and description is not working the way you had hoped, you can make changes. Sometimes a few tweaks can make a huge difference in getting potential customers to click on your book page.

# Part 4



## Publishing Starts Now.....

**You have finished your book, time to publish!**

The follow 7 step process will give you an idea of exactly how easy it is to publish using Amazon.

### **Step 1**

Create an account with Amazon “Kindle Direct Publishing.”

### **Step 2**

Upload your manuscript.

### **Step 3**

Decide on a book price, genre, & keywords to use in description. This step is all about establishing the information the potential customer will see when they are viewing your book on Amazon.com.

### **Step 4**

Decide on e-Book, printed, or both. Each of these options have their advantages. Amazon will do a screening process to make sure that your book appears to be in the correct format. This screening process is not too thorough and only takes a few hours most of the time.

## Step 5

After your book is purchased by a buyer will automatically receive the e-book and the paper back will be sent to their address on file. It is that simple. You can track all sales and stats via Amazon Central & Amazon Direct Publishing. These are two different sites. Amazon Central will allow you to keep track of all your books and change how your books look on the Amazon description page. Amazon Publishing handles all the back end book stuff.

## Step 6

Amazon send you your royalties monthly directly to the method you set up in step 1. You will be able to keep track of these via your online account.

## Step 7

Jump up and down...You are a paid author!!!!



## \*\*\*\* Bonus Section \*\*\*\*

# Extra resources that may help you stand apart from your competition

While writing my first book I had no one to guide me through the process so it was a lot of trial and error and ups and downs. I hope this mini book can guide you past a lot of those struggles. Remember that no matter what that you are on the path to becoming a paid author. Whether you sell 1 book or 50,000 because you are still a published author if you complete what I have laid out here.

My final piece of advice will be re-touching on something from before. Do not skimp out on the book cover. The book cover is the very first impression ALL potential buyers will see. If they are not pulled in by your cover then then you have no chance at a sale. Take time on this part. It will take you awhile to figure this step out. I went through 3-4 covers on my first book.

Spend the time on this step and your book sales will show it!!!!

The following sites will be needed to begin your process along with a few that may help you avoid unneeded headaches and reduce the stress you may encounter while writing your first book.

[Author Central](#)

[KDP](#)

[Canva.com](#)

[Fiverr.com](#)

[Amazon Guidelines](#)

[PublisherRocket.com](#)

**\*\*Publisher Rocket\*\* The golden ticket**