

Self-Publishing 101:

How to Get Your Book on Amazon

JoAnn Bassett (Haberer)

- First published on Amazon in 2010
- Published 14 e-books on Amazon
- Published 14 paperback books on Amazon
- Published 2 print books with a traditional publisher
- Published 2 audiobooks with Audible
- To date has sold more than a half-million books on Amazon

3-Session Class

- Session 1- Preparing your manuscript and cover copy
- Session 2- Designing cover art and publishing a Kindle e-book
- Session 3- Formatting and publishing a print book



Each class will
contain 3 parts

Part 1- An overview of what
we will cover

Part 2 – A step-by step
explanation of what you
need to do

Part 3 – An opportunity to
ask questions

Why Do You Want to Publish?

To fulfill a goal

To share your
story with
others

To create
something for
yourself

To sell your
story or ideas

To leave a
legacy

To join a
community of
writers

Why Choose Self- Publishing?

- Fastest method from manuscript to e-book or print
- Maintain control over content and distribution
- Higher royalties
- Amazon is the largest book distributor in the U.S.
 - 50% of all print books
 - 75-80% of all e-books

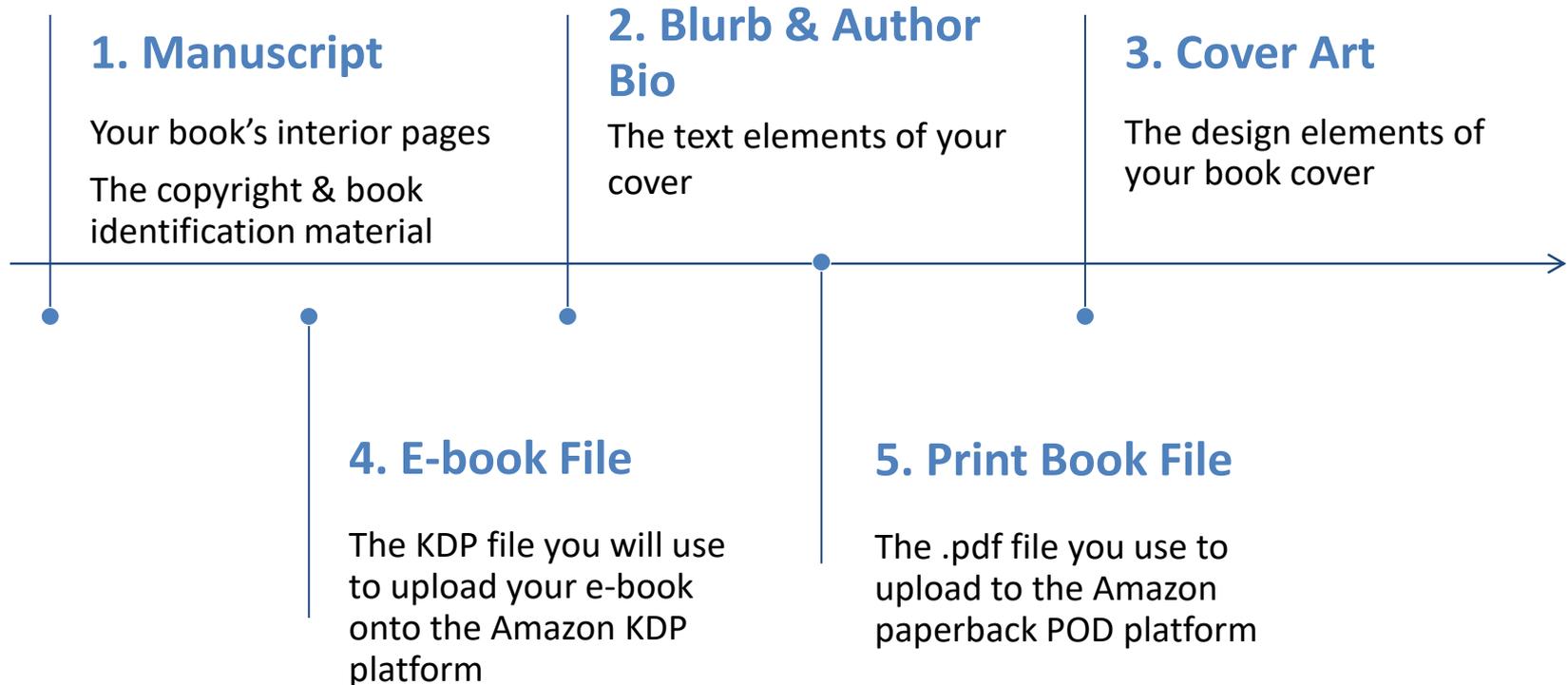
Class 1

Preparing and Editing
Your Manuscript

The Elements of
Cover Copy

Copyright

5 Main Book Elements



Cardinal Rule of Self-Publishing

Save your work!

- Every day or every time you work on a file save it before closing
- Back up files to the cloud, on your computer, and on external drive
- Rename files as you make changes or major edits (keep your old files—you may need them later)



Why a clean
manuscript is
important



Garbage
in,
garbage
out

It's impossible to overstate the need for careful proofreading

Most readers of self-published books cite “poor quality” or “errors” as their #1 complaint

Yes, you're sick of looking at it and are tempted to just pull the trigger

One suggestion is to set it aside for a week or two after the final proofing and then proofread it one more time.

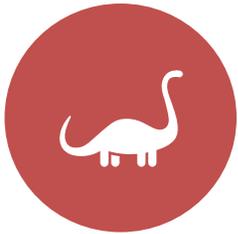
Look up words, check grammar

Use both online and book references to check possible errors.

DIY Editing

- Typos and grammatical errors
- Read it out loud or use digital tools
- Check spacing, page breaks and margins
- Print it out! (You can use single-or 1 ½ space)
- Get a “fresh set of eyes” to read it (Beta readers)

Resources for Self-Editing



THESAURUS



DICTIONARY



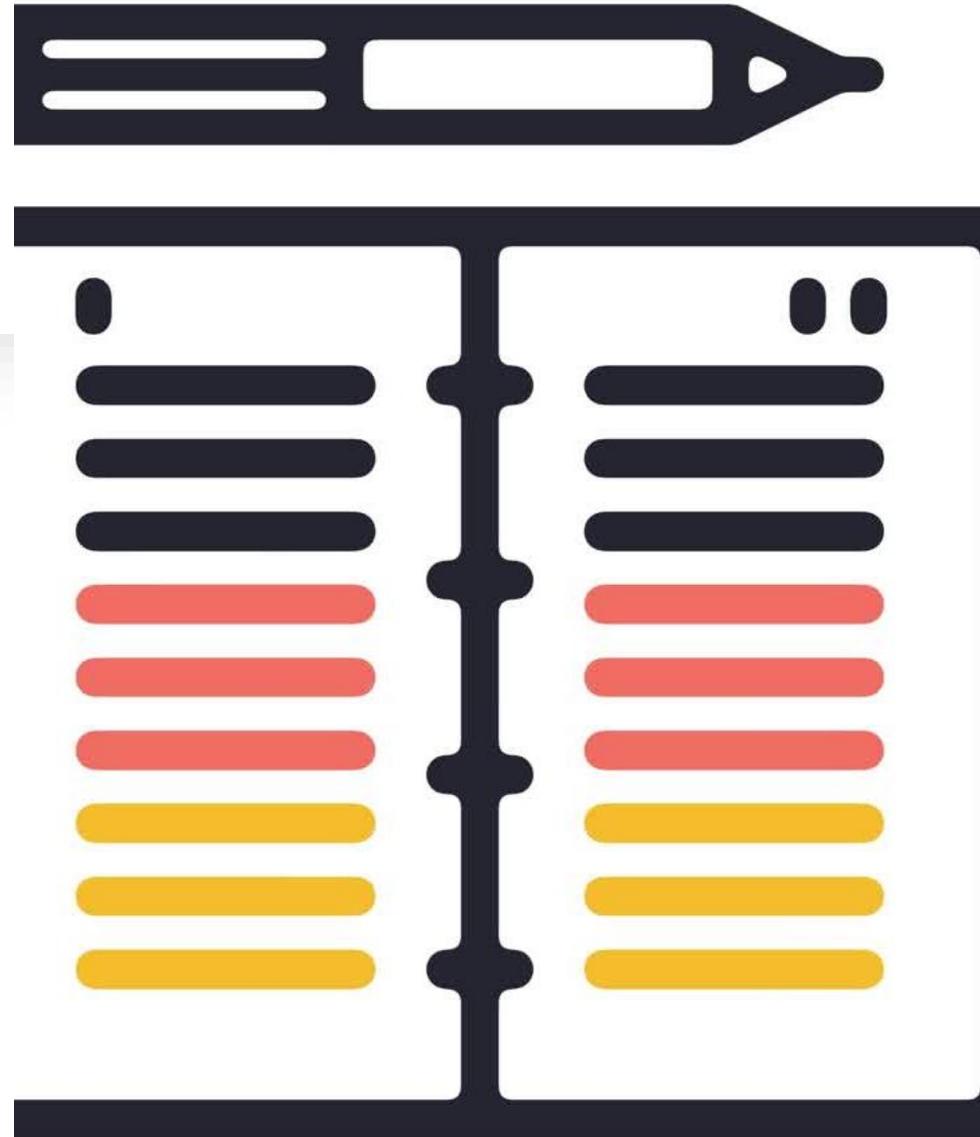
THE CHICAGO
MANUAL OF STYLE



ONLINE HELP AND
AI

Hiring Editorial Help

- **Developmental Editing**
- **Line Editing**
- **Copy Editing**
- **Proofreading**





Different
types of
editing
help

- 
- **Developmental:** "Does this story/information make sense?"
 - **Line:** "Is this sentence well-written and engaging?"
 - **Copy:** "Is this sentence technically correct?"



How much should I
pay for professional
help?

Editing Costs



Developmental, line and copy-editing averages 2-6 cents per word, or \$35-55/hour



Proofreading costs are similar, about \$35-50/hour



Beta readers usually don't charge anything, but I always provide a \$50 Amazon gift card and a free copy of the paperback book (as well as name them in the Acknowledgments page)

A Little Legal

Don't
use

Don't use brand names

Use

Only use people's real names with permission

Don't
use

Don't use song lyrics

Don't
include

Don't include more than 25 words from another source (and always footnote or get permission)

Use

Only use graphics that are labeled "royalty-free"

Copyright and Book Identification Information

The Copyright Page

- On the back of your title page (left facing page)
- Book title, Copyright © **Year, Your Name**
- “This book and its contents are protected by U.S. copyright law...”
- Name of publisher (**you or a publisher name you choose**)
- Place of publication (i.e. Green Valley, AZ)
- Indemnification clause “This is a work of fiction...” OR Disclaimer “This book is my truthful recollection of actual events...”

U.S. Copyright

Key Tips for Authors:

- **Automatic Protection:** Copyright exists the moment a work is fixed in a tangible form, but formal registration is required to sue for infringement.
- **Optional Notice:** Use a copyright notice (© [Year] [Name], All Rights Reserved) in your work to identify ownership, though it is no longer strictly required.
- **Group Options:** Authors can use "Group Registration for Unpublished Works" to register up to 10 works at once to save on fees.
- **Documentation:** Save dated copies of your work, such as emailing them to yourself, to document the creation date.

Register with the Copyright Office

Steps to Register a Copyright Online (U.S.):

- **Create an Account:** Visit copyright.gov and log in to the Electronic Copyright Office (eCo) system.
- **Start Application:** Select "Register a Work" and choose "Standard Application" (or "One Work by One Author" for simpler, single works).
- **Fill Out Details:** Enter the title, publication status (published or unpublished), and year of completion.
- **Add Author/Claimant:** Enter your information (you are generally the author and claimant). A pen name or P.O. Box can be used for privacy.
- **Pay Fee:** Pay the registration fee via credit card or bank account, which is usually \$35–\$55.
- **Submit Manuscript:** Upload a digital copy of your work (PDF is common)

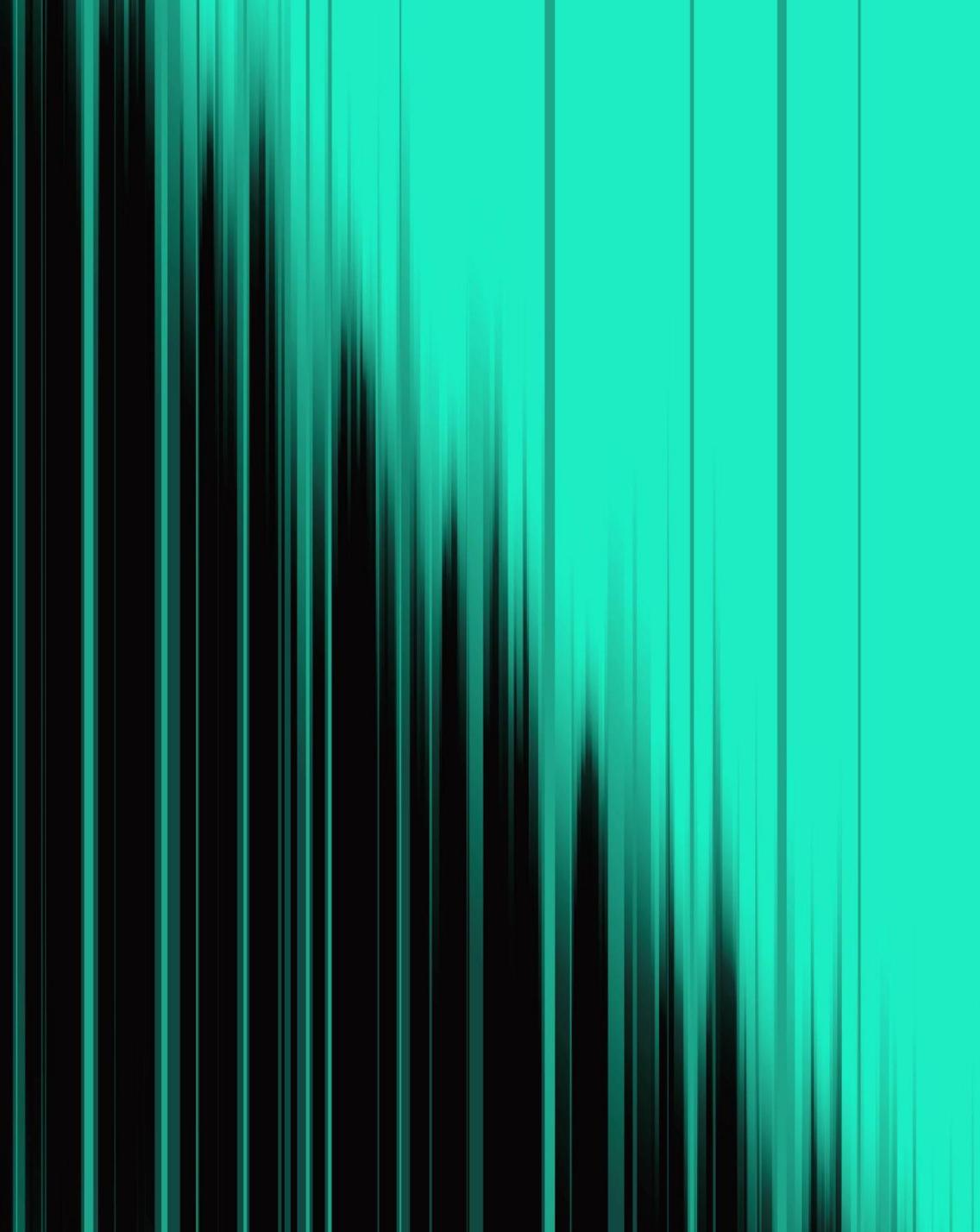
A Few Words About AI

- You will be asked when you upload your file to Amazon Kindle Direct Publishing (KDP) if you used AI-generated content in your book
- If you used AI tools to gather research or look up dates or information, that is NOT “AI-generated”
- If you used AI to create more than a few sentences of your book, it is easily checked (ironically, they use AI to check for AI)
- So, be honest

Book Identification

- ISBN stands for **International Standard Book Number**, a unique identifier for books and book-like publications that helps retailers, libraries, and distributors identify specific editions for ordering, tracking, and sales. Each format (e.g., hardcover, paperback, e-book) and language version of a book gets its own distinct ISBN, which is 13 digits long.





Front & Back Cover Matter

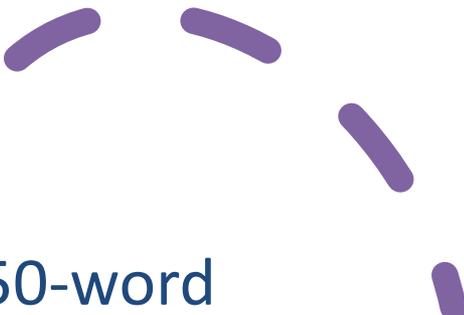
Front Cover

- Title
- Sub-title, if any
- Author Name
- Graphics
- Marketing text, if any





Back Cover

- 
- Book blurb
 - Aim for a <150-word paragraph with sentences that are easy to scan (no fancy fonts).
 - Author bio
 - Author photo (if any)
 - SKU and ISBN number

When is your Manuscript ready?

- You have backed up all your files and have a print copy
- You have edited, proofread and received feedback from beta readers
- You have prepared your copyright, book identification material and have an ISBN
- You have copy prepared for your front and back covers (spine is simply title and author name)

Next Week's Class

- Designing your book cover
- Publishing a Kindle e-book using your manuscript and cover materials
- Deciding price, distribution and royalties



Questions?