

Self-Publishing
101:

How to Get Your
Book on Amazon



Class #2 – Your Cover and e-Book



Creating an author account on Amazon



Creating Your Book Cover



How to set up your e-book files on KDP



Publishing your e-book on KDP



Questions

Setting Up Your KDP Account with Amazon

1

Go to
Amazon.KDP.com &
sign in using your
Amazon account

2

Set up your
author profile
(name, address,
contact info, etc)

3

Provide bank
information for
royalties

4

Fill in tax ID
information



Creating a Compelling Book Cover



Your Cover is Your Book's "First Impression"

It should align with your genre

It should be memorable

Avoid clutter and difficult to read fonts

Use colors that please you

A few words about using photos

Look at Covers You Find Appealing

Font style and size

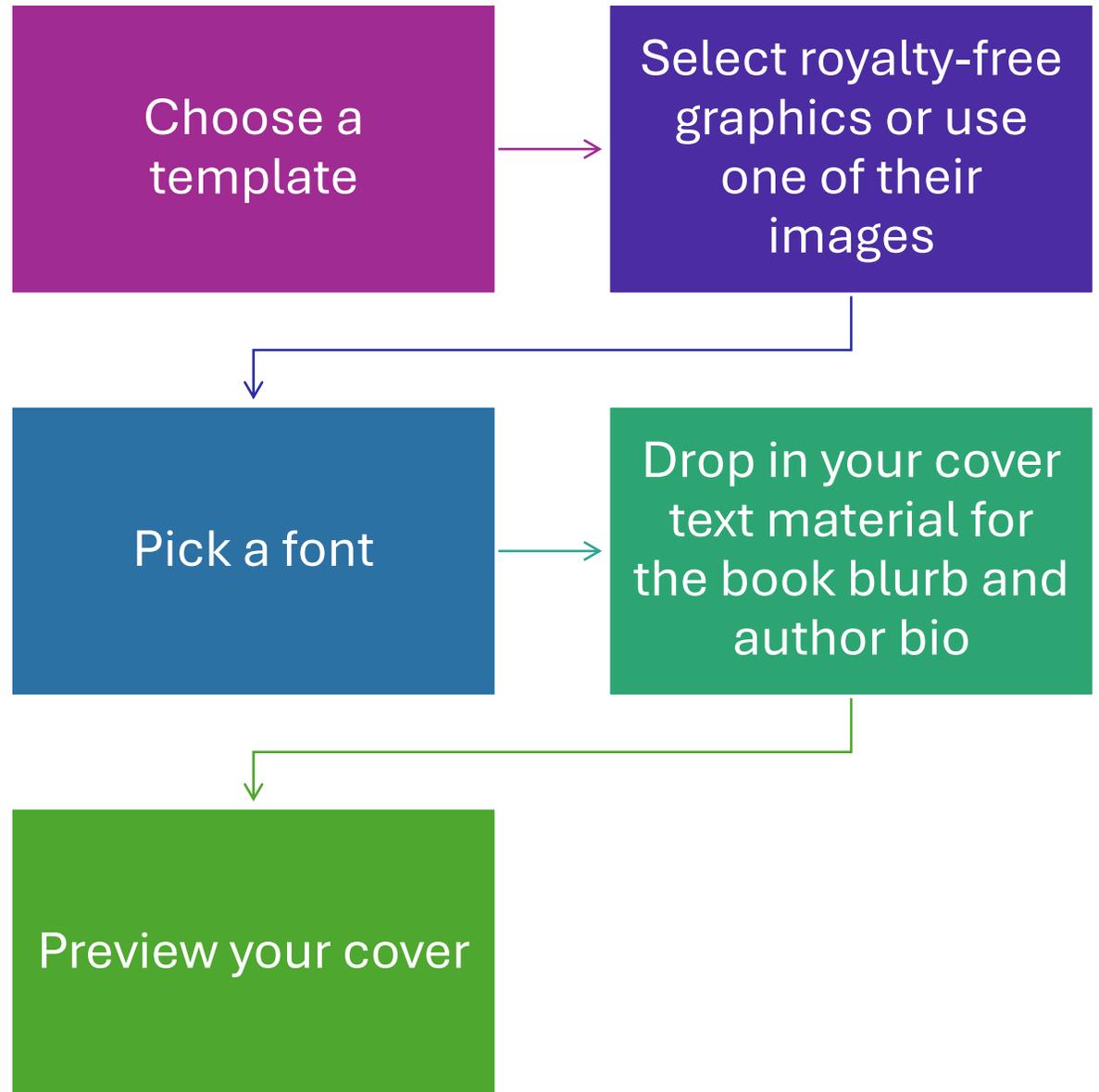
Graphics

Large title or large author name?

Dark or colorful?

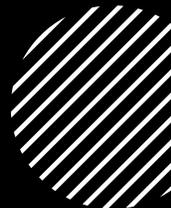
Select three existing covers to guide your choices for your own cover

Creating Your Own Book Cover Using Cover Creator on KDP





A few words about book cover graphics



Use a memorable image



Pick colors that convey the “feel” of your book



Keep it simple!



Make sure the font is easy to read even in very small (thumbnail) size



Use only “royalty free”
illustrations or photos

- Dreamstime
- Getty Images
- Shutterstock



Hiring a graphic
artist to create
your cover for
you



Tips on selecting someone else to do your cover design

1

- Be ready to send them at least two examples of covers you like from published books

2

- Negotiate the total price upfront

3

- Describe your cover in a few sentences
 - “I want a bold graphic of a horse in silhouette. I want the cover to be in shades of orange, tan, and brown with black or white font for the title and my name.”

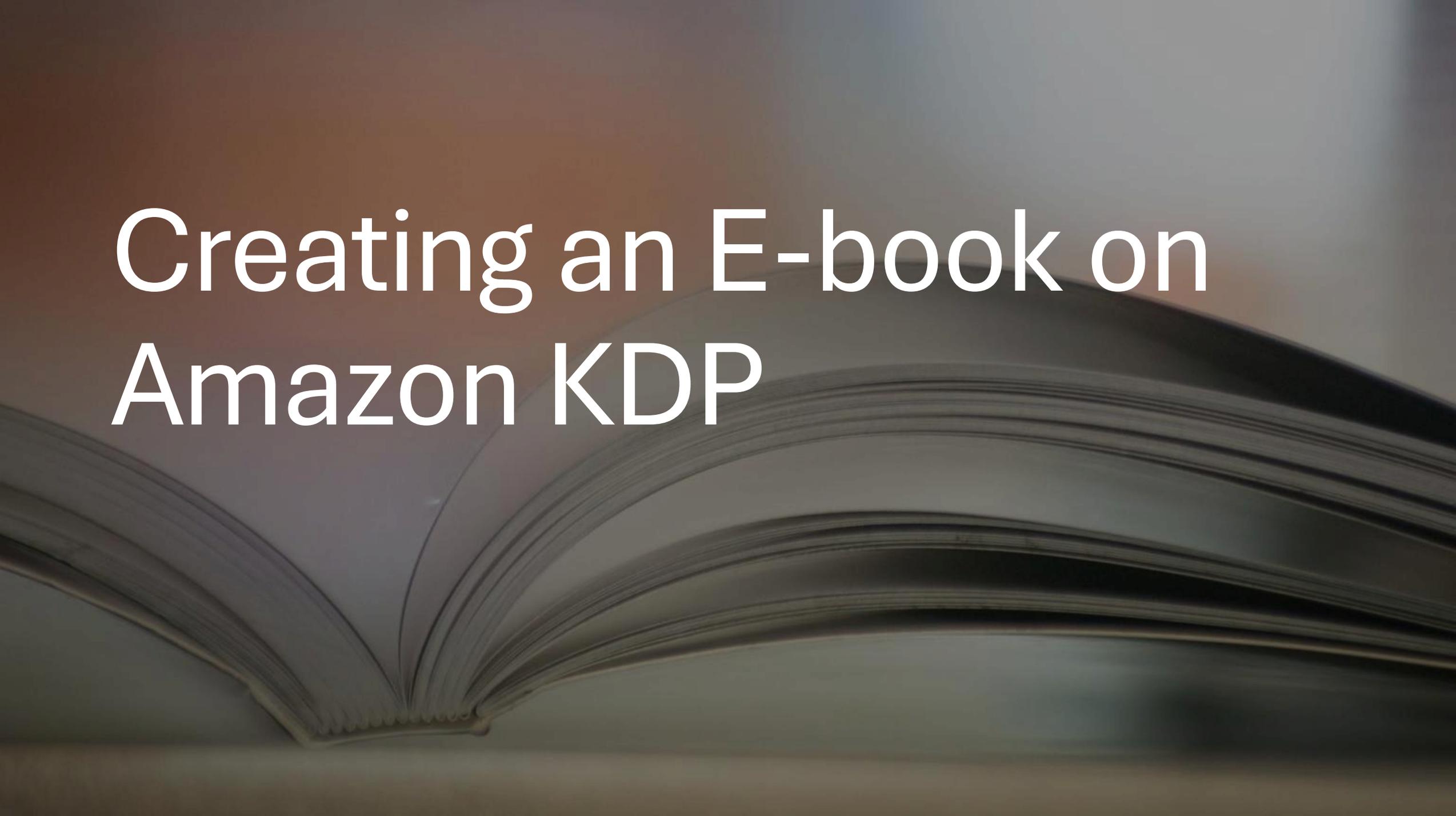
What fiverr* artist
MA Rehman
designed for me
for \$30

*fiverr.com= online
creative help



Your contract with your cover designer

- Know what the “deliverables” will be
- Agree on a finished price
- Set a deadline and have an “opt out” clause if deadline isn’t met
- Negotiate the number of edits or changes allowed within the price quote
- Keep up your end of the bargain!

An open book is shown from a top-down perspective, with its pages fanned out. The book is centered in the lower half of the frame. The background is a soft, out-of-focus gradient of brown and grey tones. The text is overlaid on the upper half of the image.

Creating an E-book on Amazon KDP



An E-book requires:



A thumbnail-size cover



A Word or other common word-processing software file



A blurb for the sales page on Amazon



Key words to help prospective buyers find your book



Pricing and distribution



Bookshelf | Reports | Community | Marketing

Kindle eBook Details

In Progress...

Kindle eBook Content

Not Started...

Kindle eBook Pricing

Not Started...

Language

Choose the primary language your book is written in. Supported languages

English

Book Title

Enter your title as it appears on the book cover. If you add a subtitle, a colon will be inserted between the title and subtitle. Before continuing, check your spelling since this field cannot be updated after publication. Book title guidelines

Book Title

Subtitle (Optional)

Author

Enter the primary author or contributor. Pen names are allowed. To include a middle name or prefix, add it to the first name field. Suffixes should be added to the last name. [Author guidelines](#)

Primary Author or Contributor

Contributors

Add up to 9 contributors. They'll display on Amazon using the order you enter below.

Contributors (Optional)

Description

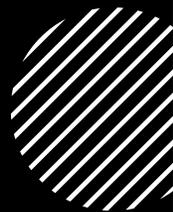
Summarize your book. This will be your product description on Amazon, so customers can learn more about your book.

[How do I format the description?](#)

B *I* U | | Format | Source



Your book description



Write your blurb in the same “voice” or style as your manuscript

Keep it to a short paragraph or two (about 150 words)

Remember this is a marketing tool: you are trying to get people interested in reading your book

Primary marketplace

Choose the location where you expect the majority of your book sales. Changing your primary marketplace may impact your list price. Please confirm your list price before publishing your book.

Amazon.com

Categories

Choose up to three categories that describe your book. Note: You must select your primary marketplace and audience first.

[What are categories?](#)

Choose categories

Keywords

Choose up to 7 keywords highlighting your book's unique traits. Keywords are typically short phrases, up to 50 characters, that customers use to narrow their book search on Amazon. Example: medieval fantasy books. [How do I choose keywords?](#)

Your Keywords (Optional)

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	

A few words about “key words”

They are used by
Amazon’s
algorithm to
locate your book
for potential
readers

Use words that
you think
readers might
use to search for
your title

Genre is
important

Consider genres
that may
crossover

Upload your manuscript and cover

The screenshot shows the Amazon KDP 'Edit eBook Content' interface. The browser address bar indicates the URL: `kdp.amazon.com/en_US/title-setup/kindle/A28DLQAQ94214R/content`. The page is divided into two main sections: 'Manuscript' and 'Kindle eBook Cover'.

Manuscript Section:

- Header: **Manuscript**
- Text: Upload your manuscript (i.e. your book's interior content). We recommend using a KPF file. [See all supported file types](#)
- Text: For help designing your manuscript with professional themes, chapter titles, or images, you can use [Kindle Create](#) or our [eBook Formatting Guide](#).
- Button: **Upload manuscript**
- Success Message: **Manuscript "Lei Lady Lei kindle.docx" uploaded successfully!**
File processing complete. Manuscript check unavailable.
- Text: Digital Rights Management (DRM) protects the rights of copyright holders, and limits unauthorized access and distribution of the content. [Learn more](#)
- Text: Would you like to apply Digital Rights Management (DRM) to your files?
- Options:
 - Yes, apply Digital Rights Management
 - No, do not apply Digital Rights Management and allow customers who buy this book to download it as a PDF or EPUB file

Kindle eBook Cover Section:

- Header: **Kindle eBook Cover**
- Text: Upload a front cover for your book or use our [Cover Creator](#) to design one today. [Required cover specifications](#)
- Text: **Use Cover Creator to make your book cover (upload your own cover image or use KDP's stock images)**
- Image: A book cover thumbnail for 'Lei, Lady, Lei' by JoAnn Bassett.
- Button: **Launch Cover Creator**
- Success Message: **Cover uploaded successfully!**

The Windows taskbar at the bottom shows the system tray with a temperature of 72°F, a search bar, and the date/time: 2:15 PM, 2/5/2026.

Inserting
pictures into
your
manuscript

Resolution must be at least 300 dpi (check your file)

Use the “Insert” tab, do not cut and paste graphics



Preview Your
E-book
Before
Publishing!

No

Kindle eBook Preview

Online Preview and Quality Check

Preview your book online to check for quality issues and see how it appears on Kindle and mobile devices. TIP: Use our [Kindle Previewer](#) to preview books with interactive features.

i You can reupload your manuscript to run quality checks on your book.

Launch Previewer

Downloadable Preview Options

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Kindle eBook ISBN

ISBN (Optional)

Kindle eBooks are not required to have an ISBN. [What is an ISBN?](#) v

Publisher (Optional)

Book Identification

- ISBN stands for **International Standard Book Number**.
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- We'll talk more about ISBNs in the class about paperback editions as they **do** require an ISBN number



Pricing and distribution

- Price your book according to your goal
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- Amazon Select allows you to put your book "on sale" or make it free throughout the year
- Choose the widest distribution possible



Territories

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All territories (worldwide rights) [What are worldwide rights?](#) ▾

Individual territories [What are Individual Territory rights?](#) ▾

Primary marketplace

Pricing below is based on the primary marketplace you selected on the Details tab. To change your primary marketplace, return to the Details tab and make a new selection. If you change your primary marketplace, please reconfirm your list price before publishing your book.

Amazon.com ▾

Pricing, royalty, and distribution

Select a royalty plan and set your Kindle eBook list prices below. [How does pricing and royalties work?](#)

35% 70%

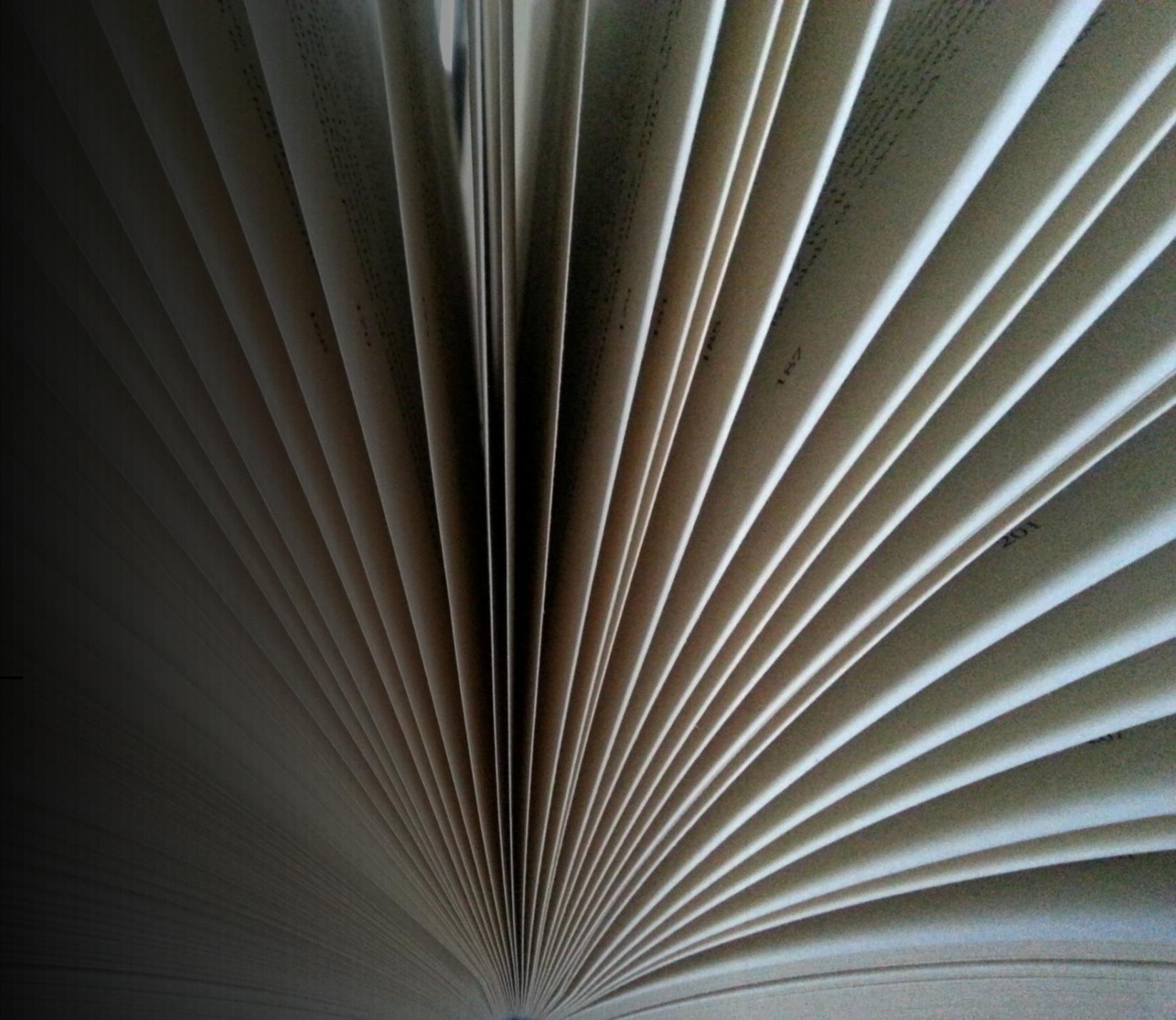
i Your book file size after conversion is 0.17 MB.

Marketplace ▾	List Price ▾	Delivery ▾	Rate ▾	Royalty ▾
Amazon.com	4.99 USD	\$0.00	35% ▾	\$1.75
	Set a list price between \$2.99-\$9.99 ▾ All marketplaces are based on this price	\$0.03	70%	\$3.47

The following list prices were converted based on the previous price you entered



Publishing Your E-book



based on Amazon.com					
Amazon.ca	<input type="text" value="6.90"/>	CAD	\$0.03	70%	\$4.81
Set a list price between \$2.99-\$9.99					
Based on Amazon.com					
Amazon.com.mx	<input type="text" value="87.86"/>	MXN	\$1.00	70%	\$60.80
Set a list price between \$34.99-\$149.99					
Based on Amazon.com					
Amazon.com.au	<input type="text" value="7.41"/>	AUD	\$6.74 without AU GST	\$0.03	70% \$4.70
Set a list price between \$3.99-\$11.99					
Based on Amazon.com					

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Total KDP Select Author Earnings December 2025: \$64.9 Million



Next Week's Class

- Preparing your paperback cover
- Preparing your interior pages for print
- Publishing a Print-on-Demand paperback on Amazon using KDP
- Quick review of the self-publishing process



Questions?