

WEDNESDAY, October 14, 2015 • 6:30PM

## Put Your Book on Amazon – the Easy Way!

You've finished your book! Now you're ready to show it to the world. But, if you are like many authors, the idea of navigating the publishing process seems as complicated and intimidating as updating the switch and router settings on your home Wi-Fi. But guess what – that's really the simplest step!

Writing your book – that's the hard part. All the work from conception, to developing the first draft, to revising and rewriting, it can sometimes take years to make that manuscript into the story you want to tell.

Getting it edited and laid out can have a steep learning curve unless you already know the steps. And a cover? Creating a masterpiece to represent your *magnum opus* to the world is no small task either. Eventually selling it, getting it in front of the audience you know will love it ... that can actually feel like sorcery.

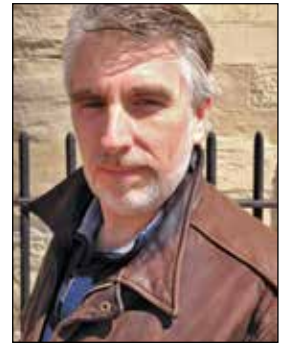
But putting your book on Amazon, as an e-book or paperback? You can do that in a few hours.

### PUT YOUR BOOK WHERE YOUR AUDIENCE CAN FIND IT

Pat Dorsey, SLPA vice president, is co-publisher at Legendary Planet. He's put many titles on Amazon including "God's Forge," "4 Avery Plays," "Mightier Than The Sword," and the "Candle Game" series.

At the October 14 meeting, Pat will show exactly how easy it is to get your book on Amazon. He will load a book LIVE so that SLPA meeting attendees will see, firsthand, just how simple the process really is. Bring your favorite notebook and make a list of the steps so that you will know how to get your book in front of the readers who'll love it.

Pat Dorsey has spent his career as a professional business writer helping people and businesses tell their stories. A technical/business communication consultant and owner of Mightier Than The Sword Consulting, he is also the co-founder of indie publisher Legendary Planet. He's been a natural storyteller his whole life, beginning in first grade when he started stapling together crayoned pages to make his own books. He's the author of the Knights Templar adventure novel *God's Forge* (his first novel published without a stapler or crayons), the eerie collection of true firsthand accounts of local ghosts *Haunted Webster Groves*, and the upcoming novel *The Champion Sky*.



Pat Dorsey

## How To Publish Your Book On Amazon In 15 Steps

By Pat Dorsey

Getting your book on Amazon is easy. And in tonight's presentation, Patrick Dorsey and Evan Willnow of St. Louis indie publisher Legendary Planet are going to show you how easy it is when they upload an e-book to Amazon's Kindle Direct Publishing, LIVE, before your very eyes!

Now, this does start with a few basic assumptions:

- ◆ You have a book.
- ◆ Your book is ready to be published.
  - It's edited.
  - It's laid out (in a Word, HTML, ePub, or PDF file).
  - It has a cover (in a JPG or TIFF file).
- ◆ You have a Kindle Direct Publishing (KDP) account. Setting up an account is simple – log in to Kindle Direct Publishing (KDP.com) with your Amazon account information. You will be prompted to add your tax ID, bank account for royalties, and other important information.

(Publish continued on page 2)

### COMING UP THIS FALL

No one writes and produces a book alone. You need a team of professionals to help you polish your prose and make your book visually appealing so that it will jump into a reader's shopping cart. Bobbi Linkemer and Peggy Nehmen have worked together on twenty-one books. On November 11, they will describe some of the challenges they have encountered along the way and how they solved them.

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### SLPA FALL WORKSHOP

"HOW TO PUBLISH YOUR OWN BOOK: WHAT YOU NEED TO KNOW."

November 7 • 8 a.m. – 12 p.m.

Meramec Community College

(MCC class # WRIT 704, fee \$39 seniors \$25)

## FOLLOW THESE STEPS TO PUBLISH YOUR E-BOOK ON AMAZON

- 1 Go to KDP.com and log in to your account.
- 2 Click **Bookshelf** to go to your Kindle Dashboard. From here, you can set up your title. This is also where you can monitor your sales and royalties.
- 3 Select **Create New Title** to go to the **Title Setup** page.
- 4 Scroll to **Enter Your Book Details** and enter the information on your book, including:
  - Your book title.
  - A description – this should be similar to the summary on the outside back cover.
  - Select **Add Contributors**. In the pop-up, enter the name of the author and select **Author**. Then add any other contributors you want to list.
  - Your **ISBN**. You don't need an ISBN to publish on KDP. However, owning your book's ISBN will allow you to manage your book and its sales.
- 5 Under **Verify Your Publishing Rights**, select whether or not you hold all rights to the book.
- 6 Under **Target Your Book to Customers**, select the categories where potential readers would look for your book, and enter the keywords your readers are likely to use to search for it.
- 7 Next, go to **Upload or Create a Book Cover**. Because the Cover Creator covers are very generic, we recommend you avoid this tool and instead get a unique design created. It will really help your book stand out.
- 8 Under **Upload Your Book File**, choose whether or not you want to enable Digital Rights Management (DMR) for your book.

DRM may protect you from some book piracy, but it can be finicky and it occasionally causes headaches for paying readers who try to view your book on different devices. In fact, some readers won't even consider buying books with DRM, so whatever protections DRM offers you, keep in mind that it may drive others away.

- 9 Click **Browse** to navigate to your book file and select it.
- 10 Click **Save and Continue**. Amazon begins processing your files and takes you to the next page in the upload process.
- 11 Under **Verify Your Publishing Territories**, select where you want Amazon to make your book available. You can designate where in the world your book may and may not be sold.
- 12 Now, how much is your book worth? Under **Set Your Pricing and Royalty**, choose your royalty percentage. This is the percent of the book price that Amazon pays you with each sale. You can choose 35 percent or 70 percent. As long as you set your price at \$2.99 or above, you can select 70 percent. Seriously, why not choose 70 percent?
- 13 Under **List Price**, enter the price of your book.
- 14 You can also enroll your book in Kindle's MatchBook and Book Lending programs. Read them over and decide if they're right for you.
- 15 Click the **Confirm** box and then click **Save and Publish**

Congratulations! Your book is published. Now the world can find it and love it.

## THE BOOK CORNER

### *“The Boy with the Walrus Mustache”*

by Zachary A. Schaefer

**W**hat do mustaches, saxophones, and confidence have in common? Find out by taking a journey through this charming picture book where communication expert Dr. Zachary Schaefer introduces us to Benjamin, a shy child who was born with a large mustache.

Because of his unique facial hair, Benjamin is nervous to make friends ... until Claudia comes along.

This heartwarming story shows kids to be confident in themselves and teaches them that friendships are an important part of a successful life.

*This book is available through Amazon.*



## SLPA Meets on the Second Wednesday of the Month

RICHMOND HEIGHTS  
COMMUNITY CENTER (THE HEIGHTS)  
The Angus Room  
8001 Dale Ave.  
Richmond Heights, MO 63117

Doors open for networking at 6:30 p.m. and meeting begins at 7 p.m. The formal meeting concludes at about 8:30 p.m. with networking until 9 p.m.

Regular meetings are free to members. Guests – \$10 at the door, cash or check only.

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