

Introduction to Kindle Publishing Checklist

Publishing on Kindle is not difficult, but it can be daunting. Follow this checklist to help you remember what you need to do.

Create an Amazon Account & KDP Account

You need an Amazon KDP Account. You likely already have one, but if you don't, go ahead and create one so that you can buy Kindle books, and sell Kindle books. You can sign in with your Amazon account or you can create a new account.

- Use Your Real Name
- Have All Your Banking Info Handy
- Have Your EIN or Social Security Number Ready

Write Your Book

Remember this: Writers Write. It's that simple. If you want to be a published author, get going on the hardest part. Writing. Write something awesome for your audience and get it published.

- Study Your Audience
- Engage with Your Audience
- Find at Least One Problem You Can Solve
- Create a Complete Outline with Subheadings and a Summary for Each Chapter
- Set Aside Time to Write Each Day
- Write

Format Your Book

Familiarize Yourself with Kindle Formatting Basics

- Use MS Word Styles
- Keep Fonts Normal
- No Fancy Formatting
- No Page Numbers
- No Headers/Footers
- Must Have Table of Contents Inserted
- Do Not Use Tabs
- Do Not Use Bullets and Lists
- Format Images Correctly Using "insert, center" and not copy/paste

- Outsource formatting or try software

Create a Book Cover

There may not be much more important than a good book cover if you want people to read what you've written. If you're not a graphic designer, you can use the Kindle provided templates, but consider hiring a professional or at least find someone good on Fiverr.

- Create an Amazing Book Cover
- Consider Colors, Fonts, Images
- Think of Outsourcing

Develop a 4000 Character Description

When you publish your book they'll ask for a book description, which can use 4000 characters.

- Consider a copywriter for this portion
- Use keywords, emotions, and tell them what's in the book
- Check grammar and spelling religiously

Choose 7 Keywords

You get to pick 7 keywords, phrases included.

- Pick keywords not used elsewhere if you can
- Do keyword research to help you choose
- Think outside the box.

Determine Potential Categories

There are a lot of categories to choose from and you only get to pick two.

- Be accurate
- Ensure it's the right place
- Ask for opinions

Create an Author's Page

Creating an Author's page requires that you go to [Author Central](#). This is an important step so you can claim your book and market your book.

- Have a Good Bio Written
- Know Your Blog Feed URLs

- Have a Good Headshot Ready
- Know the Links to Your Social Media

Create Social Media Accounts

Some people create accounts just for their book. This is possible to do and a good idea for marketing purposes, like Facebook Ads.

- Create a FB Page for Your Book
- Put a book trailer on YouTube
- Be Where Your Audience Is

Create a Book Page

A good book website or page on your website is essential to marketing success. If you really want to sell more books, be more places.

- Use Self-Hosted WordPress
- Either on Your Main Domain or its Own Domain