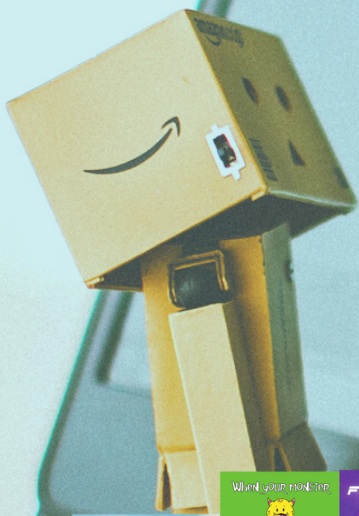




# HOW TO PUBLISH AND SELL BOOKS ON AMAZON



Optimizing your book for Amazon sales



So you've crafted a manuscript and now you're ready for bestseller lists, accolades, book tours, and the like. As someone who has purchased books on Amazon and owns a Kindle e-reader, you know that the platform is where you want your book to reside. But what now? How does your manuscript go from living on your laptop to being available to the masses?

## Why Amazon is a *must* for authors

In July of 1995, the conglomerate known presently as Amazon opened for business as an online book retailer. Within the first month of operation, the online bookstore had shipped books to 45 countries around the world, and across all 50 U.S. states. Today, Amazon sells one billion dollars worth of books per year.

### QUICK FACTS

Almost 70% of all books in North America are sold on Amazon

Amazon pays \$250 million in royalties to self-published authors each year

48.5 million books are currently sold on Amazon

At least 68% of the ebook market share belongs to Amazon.

Books are the largest category on Amazon



# STEPS TO PUBLISH ON AMAZON KDP

(Amazon self-publishing)

1. **Create an Amazon Kindle Direct** publishing account at [kdp.amazon.com](https://kdp.amazon.com). \*Note: if you have an existing Amazon account, you can use it to sign into KDP
2. **Once logged in**, “Add a new Kindle eBook” from your Author Dashboard.
3. **Set information for your book**, including:
  - The primary language your book was written in
  - Your book title and subtitle
  - The author’s name (that’s you!)
  - The book description (this is a pitch to the reader, so make it captivating!)
4. **Verify that you own the copyright** and have the rights to publish.
5. **Choose the keywords** you want associated with your work, so when an Amazon user types these keywords into the search bar, your book will appear!
6. **Choose two categories for your book.** This will determine where readers find it, so it’s a critical marketing decision! If you don’t have a book-marketing specialist to help you make pivotal marketing decisions, try to choose categories that are as specific as possible.
7. **Set appropriate ages.** If your book is for teens or younger readers, choose the appropriate age, otherwise you can leave this blank.
8. **Choose your book-release option.** Chances are, unless you have a large following ready and waiting to buy your book, you’ll require a marketing plan to create exposure and drive sales. Our book-marketing consultants are well-versed in publishing on Amazon and will ensure your marketing plan is effective.
9. **Enable DRM rights.** This will ensure that no one can copy your book and send it to the masses for free.

# STEPS TO PUBLISH ON AMAZON KDP

## Part Two

10. **Upload your manuscript.** You're almost there! Working with an assisted self-publishing company can ensure that your manuscript is properly formatted so it fits every e-reader and looks great across all devices.
11. **Upload your cover.** As much as we love a DIY go-getter, people do judge books by their covers, and a homemade cover isn't going to cut it if you want your book to sell. All of our authors work with a team of talented book designers to create the perfect cover that appeals to the audience you are trying to reach.
12. **Preview your book.** Once you've uploaded your manuscript and cover, you can preview your design. This step is an imperative part of DIY publishing, because you don't have a team of editors, publishing specialists, illustrators, or book-marketing consultants to ensure your book is ready for publishing. This responsibility falls to you.
13. **Fill in your ISBN and publisher name.** If you intend to only publish to Amazon, you can leave your ISBN and publisher name blank.
14. **Enroll in KDP Select.** This adds your book to Kindle Unlimited and provides additional marketing options. The only catch is that once your book is enrolled, it needs to be in the program for at least 3 months, and you can't publish your book through any other eBook platforms.
15. **Choose your territories.** Unless you have a good reason not to, select "All territories (worldwide rights)."
16. **Choose your royalty and pricing.** You can choose between 35% and 70% for your royalty, select Amazon.com as your primary marketplace, and then set the list price. This price will automatically adjust based on exchange rates for other country marketplaces.
17. **Enroll in Book Lending.** If you want the 70% royalty, you will have to enroll your book in Book Lending, which allows for customers to lend your Kindle eBook to friends and family after purchasing.
18. **Save to "draft"** until you are ready to launch your eBook!

So, what about print? You can use the same KDP account to publish a print version of your book, but keep in mind that a print book doesn't just need a front cover, it also requires a spine and a back cover, and an entirely different format from your eBook. While pursuing a DIY print book isn't impossible, it's certainly much more difficult, which is why we would suggest working with the pros.



## FREQUENTLY ASKED QUESTIONS FOR SELF-PUBLISHING ON AMAZON

### How much do Amazon authors get paid?

If you pursue an eBook option, your royalties are 35% or 70%. If you are self-publishing a printed book on Amazon, your royalties are 40% or 60%, depending on what options are most appealing to you.

### How much will I make by self-publishing on Amazon?

You get out what you put in! Have you created a book-marketing plan prior to launching your book on Amazon? The success of your book will rely on traffic, exposure, and, of course, sales.

### How can I help boost my Amazon book sales?

Working with Tellwell's book-marketing team means having professionals work with you directly to ensure that the correct keywords are being utilized, as well as setting up a detailed, captivating, and accurate listing.

### Does Amazon help with editing my book?

Unfortunately, self-publishing on Amazon is a lonely journey, and that means you're on your own when it comes to editing. Editing puts a polish on your manuscript. It makes the writing more crisp, clear, and concise. A good edit is also about avoiding embarrassment when you're promoting your book, and readers commenting on all the typos they find. We can help!

### What is KDP?

KDP stands for "Kindle Direct Publishing." It is Amazon's self-publishing platform that allows authors to sell their books to Amazon's audience.

### What is Kindle Unlimited?

A subscription program where customers can read as many eBooks as they like and keep them for as long as they want for a monthly fee. Authors can opt into the program and must remain in it for a minimum of 3 months, while still having their titles available for anyone to buy in the Kindle store.

### How important are Amazon reviews?

When it comes to self-publishing on Amazon, reviews become extremely important, as the more positive reviews your book has, the higher it will rank in search results and the more credible your book will appear. In addition to rankings in search results, reviews also provide a valuable source of feedback on your work for both yourself and a prospective customer.

## HOW AMAZON AND TELLWELL WORK TOGETHER

Amazon self-publishing can be a lonely, difficult, and time-consuming pursuit, but that doesn't mean your dream of publishing your work ends there! Pursuing an assisted self-publishing approach provides you with the best of both worlds: complete control over your project, from pricing to cover selection, and a committed team of experts who will ensure your book is professionally edited, formatted, and marketed in a way that will help to drive success when publishing on Amazon. Read on to learn more about how Tellwell's services can get your book established and recognized on Amazon.

## ABOUT TELLWELL

We are an experienced and friendly team of publishing professionals who want to give authors an exceptional publishing experience. We know the industry can be confusing and overwhelming. Our consultative approach guides and empowers authors throughout the process.

Tellwell was founded in 2015 by Timothy Lindsay in Victoria, British Columbia. Lindsay started Tellwell after he noticed a gap in the assisted-self-publishing industry. The major self-publishing companies were not offering 100% net royalties, nor were they offering a personalized and transparent approach to publishing. He built a company that offered both, and the best distribution deal in the industry. Tellwell has grown into an international company, serving authors in Canada, the USA, Australia, and Europe.

## WHY TELLWELL?

With an easy-to-use author portal, Octavo, and a world-class team of publishing professionals, Tellwell guides authors step by step through the publishing process, with trusted publishing advice, guidance, and management suited to your needs and skills.

Tellwell offers a full-service team approach. We are a friendly team of experienced editors, designers, illustrators, marketers, and project managers with exceptionally high standards of excellence.

We offer the option of 100% net royalties, and have the smartest distribution model in the industry. Tellwell doesn't inflate the distribution costs at all. You are taking the risk, so you should receive all the rewards.

We offer flexible printing options, including print-on-demand and competitive bulk printing. But if you prefer to print elsewhere, no problem! We will provide you with the files you need to do so. We do not lock authors into contracts with high printing costs that force them to price their book too high.

We take author empowerment and education seriously. We have created numerous resources for each step of the process, including videos, webinars, and informative articles.



# PUBLISHING PACKAGES



## Standard

A graphic designer will compose your book's front and back cover and layout your interior. There are two revision rounds for each to incorporate your feedback. This package includes comprehensive paperback distribution to 40,000 booksellers worldwide.

[CLICK TO LEARN MORE](#)



## Professional

Included are cover design and interior layout, as well as distribution in paperback, hardcover and the major ebook platforms. We help craft your book marketing strategy. We'll also create a book backgrounder to help you get started!

[CLICK TO LEARN MORE](#)



## All-Inclusive

The All-Inclusive package takes your book to the next level by adding substantive editing and an author website. The substantive edit includes one round of content editing and one round of copy editing to enhance the quality of your manuscript. The author website helps you build an online presence, create a fanbase, and market your book.

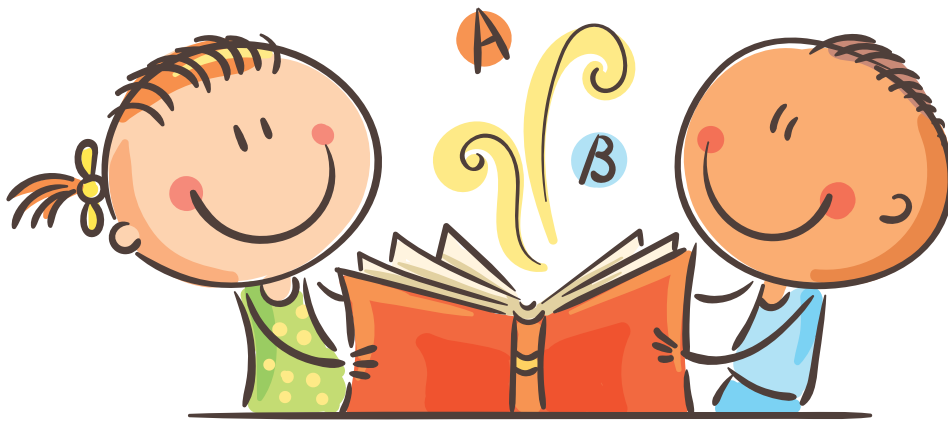
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## Traditional

It's called the Traditional as this package gives your book a similar treatment to that of a traditional publisher. This includes three rounds of editing: content, copy editing and a post-layout proofread. Our full marketing support includes an author website, book backgrounder and marketing outreach.

[CLICK TO LEARN MORE](#)



# CHILDREN'S PACKAGES

01

## Standard

The Standard package includes design and distribution. You'll get a book that looks great and is available in paperback format in mainstream sales channels. This package is best for people who don't need help with illustrations, editing or publicity.

[CLICK TO LEARN MORE](#)

02

## Professional

The Professional package is perfect for authors who have their own illustrations. We provide editing services to polish your manuscript, and give you help with marketing your book.

[CLICK TO LEARN MORE](#)

03

## Illustrated

The Illustrated package takes it up a notch by offering up to eight illustrations. Your book will be available in paperback format to 40,000 booksellers and online retailers. You have the option to add hardcover, editing, or marketing support.

[CLICK TO LEARN MORE](#)

04

## All-Inclusive

The All Inclusive includes up to 16 illustrations. We design and distribute your book in paperback and hardcover format. We provide content and copy editing. Plus we develop a marketing plan, create an author website and prepare a book backgrounder.

[CLICK TO LEARN MORE](#)

05

## Traditional

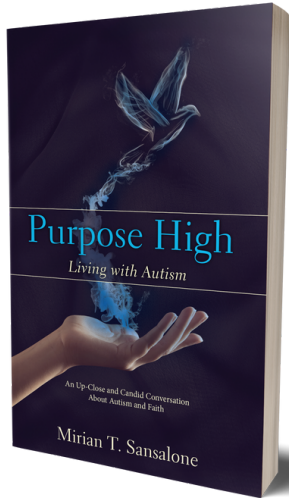
The Traditional package is an all-out experience for children's book authors! It includes full editorial services and we also go the extra mile and execute children's marketing services on your behalf.

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# TESTIMONIALS

## Mirian Sansalone, *Purpose High*



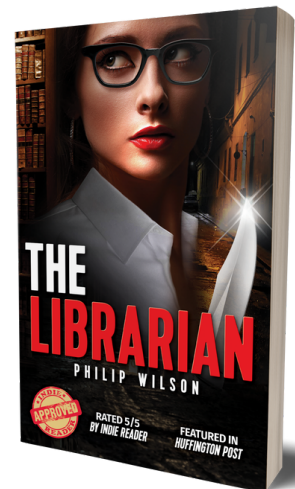
If asked to describe Tellwell Talent in one word, I would say INTEGRITY.

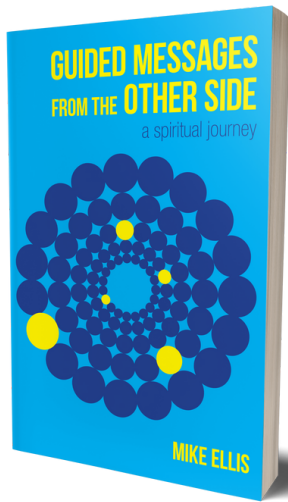
As a first time author, I sourced several publishing companies including Tellwell Talent before signing on with them. I was guarded and feared I would be taken advantage of. Hidden and undisclosed information could potentially translate to disappointment and shattered dreams. But with the team at Tellwell, dreams really do come true. My dream came true.

Tellwell champions the aspirations of an author to succeed. When it comes to fairness, transparency, excellence and yes, an abundance of TALENT in publishing, Tellwell wrote the book.

## Philip Wilson, *The Librarian*

The LibrarianFrom the beginning, when I was first trying to figure out the basics of self publishing, Tellwell has been fantastic. They've got a great team and I've got to know many of them. I've worked with Jen, one of their editors, and she's been amazing – not just fixing my grammar, but giving me suggestions on plot and character development that have greatly improved my novel. I'm currently working with Francesca on marketing. "Frankie" got me involved in Goodreads, set up a website for me and suggested some review services for self-published authors. As result of her ideas and initiatives, "The Librarian" received a 5/5 rating on IndieReader and was featured on The Huffington Post. Frankie has done far more than just marketing. She regularly updates me on sales figures and website hits and we talk once a week or so to discuss marketing and any other questions or issues I have. It's like having a business partner and it's been rewarding and fun. So much so, that Tellwell is now editing my second novel "Songs for Lucy."



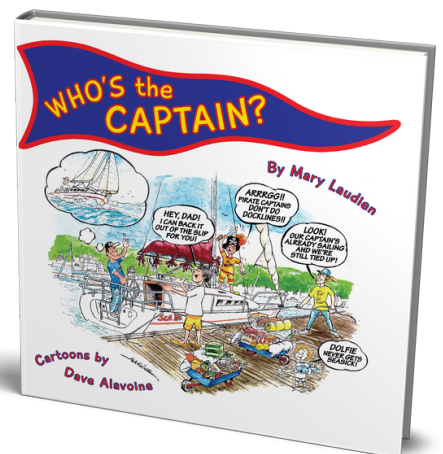


## Mike Ellis, *Guided Messages from the Other Side*

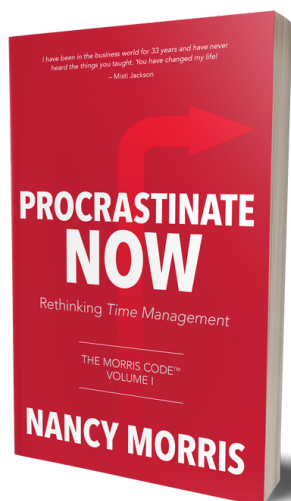
It was a wonderful experience from start to finish. Communication was prompt, and the people were friendly and courteous. They were quick with their advice, and always ready to help. I couldn't have asked for better people to work with. I hope I have the opportunity to work with them again. Jordan did a terrific job on the book cover design. I have had many compliments on the cover. Thank you so much, Jordan.

## Mary Laudien, *Who's the Captain?*

Erin was always available to work through any concerns and she managed the project professionally and in a timely manner. Sandy Ibrahim was an excellent resource to get one's marketing plan together. I would highly recommend her service. The overall publishing experience was excellent and having this available in Canada (and locally for me) was an added benefit. You'll feel, as an author that you are part of the Tellwell family right from the get-go and the positive energy from their company is inspiring! Thank you Tellwell for your efforts and professionalism. Sandy Ibrahim was innovative and excellent. She spent the time with the author and thoroughly examined the niche that one's book would fall into. She put together a plan with links and marketing suggestions based on the book's potential. She made herself available and gave some excellent advice. I would highly recommend that any author (experienced or not) spend some time with this woman and purchase the [marketing] service.







## Nancy Morris, *Procrastinate Now*

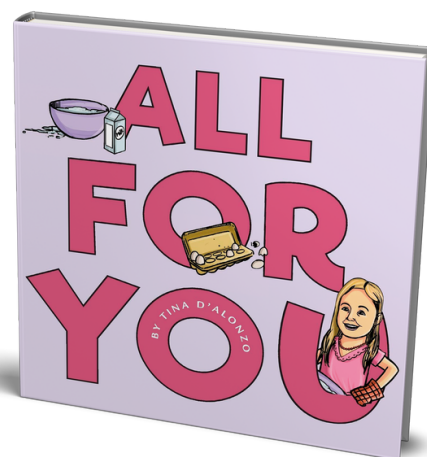
Tellwell took all of my creativity (as well as all of my concerns about publishing) and packaged them up into one simple no-brainer solution. I'll be back soon for their help with Volume 2 of the series! Erin is a star!! Never let her leave.

## Tina D'Alonzo, *All for You*

Tellwell was a wonderful fit for me. Their team of professionals made it enjoyable for me to self-publish my first Children's book. They were patient with my million and one questions regarding a process that was completely foreign. I have gained great insight and knowledge that's to Tellwell and this process of self-publishing. I am grateful to the whole team for their guidance and support!

My Editor was amazing! I was taken through each step with much information and helpful suggestions. I couldn't have done it without my Editor.

My overall experience far exceeded my expectations. Thanks Tellwell team!







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shared by talented creators.

# QUESTIONS? CALL US AT

# 1.888.415.1541



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