

SELF-PUBLISHING **ON KDP**

kindle | direct
publishing

ALL THE

TOOLS

AND

RESOURCES

YOU NEED!

Created by Romney Nelson
Best-Selling Author and Course Instructor



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TOP 10 KDP TIPS



- 1.** Self-Publishing is a 'Long-Game'. Avoid thinking short-term as this will just compromise the quality of your books.
- 2.** Take advantage of the knowledge and skill set of others to shorten your Self-Publishing learning curve. Watch videos, take courses, read books but importantly, take action as you learn.
- 3.** Don't ever get caught up following or trying to emulate a 'Hot Niche' or 'Special Keywords' that you may see or hear about. Complete your own research.
- 4.** When you launch, consider that as the **50% mark**, not the **finish line!** Launching your book is SO IMPORTANT for long-term sales
- 5.** Invest in tools or software platforms that reduce time wasting. Remember, these platforms are an investment, not an expense.
- 6.** If creating Low or No Content books, spend your initial few of months learning design skills and the upload process. Note down what your strengths and weaknesses are and consider outsourcing these.
- 7.** Don't ever compromise your KDP account with bulk uploading, listing in incorrect categories or black-hat tactics to gain reviews.
- 8.** Broaden your publishing reach. Publish on multiple platforms if possible including Amazon KDP, IngramSpark and Draft2Digital.
- 9.** Allocate an advertising budget for your books. Amazon do not care about your books unless they sell! The first 30 days from launch are critical to get sales
- 10.** Over time, develop a book launch team. This helps significantly to gain initial sales and social proof via reviews. Algorithms love it!

SELF-PUBLISHING

TOOLS



Indicates FREE
Software to Use



Indicates PAID One-Off or
Subscription Software



Indicates Free Options
available or Free elements
to use on platform.

TOOLS

PAID

1.

Publisher Rocket [Visit Publisher Rocket](#)

VISIT NOW



Publisher Rocket can be a very powerful tool to assist with Keyword Research, Niche Research, Categories, Amazon Advertising Keywords and ASIN rankings. The tool provides several training tutorials to get the maximum benefit out of the software.

Accessibility: One-Time Payment of \$97 (USD) for Lifetime Access



PAID

2.

Also includes limited access for **FREE** ▶

Canva [Visit Canva](#)

VISIT NOW



Possibly my most important software tool! Used to create book covers, manuscripts, presentations, videos, thumbnails plus much more, Canva Pro can be attributed to significantly helping me to scale my business.

Accessibility: Monthly subscription plan. A cheaper option is available for the Yearly Plan. Plans Start at \$12.00 (USD) p/mth.



PAID

3.

KDSpy [Visit KDSPY](#)

VISIT NOW



KDSPY is a very handy plug-in tool for niche research that you can plug in directly into Amazon.com. With powerful data analyzing ability, it helps to determine the profitability of your niche before you begin to create your books.

Accessibility: One-Time Payment of \$69 (USD) for Lifetime Access.



PAID

4.

Also includes limited access for **FREE** ▶

Book Bolt [Visit Book Bolt](#)

VISIT NOW



Book Bolt is your all-in-one tool for keyword targeting, niche research and it provides a brilliant feature to help with the formatting of your paperback and hardback covers to ensure they meet the requirements for uploading to Amazon KDP.

Accessibility: Monthly Subscription (Starting at \$10 USD p/mth) or Annual Payment with a discount. Ensure to use 'lifegraduate20' as a discount code to get 20% off.



TOOLS

PAID

Also includes limited access for **FREE**

5.

Grammarly



Grammarly provides an AI-generated online service that checks your grammar, spelling and punctuation. Grammarly can be used on many platforms and systems and can be integrated with one click. If you need 'an extra set of eyes' to check your spelling and grammar without the need to spend thousands on editors, then Grammarly should certainly be checked out!

Accessibility: Monthly Payment of \$25 (USD) per month

VISIT NOW



PAID

Also includes limited access for **FREE**

6.

Helium 10



Helium 10 provides an HUGE number of tools for KDP publishers that extends to keyword research, competitor research, Sales data and SO MUCH More. It would be the most comprehensive platform for ata research I've seen for KDP

Accessibility: Monthly subscription plan. A cheaper option is available for the Yearly Plan. Plans Start at \$29.00 (USD) p/mth. **Use CODE:** NEXTLEVELKDP10 for 10% OFF

VISIT NOW



PAID

7.

Alliance of Independant Authors (Alli)



Alliance of Independent Authors

The Alliance of Independent Authors (ALLi) is the premier membership association for self-publishing authors. With links to creditable associations and publishing organisations across the world, ALLi also provide discounts to help with all your publishing needs

Accessibility: Annual Membership starting at \$119 (USD) per year

VISIT NOW



PAID

Also includes limited access for **FREE**

8.

ConvertKit

An amazing tool to use for email marketing and promotion. I have used other platforms like Active Campaign and MailChimp but Convert Kit has by far the best layout and ease of use for those that aren't hugely technically minded. They offer a free 14 day trial to check it out so well worth testing it out before purchasing.

Accessibility: Monthly but depends on number of subscribers (Free to 1,000)

VISIT NOW



TOOLS

MY RECOMMENDATIONS

BEGINNER ESSENTIAL TOOLS

Under \$150



[Publisher Rocket](#)

or



[Book Bolt](#)



[Canva](#)

These tools will help you get started on your Self-Publishing journey and what I would recommend for anyone on a low budget.

INTERMEDIATE ESSENTIAL TOOLS

Under \$350



[Publisher Rocket](#)



[KDSpy](#)



[Book Bolt](#)



Any other tools that you feel are appropriate for your Self-Publishing from the comprehensive list I have provided on the previous pages.



[Canva](#)



[Helium 10](#)

These tools will help significantly fast-track your Self-Publishing for Amazon KDP and what I would recommend for anyone on with a budget of \$350 - \$500.

TOOLS

FOR

FREE

Book Brush - Free Book Mock-Ups

<https://bookbrush.com/instant-mockups-learn-more/>

DIY Book Covers - Book Cover Mock-Ups

<https://diybookcovers.com/3Dmockups/>

Book Description Generator

<https://kindlepreneur.com/amazon-book-description-generator/>

Book Description HTML Generator

<https://ablurb.github.io/>

PDF Page Combiner Software

<https://combinepdf.com/>

Cover Template Calculator

https://kdp.amazon.com/en_US/cover-calculator

Trademark Search - US

<https://www.uspto.gov/trademarks/search>

BSR Sales Calculator

<https://www.tckpublishing.com/amazon-book-sales-calculator/>

KDP Category Browser

<https://www.kindleranker.com/articles/kdp-category-browser/>

ASIN Title and Keyword Search

<https://amazon-asin.com/asincheck/>

Keyword Search Tools

<https://www.keyword.io/>

<https://www.helium10.com>

QR Code Generator

<https://kindlepreneur.com/qr-code-generator-for-authors/>

Design

<https://canva.com>

QR Code Generator

<https://www.beaconstac.com/qr-code-generator/romney1>

TOOLS

FOR

FREE



chrome EXTENSIONS

DS Amazon Quickview



AMZ Suggestion Expander



Keywords Everywhere



There are various forms of Chrome Extensions that you can use for your Self-Publishing. Others that I know of but don't really use include:



Amazon Keyword Tracker



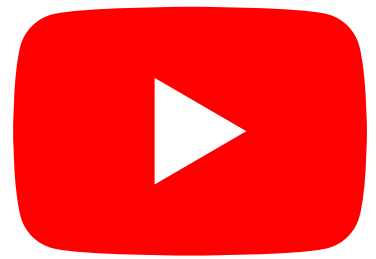
BSR Master



Data Sprout

WARNING: Always check the terms of business of Chrome Extensions before you download to ensure you agree to their Privacy Settings.

RESOURCES



YouTube Videos

VISIT NOW



Amazon Ads Playlist

<https://bit.ly/3onLLY2>



90 Minute FREE KDP Tutorial

<https://youtu.be/9COIZRN1rCY>



Niche Research Playlist

<https://bit.ly/3uoACK8>



Book Cover Design Tutorial

<https://youtu.be/KCMNcTgYKpC>



KDSPY - Tutorial

<https://youtu.be/EFKWFH5Tox4>



Publisher Rocket - Tutorial

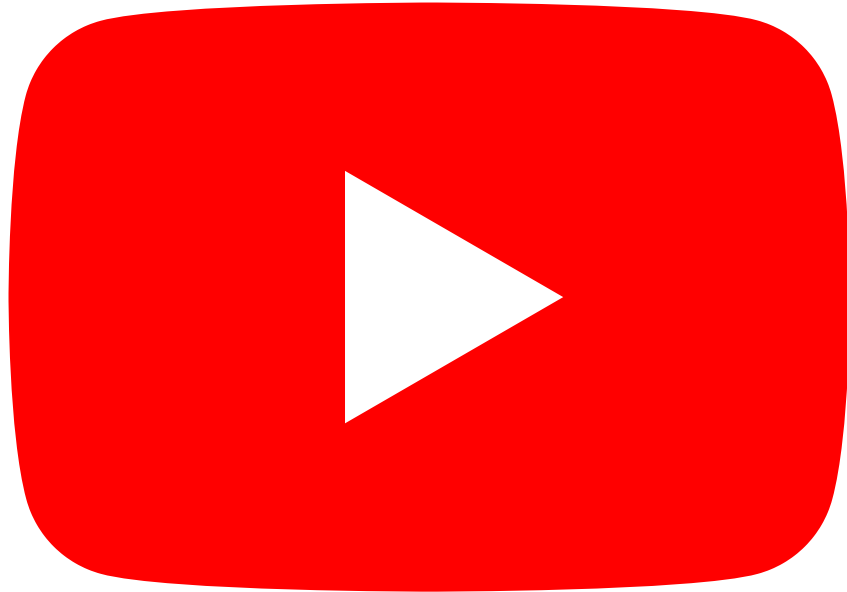
<https://youtu.be/9UIO7SkQA0I>



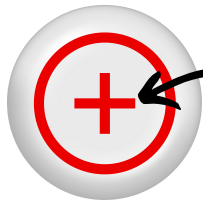
RESOURCES



YouTube Channel Self-Publishing Channel



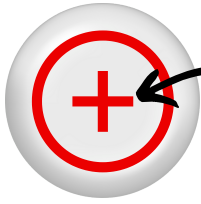
RESOURCES



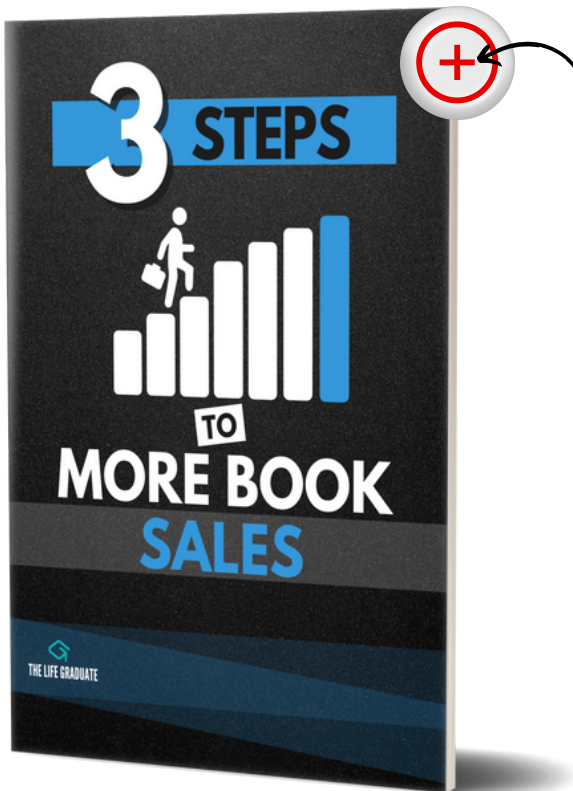
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SELF-PUBLISHING

COURSES



BEST-SELLING COURSES ON UDEMY



<https://www.udemy.com/user/romney-nelson/>

#1 Best Seller

1. Amazon KDP Low and No Content - Beginner Course



VISIT NOW



Learn the Important Steps to Create a Long-Term Passive Income Publishing Low Content Books using Amazon KDP.

- Learn about Niche Research
- Keyword Research
- Cover Design
- Designing and Creating Interiors
- Marketing & Advertising
- Formatting and Uploading to Amazon KDP
- 15+ Resources

#1 Best Seller

2. How to Design a STAND-OUT Book Cover for Amazon KDP



VISIT NOW



Learn How to Design Stunning Book Covers and 3D Mock-ups for Hardcover, Paperback and eBooks on any Budget with Canva. Cover design has never been more accessible, thanks to Canva. With this course, you will learn all the steps to create professional-looking book covers for Amazon KDP on any budget and with no previous design experience

BEST-SELLING COURSES ON UDEMY

3.

#1 Best Seller

How to Successfully Launch Your Book on Amazon KDP



VISIT NOW



In this course, you will learn all the essential and valuable steps to give your book every opportunity to launch successfully on Amazon KDP and get the #1 New Release badge or even a Best-Seller badge!

- Learn the Simple but Highly Effective Launch Strategies to Sell More Books
- The 5 Key Elements That Make a Great Book Launch
- Budgeting and the Financial Cost of a Launching a Book
- Free and Paid Book Launch Strategies
- Book Promotion Sites to Tailor Your Launch
- Amazon Advertising – How to Boost Your Visibility
- Obtaining Reviews and Gaining Social Proof
- My Exclusive Book Launch Strategy
- How to Build a Book Launch Team
- How to Develop Your Own Unique Book Launch Strategy
- Plus, much, much more!

BEST-SELLING COURSES ON UDEMY

4.

#1 Best Seller

How to Write, Create and Publish a Standout Children's Book



VISIT NOW



You will learn the essential steps and critical elements to write and create your children's book.

1. Learn how to self-publish your book to Amazon KDP and Ingram Spark.
2. You will learn how to create a paperback, hardback and eBook for *Free* using Canva
3. Learn the book launch basics for when your book goes 'LIVE'.
4. You will learn Canva features and techniques that can be used for creating stunning book covers and interiors.
5. Create unique book mock-ups for marketing that are FREE!

5.

#1 Best Seller

Mastering Amazon Ads for KDP Book Publishing



VISIT NOW



In this course, you will learn all the essential and valuable steps to guide you through Amazon Advertising Services (AMS) to market your book on Amazon.

Learn how to create keyword, ASIN and category campaigns along with the optimisation of your campaigns so they become more efficient and effective over the long-term.

FIND MY COURSES ON UDEMY

6. Learn How to Self-Publish With IngramSpark



VISIT NOW



In this course, you will learn all the essential and valuable steps to start your journey as a self-publisher using IngramSpark.

- Easy to Follow Steps to Create, Format and Upload Your Books Using the Global Distribution Giant of IngramSpark
- My IngramSpark Journey and how I have sold over \$100,000 worth of books on the platform in just 2.5 years.
- The Distribution Channels Available by Self-Publishing with IngramSpark
- How to Earn Passive Income by using one of the Largest Self-Publishing Platforms in the World Regardless of Your Location
- The Types of Books Permitted and a Work-Around to Avoid Paying the Upload Fee
- How to Correctly Format Your Paperback, Hardback, eBook and Manuscript for Uploading to Ingram
- Free Software That Will Save You Time and Money
- The Importance of Metadata and How to Collect Keywords and Select Appropriate Categories
- How to get Support for Your Ingram Publishing Journey
- Plus, much, much more!

Download



FIND MY COURSES ON UDEMY

7. Email Marketing for Self-Publishers Using ConvertKit



VISIT NOW



Learn How to Build Your Audience with Lead Magnets, Email Sequences and Auto Responders for Increased Sales.

1. You will learn an email marketing strategy that is very easy to implement
2. You will get practical examples and steps to show you exactly what you need to do.
3. Over 90% of authors don't take advantage of email marketing to build an audience to grow their brand and sell more books. Ensure you make the most of your email marketing and make it automated and easy, so you can get back to what you do best, creating books!

ACCESS ALL MY COURSES FOR \$29 P/MONTH

\$29 p/month

SELF-PUBLISHING MONTHLY MEMBERSHIP BUNDLE

VALUED AT **\$1,099**
★★★★★

Get Access to ALL Publishing Courses for just \$29 p/month

LEARN HOW TO SELF-PUBLISH
INGRAM PARRISH

PUBLISHING ACCELERATOR
HOW AND WHY TO SUCCEED

HOW TO CREATE A CHILDREN'S BOOK
amazon

EMAIL MARKETING
INCLUDES BOOK SALES
ConvertKit

HOW TO SUCCESSFULLY LAUNCH A BOOK
amazon.com

VISIT NOW



PUBLISHING GLOSSARY OF TERMS

A

ABSR: Average Best Sellers Rank (see also, BSR)

ACoS: Advertising Cost of Sales - Simply put, this is how much you spend on Amazon advertising in order to generate \$1 in revenue from that spend. Similar to Google's Return on Ad Spend (ROAS), ACoS is a great metric for PPC marketers to see if advertising campaigns are profitable. (see also PPC)

Algorithm: An algorithm is a finite sequence of well-defined, computer-implementable instructions, typically to solve a class of specific problems or to perform computations.

AMZ - Shortened version of "Amazon"

ASIN: Amazon's own version of an ISBN- Amazon Specific Identification Number

Author Copy: A copy/copies of a book sent to the author for preview/review to check and approve for final printing, not meant for retail sale. (see also proof)

B

Bar Code: Common on many retail products - an image made up of lines which encodes a book's **ISBN/ASIN**. Normally printed on the back cover of a book. Essential to bookshops when selling or tracking books.

Binding: The format into which a print book is assembled. Binding types range from case binding, spiral binding, and perfect binding (this is what AMZ POD uses).

Bleed: Printing that goes beyond the Trim Size of a page.

Blurb: The brief description of the book, used for marketing purposes. Can be found on the back of a paperback or on the inside flap of a hardcover.

Book proof: A proof is the preliminary, often uncorrected, iteration of a book, intended for a limited audience, such as reviewers. (See author copy/review copy).

Brand: A name, term, design, symbol or any other feature(s) that identifies one seller's goods/services from that of other sellers.

BSR: Best Seller Rank - Amazon's way of showing how well your book is selling. The lower the number = the more copies you are selling.

C

Casebound: A type of binding and the industry term for a book in hardback/hardcover format.

Conversion: See Formatting.

Copyright: The exclusive right to make copies, license, and otherwise exploit a literary, musical, or artistic work, whether it be printed, audio, or video. Works are protected for the lifetime of the author or creator, and for a period of 50-75 years (depending on the country) after his or her death.

Copy editor: An editor employed to work on the detail of a book, focusing on accuracy, style and also the consistency of formatting, punctuation, and layout.

D

Distribution: Making your book available to wholesalers, retailers and readers.

Distributor: A company that distributes books to retailers, occupying the gap between authors/publishers and the retailer.

Domain: An Internet domain name consists of a series of alphanumeric segments, separated by full stops, complying with Internet standards, typically “masked” or converted to a simple to read URL. (see also URL)

Dust jacket: A detachable outer cover that protects the book, printed with the cover design. Usually for hardback/hardcover books.

E

Edition: A specific version of a text.

Endorsement: A written statement promoting an author or their book. Usually placed on the cover or in the front matter of the book.

F

Formatting: The process of turning a manuscript file (like a Word document) into a format that can be published as an eBook or published by a POD printer.

Freelancer: or freelance worker. A term usually used for a person who is self-employed and not necessarily committed to a particular employer or project, long-term. Typically hired for smaller projects.

G

Greyscale: An image solely composed of black and white.

H

Hardback/Hardcover: A book that simply has a hardcover, rather than a paper cover

I

Imprint: An Imprint can refer to the name of a publisher, or a division or subsection of a publishing house that specialises in certain subjects or genres.

Incognito Mode: Private browsing is a privacy feature in some web browsers. When operating in such a mode, the browser creates a temporary session that is isolated from the browser's main session user data. This allows you to access a website, like Amazon, with a "clean slate" for research purposes. (see also VPN)

Interior: All the content within the book. Refers to everything except the cover.

Interior graphics/images: Pictures, diagrams, figures and other items that appear within the interior of a book.

International Standard Book Number (ISBN): A unique 13-digit number (can be 10 or 13 digits if issued prior to 2007) that identifies a specific edition of a book or eBook. UK authors can procure batches of ISBNs from the UK ISBN agency Nielsen. US authors must purchase ISBNs from Bowker, the US equivalent. In Canada these are registered and distributed by the Canadian Government.

IP Address: Internet Protocol Address is a unique string of characters that identifies each computer connected to the internet and communicates over that network (see also VPN)

K

Keyword: An important word or phrase that can be assigned to a book on platforms such as KDP, used by search engines and readers looking for genres, authors, or certain types of books.

KDP: Kindle Direct Publishing- A platform provided by Amazon to authors. KDP allows authors to publish eBooks directly to all Amazon stores, via a very simple dashboard.

KDSPY: A program used for keyword analysis, showing average BSRs, Sales, Reviews and other important data.

L

List Price: The recommended retail price of a book. Set by the author or publisher and often referred to as the RRP, or recommended retail price.

Low Content Books: Books with minimal writing (eg under 2,000 words) or including more than just blank lines or blank pages.

M

Manuscript: The complete version of the book before any editing or formatting.

Marketing: Promotional and advertising activity to sell books. Sometimes paid, sometimes free/cheap.

Metadata: The data about a book. At its very simplest, metadata are: title, author, publisher, price.

N

Niche: A subset of the market on which a specific book (or series of books) is focused. The niche defines the book topic(s) aimed at satisfying specific market needs by solving specific market problems. This can also be used to speak about the demographic the book is intended to target.

No Content Books: Books with just lined pages or blank interior pages.

O

Outline: A document that is an entire framework or blueprint which describes and provides all the resources for your ghost writer to write your book from.

Outsourcing: Practice of finding and hiring freelancers to complete tasks/projects for your business that you do not have time or the professional experience to complete on your own.

P

PDF (Portable Document Format): A popular file format type produced by Adobe Systems that is widely used. All formatting and style is preserved within the file. Although eBooks can and are produced in PDF, the format is not as widely used as Mobi or ePub formats.

Perfect bound: A type of binding where a glue/adhesive attaches the pages at the spine. Usually with a paper cover, hence the more-common name 'paperback'.

Print-on-Demand (POD): A publishing process in which books are printed only when orders are placed. This bypasses and therefore removes the cost of warehousing.

Proof: A copy of the book, manuscript, or cover produced so that it can be checked by the publisher or author. (see also author copy)

Proofreader: An editor who is employed to read through proofs to check accuracy and formatting.

Publication Date: The official date from which a book is available to the public.

R

Return: A return is a book that either fails to sell or has become damaged, and is returned to the author or publisher.

Review: A published opinion provided by a professional or amateur book reviewer or reader. (see also social proof)

Review copies: Books that are provided to reviewers by the publisher or author, usually ahead of the release. See Book Proof.

Review Count: The number of reviews your book has in either a single market or across all markets.

Royalty: A percentage of the book's sale price that is paid to the author. Royalties are paid to authors based on the sales of their books. Publishers will undertake a contract with their authors outlining what the Royalties for book sales will be. Amazon also pays a Royalty to you the author/publisher. Royalties are treated differently than sales, and therefore do not require you to have a taxation number in most territories/countries.

RRP: Recommended Retail Price See List Price.

S

Self-Publishing: A form of publishing that bypasses the traditional model of publishing, employing eBook publishing platforms, POD printers, and various other DIY techniques to reach readers and markets directly, bypassing the need for a traditional “publisher”.

SEO: Search Engine Optimization, commonly refers to the act of optimizing a web page, blogpost, social media post for indexing by the large internet search companies - specifically Google

Social Proof: On Amazon this is commonly known as review count, it establishes how much the market at large likes/dislikes your book usually displayed in stars. (see also review/review count)

Spine: The thin section between the back and front covers, usually reserved for the title, author name and publisher/author logo.

Spiral-bound: When wire or plastic is spiralled through holes punched along the binding side of a book.

T

Trade Mark: TM A trademark is a type of intellectual property consisting of a recognizable sign, design, brand name, or expression which identifies products. Sometimes also identified and/or accompanied by the ® symbol.

Trim size: The dimensions of a print book, specifically the page size.

U

Unit Cost: The production or base cost of printing and putting together a book.

USD: US Dollars, common payment denomination when dealing with freelancers (see also freelancer)

URL: A Uniform Resource Locator, colloquially termed a web address (think of www.website.com) is a reference to a web resource that specifies its location on a computer network and a mechanism to retrieve it. A URL is actually a very specific type of Uniform Resource Identifier, although most people use the two terms interchangeably. (see also domain)

W

Wholesale discount: The reduced price at which retailers or distributors buy books from authors or publishers.

