

A person stands on a dirt path in a vast, green mountain valley, holding a flashlight that illuminates the ground. In the background, a prominent, jagged rock formation rises against a sky filled with dramatic, golden-hued clouds at sunset or sunrise. The overall scene is atmospheric and evokes a sense of exploration and discovery.

All you need to publish your novel, is this guide:

How-to Self Publish

A FREE GUIDE by Rune S. Nielsen

Welcome indie author

I could have used a guide like this when I started.

I hope it makes your journey easier. And makes your writing dreams come true.

In this guide

Advice on how to layout your novel, and publish it as a beautiful eBook, paperback, and hardcover.

Step-by-step instructions on how to get it published through Amazon, Lulu, or Draft2Digital.



As an indie author, you're without the support of a publishing house. You must pick up a lot of skills in order to not only write books, but find good editors, artists, writing apps, beta readers, and do sales & marketing for your books—all the while staying motivated. Within, I have included advice on these subjects, and if it becomes much too much, use the 2-minute rule (see p. 82.) It helps.


Rune S. Nielsen, January 2022

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Small print

Opinions

Look for the speech bubble on pages that contain opinions. I respect if you disagree.

This Author's Opinion



Rune S. Nielsen

[Homepage](#)
[Facebook](#)
[Twitter](#)

[Join my email list](#)

I'm glad you found my guide. I would feel honored if you use it. I update it regularly and put my best tips in here.

The latest updates

If you save a direct link to the PDF guide, it will stop working once I upload a new version.

And if you download the guide, you will miss my updates, too.

But luckily you can always find the latest guide here.

Images in this guide by

John Kim, imgflip.com, Warner Bros., darksouls1 and Larisa-K, firaangella1, thommas68, and Rune S. Nielsen.

Disclaimer

This guide is a **free** guide explaining how to use Microsoft Word and Adobe Acrobat DC to layout and create the files needed to publish your novel as an eBook, paperback, or hardcover.

This guide is: **Not intended for other devices than a pc. Primarily deals with 6"x9" sized paperbacks and hardcovers (and eBooks.)**

Only intended for use with Amazon, Lulu, and Draft2Digital.

The author has 30-years of experience working with Word and IT systems. You might misunderstand his advice, or he might have made an error. The system(s) might also have changed since the guide was created. **Any of this could invalidate his advice.**

If you feel unsure if you can do this – don't. Stop, and pay someone to do the work. Please don't blame this guide or the author if you get frustrated. Many authors never learn how to do this kind of book layout. Maybe its just not for you.

Your first novel



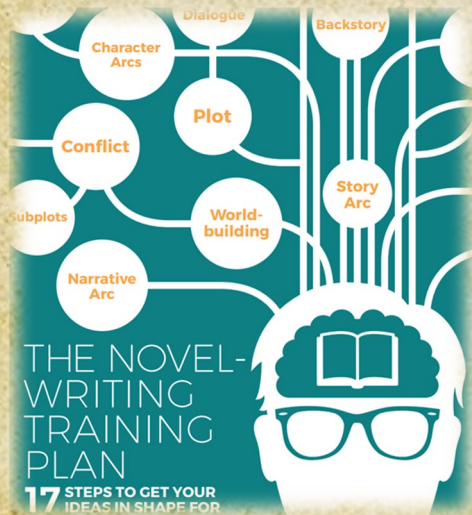
It all begins with your first book.

If you haven't finished, the next pages are full of advice.

Once you finish, read p. 8-9, then use the step-to-step guides from p. 15 to publish it yourself.

Learning to write novels

Want to learn from a master of fantasy? Or get written, simple-to-use writing instructions?



Understand the basics of writing a novel with [The Novel Writing Training Plan](#).



A free university creative writing class from a master of fantasy: [Watch Brandon Sanderson's free lectures](#).

Tips from a pro.

There are many free online resources that will inspire you to write or edit your novel better and quicker.

This YouTube channel inspired me a lot when I was starting out:



Subscribe to the [iWriterly](#) YouTube channel.
It has many great videos for new authors.

Editing and editors

Definitely get others to review your novel. Collect feedback. Then edit and improve it. Find at least five beta readers (more is better.) Select people who are into the genre (or other writers.) If you don't know anybody like that, look for them on Facebook in groups dedicated to beta readers.

EDITORS FOR HIRE

Hire somebody to edit your novel, for instance, at Upwork.com. For the most professional editing, consider hiring:

During the writing process or after:

Development Editor: Suggests how to improve big picture story elements & make a marketable book. May coach you.

Line Editor: Suggests how to improve your language. Communicate your story better. Make it more pleasurable to read.

Once you have a first draft:

Copy Editor: Help improve your language. Fix spelling, grammar, punctuation & syntax, ensure consistency, flag issues.

Once nearly done:

Proofreader: Fix spelling, grammar, punctuation, and syntax errors.

Editing in the real world

This
Author's
Opinion

If you have the money and time, DO follow all the suggestions on the previous slide.

However, few of the self-published authors I talk to can afford all those editors. Perhaps your money is better spent getting help with marketing and sales than editing. I think, professional editing is brilliant, but we all need to eat. What I do is analyze my weaknesses and strengths, decide how little help I can live with. Then I buy that. Nothing more, nothing less.

Whatever you do please don't make a product of inferior quality and give self-publishing a poor reputation.

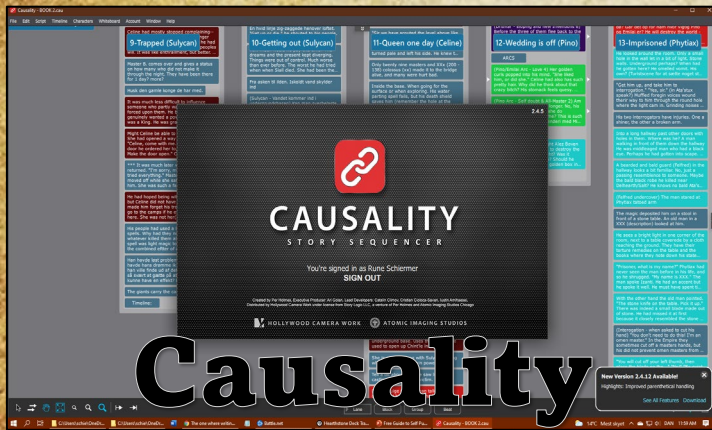
Tip: It helped me to get advice from other writers

- ❖ Talk to any writers you know (see p. 74)
- ❖ Read books about writing (see p. 83)
- ❖ Used lists of words NOT to use in a novel (see p. 80)

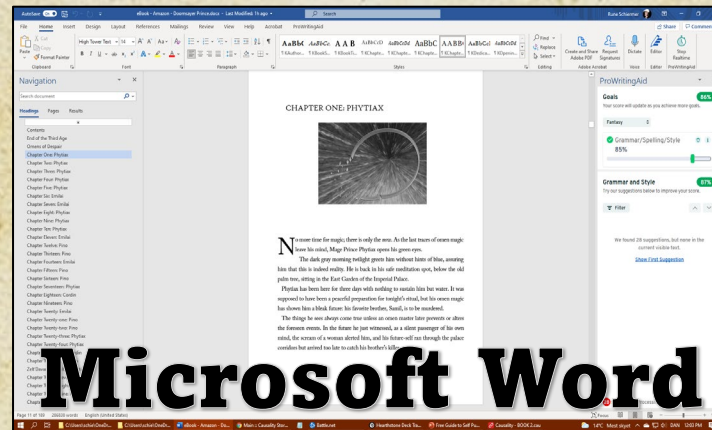
This Author's Opinion

Apps I use

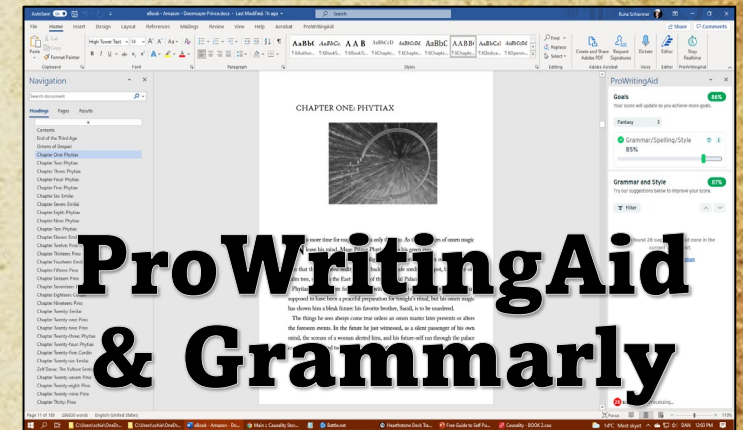
Even if you hire professional help, use apps to improve your writing, editing, layout, information retrieval, and so on. Pick apps that are free or purchasable for a onetime fee (those monthly payments just keep adding up.)



I begin a novel in **Causality**. Here, I save my best ideas, create the plot, track character arcs, and more. Brilliant app.



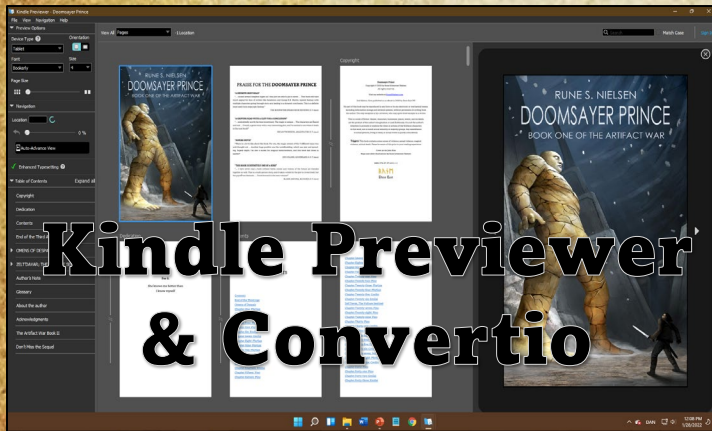
I prefer Word to write in. Its comfortable, has an inbuilt editor, and you can automatically back up your document to the cloud.



I use Word with a plugin from **ProWritingAid** (great spell-checking, and you can buy a lifetime license.) I run the text through **Grammarly's** free version, providing a whopping triple check for catching those pesky typos.

More apps I use

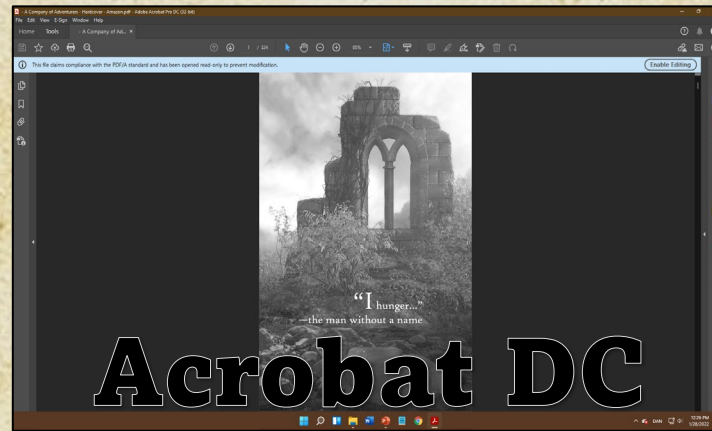
This Author's Opinion



**Kindle Previewer
& Convertio**

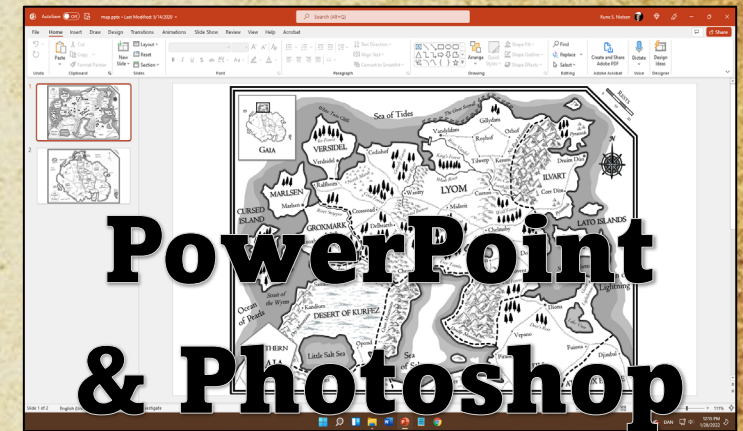
Kindle Previewer: Free software from Amazon which lets you read eBook files to check for layout issues. Amazon also lets you download your eBook as a .mobi.

Convertio lets you convert your book (a Word file) into an .epub, .mobi, or PDF.



Acrobat DC

The free PDF version that Word creates doesn't work well for me with Amazon, but once you install the professional version, **Acrobat DC**, the issue disappears.



**PowerPoint
& Photoshop**

I use **PowerPoint** to draw maps in my novels, for homepage/Some images, and to create this guide.

I use **Photoshop** for book covers and images on my homepage and social media.

Popular apps

This
Author's
Opinion

If you don't want to use Word/Acrobat DC like me, what is your best option to create a beautiful book?

If you want something that's easy to work with, use **Atticus** or **Vellum** (the latter is Mac only.)

A lot of authors use **Scrivener** for layout/writing/idea storage/plot (it's been around for a long time.) It's not user friendly but does save your novel in practical eBook file formats.

Some people use **InDesign** for cover design. **Inkarnate** is great for map design.

Any eBook Converter is a fine replacement for **Convertio**.

Scrivener **Atticus** **Grammarly**
Vellum **Any eBook Converter** **InDesign**
Inkarnate

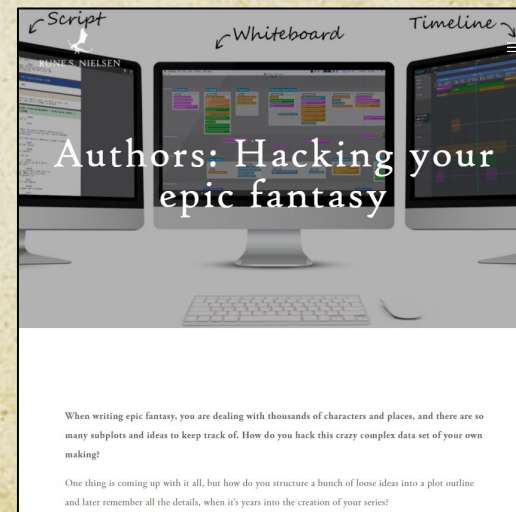
Apps don't make
you a good author.
Writing does...

Structuring information

When writing a series, perhaps a complex narrative such as an epic fantasy, you do a lot of world-building and have subplots that span hundreds or thousands of pages.

While you can fit all this into your memory for a while, the details eventually fade and might be gone when you need them. Therefore, you need ways to retain your information, preferably in a structured, easily accessible form. If you have money, you can hire an assistant. If not, take notes and use an app to store them.

[Click and see how I do it...](#)



Selling your book - how does it work?

- ❖ The indie author uploads a book at Amazon or another bookshop (how is explained soon.)
 - ❖ Paperbacks, hardcovers, audiobooks*, and eBooks are uploaded as separate files.
 - ❖ The customer browses and buys books online.
 - ❖ eBooks and audiobooks purchased can be downloaded right away.
 - ❖ Physical books are printed one at a time and then shipped directly to the customer**.
 - ❖ Depending on where the customer lives (and other factors) this might be same-day or take **much** longer.
 - ❖ Some companies distribute an indie author's book to many online bookshops in one go (Draft2Digital and Lulu are such aggregators. We will get back to them.)
 - ❖ Some of the online bookstores will distribute your book to libraries.

Need more detail?
Check out the section
on sales and marketing
on p. 68.

* *This guide does not cover audiobooks in detail.*

** *A radically different model than traditional printing and distribution via bookstores (what used to be the norm.)*



The steps

In this guide you are going to:

- ❖ Do the final layout of your novel using Word and Acrobat on a PC*.
- ❖ Upload your file as a **hardcover**, **paperback**, and **eBook** to Amazon
- ❖ And/or upload your file to the aggregators Lulu and Draft2Digital**

* These are my preferred app choices. There are other apps that can do the same job such as Scrivener and Atticus (see p. 12,) and a lot of Mac users swear by Vellum (see p. 12/67.)

** There are other fine online bookstores out there (see p. 66.)

Publishing with Amazon.com

The collage features three main elements:

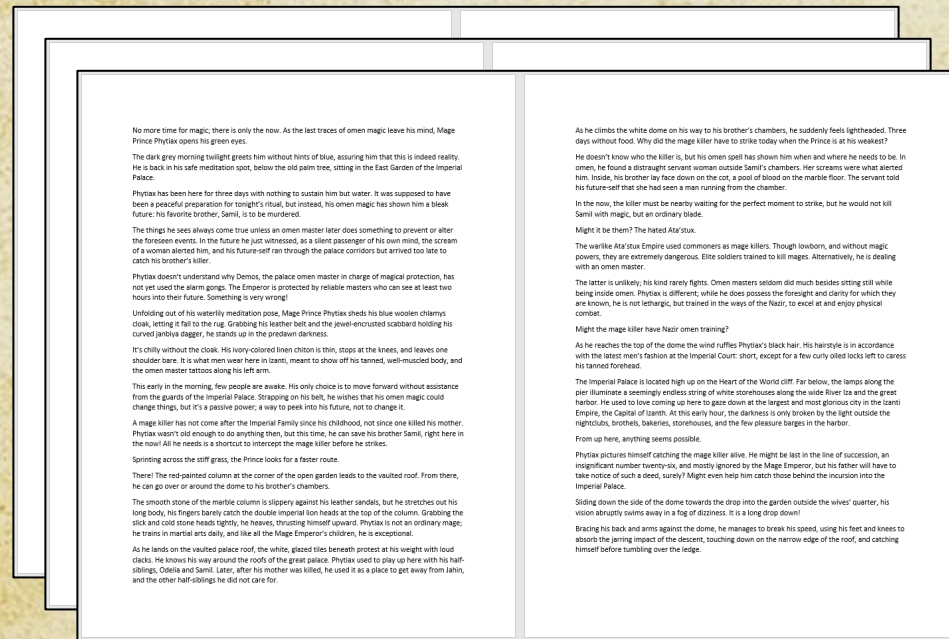
- Manuscript Page:** A page titled "PRAISE FOR THE DOOMSAYER PRINCE" with several paragraphs of text and a list of names.
- Book Cover:** The cover for "DOOMSAYER PRINCE" by Rune S. Nielsen, featuring a map of a fantasy world.
- Kindle Direct Publishing Interface:** A screenshot of the Amazon KDP dashboard. It includes a navigation bar with "Bookshelf", "Reports", "Community", and "Marketing". A notification states "CreateSpace has moved to Kindle Direct Publishing". The "Create a New Title" section offers options for "Kindle eBook", "Paperback", and "Hardcover". The "Your Books" section lists titles like "Doomsayer Prince" and "Arch of The Zhi'el" with their respective prices and statuses.



Paperback - Amazon

You will now create a paperback on Amazon.com (to sell via all the Amazon shops across the world.)

Step 1/9) Begin with a Word document containing **ALL** the text of your novel—and **NO** images.

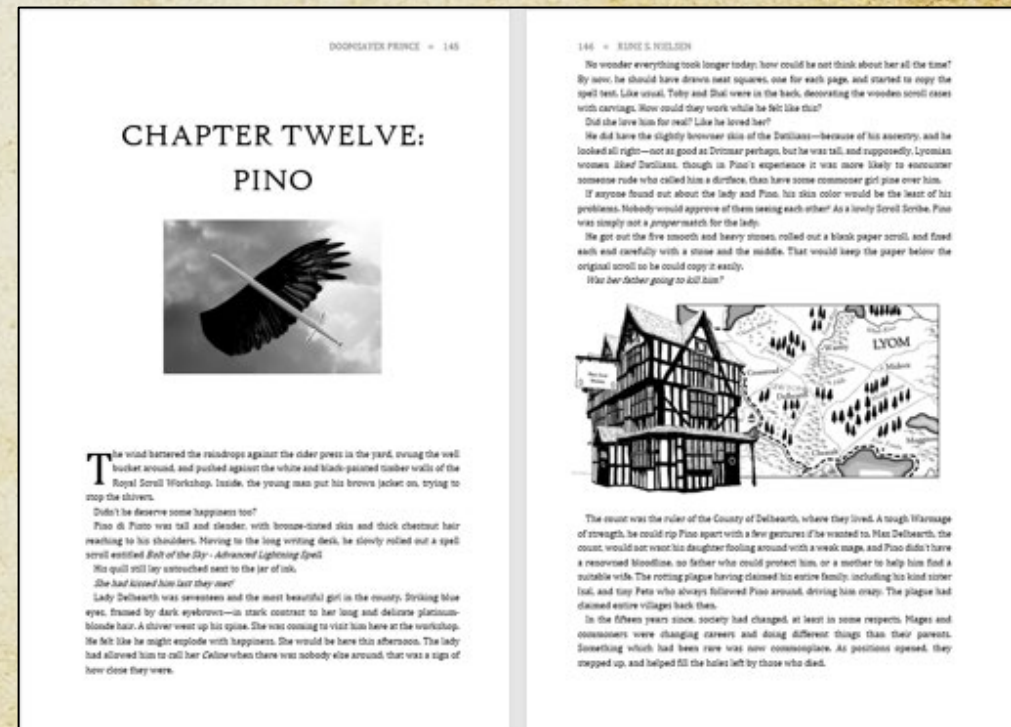


Print quality images

Your illustrations might look fine on the screen, but Microsoft Word degrades the quality of images unless you specifically tell it not to.

That means they might look **terrible** when Amazon prints your book.

To ensure all images are of a sufficiently high quality, you must pick the correct settings.





Images & Word

Before you add any images in Word

- ❖ Make sure to use the right image types (.jpg inside the book and PDF for the cover)
 - ❖ Make sure to only use images of high quality
 - ❖ Setup Word to not degrade any images (see next page)

Why you should use .jpg for the illustrations

Because .jpg is supported by all the online bookstores. For instance, at Lulu using transparent images like .png will lead to layout errors.

If you need a transparent image, instead use a .jpg. Any white areas will not be printed and therefore appear transparent.

Word image settings

Step 2/9) Delete any images your Word document might contain (illustrations, maps, vignettes and so on.) Even if they are the right ones!
Before you insert images, select the following best-quality options regarding **font embedding**, **non-compressed images**, and the **highest dpi**.

Click

File

Click

Options

Click

Save

Select

Preserve fidelity when sharing

Embed fonts in the file ⓘ

*If you don't embed the fonts,
you risk the printers will use
different fonts.*

Click

Advanced

Select

Image Size and Quality ⓘ 8 Margin -

Discard editing data ⓘ

Do not compress images in file ⓘ

Default resolution: ⓘ 330 ppi ▾

*Ensures the best quality but **ONLY**
if it's set **BEFORE** you upload any
images.*

Where to find images

We all judge a book by its cover. If your book looks cheap or generic on the outside, it will have much less appeal. Maps, vignettes, and chapter illustrations can further enhance your book's feel of exclusivity, talent, and professionalism (read more about covers on p. 42.)

By far the best images are those you buy from skilled artists. They are unique and will fit your book so much better than some generic and free image ever can.

I made a post for a book cover on [Upwork](#).

In the three days I left the post up, over 70 hopeful and skilled artists got back to me with links to their portfolio. To make my map special, I drew it myself and to save money I drew the vignettes and chapter illustrations too. The cover is the most important, so that's where I spent my money.

More than 50.000 new book titles are uploaded on Amazon every single month (that's 600.000 a year!) An industry of artists exists that specifically aims at creating covers and illustrations for books.

I sell covers. All you need to do is supply the title. (Example to the right.) I have hundreds to choose from and my eBook covers are just \$24,95. As an author, I understand better than most if you cannot afford to pay for expensive covers.

[>> Click to go to Covers by Rune](#)



Other sites include [GetCovers](#), [Miblar](#), [Jennyzemanek](#), [ArtStation](#), and [BGSAuthors](#). Prices vary. You might find cheaper ones on [Upwork](#) or on Facebook (try the [Sci-Fi and Fantasy writer's guild](#), or the [New Author](#) groups.) Free covers: You can find royalty-free hi-res .jpg images online, but few are size-wise suited for book covers, compare to the stuff you buy, and likely other people have used the images before you (try [Unsplash](#) or [Pixabay](#).)

Free maps: There are sites that let you create your own fantasy map. Some were quite nice looking. However, most are well known to role-players, and they won't have that unique feel you get from an artist: [Inkarnate](#), [Azgaar's Fantasy Map Generator](#), and [Watabou medieval fantasy city generator](#).

Maps



If your novel includes a fantasy map extending across opposing pages (or any other image somewhat close to one or more paper edges,) your only choice is to select the **Bleed option** (you will check this in a box during the upload to Amazon.)

Even if **ONLY** one image is like that*, someone must format the **ENTIRE** novel for bleed. Page size and margins must be 100% spot on!

For fantasy maps that cover two pages, make sure they:

- Are on **opposing** pages (like p. 8-9 or 10-11)

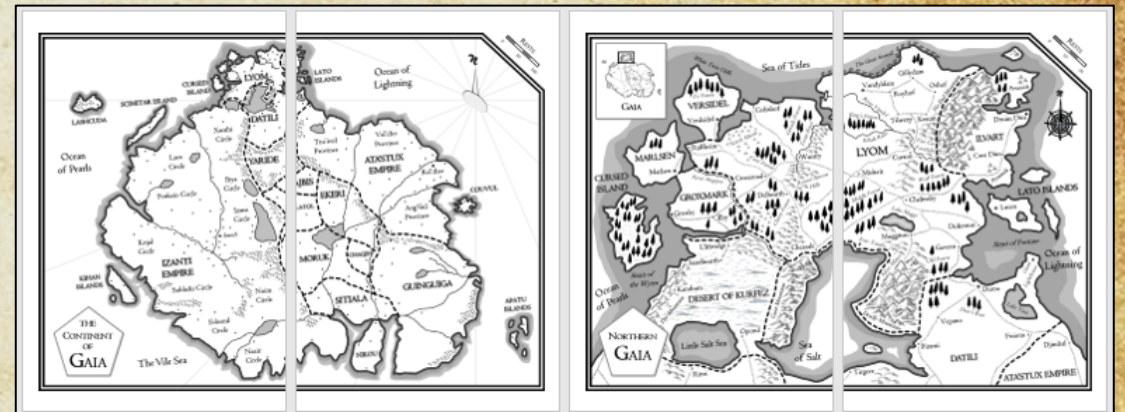
- Go right to the edge of the paper where they will meet

- Don't** push the image into the margin at the top, bottom, or outside. Staying 0.375" inside the page!

I use these measurements for each 1-Page map image:

- Map width: 5.75" / Map height: 8.23"**

- (The original size of the image is much larger to ensure a quality print. The map size depends on your page size—this only fits 6"x9" books.)*



* If you don't, you may skip some of the formatting in this guide. I don't cover what exactly—see the *KDP University pages* for details.

Page size

Your Word document's **page size** is used as the size for the printed novel (like the commonly used 6"x9".) Its also known as the trim size.

Below, are the Amazon page/trim sizes. If your book is long, only certain page/trim sizes and kinds of paper will work (larger-sized books hold more text.)

Trim size	Black ink and white paper	Black ink and cream paper	Color ink and white paper
5" x 8" (12.7 x 20.32 cm)	24 - 828	24 - 776	24 - 828
5.06" x 7.81" (12.85 x 19.84 cm)	24 - 828	24 - 776	24 - 828
5.25" x 8" (13.34 x 20.32 cm)	24 - 828	24 - 776	24 - 828
5.5" x 8.5" (13.97 x 21.59 cm)	24 - 828	24 - 776	24 - 828
6" x 9" (15.24 x 22.86 cm)	24 - 828	24 - 776	24 - 828
6.14" x 9.21" (15.6 x 23.39 cm)	24 - 828	24 - 776	24 - 828
6.69" x 9.61" (16.99 x 24.41 cm)	24 - 828	24 - 776	24 - 828
7" x 10" (17.78 x 25.4 cm)	24 - 828	24 - 776	24 - 828
7.44" x 9.69" (18.9 x 24.61 cm)	24 - 828	24 - 776	24 - 828
7.5" x 9.25" (19.05 x 23.5 cm)	24 - 828	24 - 776	24 - 828
8" x 10" (20.32 x 25.4 cm)	24 - 828	24 - 776	24 - 828
8.25" x 6" (20.96 x 15.24 cm)	24 - 800	24 - 750	24 - 800
8.25" x 8.25" (20.96 x 20.96 cm)	24 - 800	24 - 750	24 - 800
8.5" x 8.5" (21.59 x 21.59 cm)	24 - 590	24 - 550	24 - 590
8.5" x 11" (21.59 x 27.94 cm)	24 - 590	24 - 550	24 - 590
8.27" x 11.69" (21 x 29.7 cm)	24 - 780	24 - 730	Not available

Read more at [KDP University](#)

Page size with bleed

If you use **bleed**, Amazon needs you to add to the **page size** in Word. Find your page size in the **left** column. See how to alter it to the **right**:

Page size without bleed	Page size with bleed
5" x 8" (12.7 x 20.32 cm)	5.125" x 8.25" (13 x 20.92 cm)
5.06" x 7.91" (12.85 x 19.84 cm)	5.185" x 8.16" (13.15 x 20.44 cm)
5.25" x 8" (13.34 x 20.32 cm)	5.375" x 8.25" (13.64 x 20.92 cm)
5.5" x 8.5" (13.97 x 21.59 cm)	5.626" x 8.75" (14.27 x 22.19 cm)
6" x 9" (15.24 x 22.86 cm)	6.125" x 9.25" (15.54 x 23.46 cm)
6.14" x 9.21" (15.6 x 23.39 cm)	6.265" x 9.46" (15.9 x 23.99 cm)
6.69" x 9.61" (16.99 x 24.4 cm)	6.815" x 9.86" (17.29 x 25 cm)
7" x 10" (17.78 x 25.4 cm)	7.125" x 10.25" (18.08 x 26 cm)
7.44" x 9.69" (18.9 x 24.61 cm)	7.565" x 9.94" (19.2 x 25.21 cm)
7.5" x 9.25" (19.05 x 23.5 cm)	7.625" x 9.5" (19.35 x 24.1 cm)
8" x 10" (20.32 x 25.4 cm)	8.125" x 10.25" (20.52 x 26 cm)
8.5" x 11" (21.59 x 27.94 cm)	8.625" x 11.25" (21.89 x 28.54 cm)
8.25" x 6" (20.96 x 15.24 cm)	8.375" x 6.25" (21.26 x 15.84 cm)
8.25" x 8.25" (20.96 x 20.96 cm)	8.375" x 8.5" (21.26 x 21.56 cm)
8.27" x 11.69" (21 x 29.7 cm)	8.395" x 11.94" (21.3 x 30.3 cm)
8.5" x 8.5" (21.59 x 21.59 cm)	8.625" x 8.75" (21.89 x 22.19 cm)



*Layout boring you?
Just think about what you
could accomplish 😊*

[Read more at KDP University](#)

Page size settings

Step 3/9) Once you decide what **page size** to use – like **6.125" x 9.25" (15.54 x 23.46 cm)**

you input these dimensions in Word.

Click

Layout

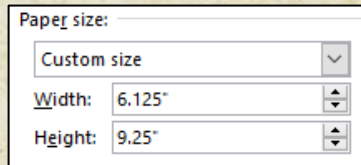
Click



Click

More Paper Sizes...

*Input sizes**



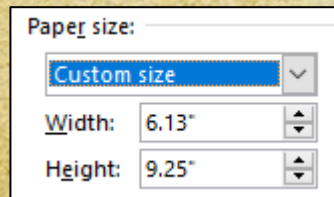
Apply to

Apply to: Whole document

Click

OK

**If you go back to check later, it will say 6.13. Don't worry. It's still set at 6.125. Word only shows 2 decimals but remembers the number you input.*



Gutter (spine margin)

The thicker the novel, the more powerful a spine is needed. And the further inside the text must be pushed to accommodate the spine.

This inside margin is also called the **GUTTER** and ensures that the reader can read the text without breaking the spine of the novel.

So, the width of the gutter is decided by **the length of your novel**. Find the size you need below:

Amazon's suggested Inside (gutter) margins (with bleed and no-bleed)

Page count	Inside (gutter) margins	Outside margins (no bleed)	Outside margins (with bleed)
24 to 150 pages	0.375 in (9.6 mm)	at least 0.25 in (6.4 mm)	at least 0.375 in (9.6 mm)
151 to 300 pages	0.5 in (12.7 mm)	at least 0.25 in (6.4 mm)	at least 0.375 in (9.6 mm)
301 to 500 pages	0.625 in (15.9 mm)	at least 0.25 in (6.4 mm)	at least 0.375 in (9.6 mm)
501 to 700 pages	0.75 in (19.1 mm)	at least 0.25 in (6.4 mm)	at least 0.375 in (9.6 mm)
701 to 828 pages	0.875 in (22.3 mm)	at least 0.25 in (6.4 mm)	at least 0.375 in (9.6 mm)

Margins

Once you decide on the **Page/Trim Size** of your book, don't put text or images in places where it won't be printed. IMAGES near the edges can be printed with bleed. Most TEXT can't. But you have a quite large text area (if you select bleed.)

Use margins to control this.

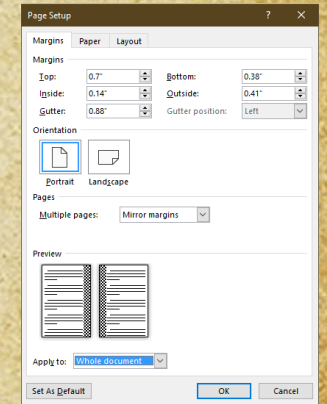
The Amazon suggested outside margins (respectively with no-bleed and bleed)

Page count	Inside (gutter) margins	Outside margins (no bleed)	Outside margins (with bleed)
24 to 150 pages	0.375 in (9.6 mm)	at least 0.25 in (6.4 mm)	at least 0.375 in (9.6 mm)
151 to 300 pages	0.5 in (12.7 mm)	at least 0.25 in (6.4 mm)	at least 0.375 in (9.6 mm)
301 to 500 pages	0.625 in (15.9 mm)	at least 0.25 in (6.4 mm)	at least 0.375 in (9.6 mm)
501 to 700 pages	0.75 in (19.1 mm)	at least 0.25 in (6.4 mm)	at least 0.375 in (9.6 mm)
701 to 828 pages	0.875 in (22.3 mm)	at least 0.25 in (6.4 mm)	at least 0.375 in (9.6 mm)

[Read more at KDP University](#)

Margin settings

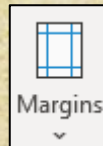
Step 4/9) I did adjust the margins from the last pages (to put the most text on each page) and could still publish. During the upload to Amazon, you can test if your margins will print. They have a **preview** function and check each manuscript. Amazon will tell you if there's an issue. **Please do order a proof copy to see if you have gone too far!**



Click

Layout

Click



Click

Custom Margins...

*Input sizes**

Margins:			
Top:	0.7"	Bottom:	0.38"
Inside:	0.14"	Outside:	0.41"
Gutter:	0.88"	Gutter position:	Left

Note 1) These are the margins chosen for a book of over 700 pages and picked to save money. Not to up readability! These might not work for your book! Refer to the previous pages.

Note 2) 0.88 is 0.875 and 0.38 is 0.375. Word only shows 2 decimals, but remembers the number.

Select / Click

Pages	
Multiple pages:	Mirror margins

Apply to:	Whole document
-----------	----------------

OK

Text – Font and font size

You also need to decide on which font(s), font size, and the space between each line. Do order a proof copy once you are done, to see the result directly from the printers. Even if something looks great on the screen, you might not like the result on paper.

Font)

The choice of font(s) chosen is rather personal. For a fantasy novel, I suggest you use some sort of grotesque font. They have a classic feel that suits fantasy well. Have a look through your favorite books. Figure out what you like. You can often google which fonts are used in the most popular books.

Pick something that’s readable.

Grotesque fonts have a little “foot” at the bottom of the **f**

Font size)

Fonts vary in size between books. Some are wider/larger, and more readable should you decide on a small size. I recommend font size 11*. While 12 might be the most used, it will cost you extra money for each printed book. With the right font, you can go even lower than 11. Whatever you do, don’t make the final decision based on the screen! Order a proof copy. See how it looks before you decide.

Size . 3 4 5 6 7 8 9 10 11 12 13 14 15

** Younger people often have an easier time reading smaller letters. What is your audience? Also, look at the example to the right. The above font fits in 19 characters more in each line. This makes a big difference to the price of your novel (as most of the cost will probably be a printing fee based on the length/ page size/ paper quality.)*

Adobe Caslon Pro 11, Adobe Caslon Pro 11, Adobe Caslon Pro 11, Adobe Caslon Pro 11, Adobe Caslon Pro 11, Adobe Caslon Pro 11, Adobe Caslon Pro 11

Courier New 11, Courier New 11, Courier New 11, Courier New 11, Courier New 11, Courier New 11, Courier New 11

Text – Line spacing

Line spacing)

Double-spacing is the classic choice, making your text readable. I think it looks old-fashioned in a printed book.

I suggest using between 1” and 1.25” line spacing. But it depends on the font you use. Don’t trust the screen !

A quick test

- Set the line spacing to 1” and print the page (you don’t need a fancy printer.)
- Set it to 1.25” and print the same page.
- Compare them to a printed book you like the look of.
- Pick the one that looks like the printed book, or if neither does, try another value until you find a keeper.

(Later, do a final check when you order a proof copy from Amazon.)

Be aware that if you later switch to another font, you should do the test again as some fonts have extra line spacing inbuilt. See the two fonts to the right, both are size 11 with 1.25 line spacing. However, Courier has much bigger and wider letters and the line spacing is wider too. Compared to Courier, Adobe Caslon fits in a staggering 19 characters more in each line.

Fonts differ—like a lot. Pick yours carefully.

Grotesque fonts have a little “foot” at the bottom of the **f**

Size . 3 4 5 6 7 8 9 10 11 12 13 14 15

Adobe Caslon Pro 11, Adobe Caslon Pro 11, Adobe Caslon Pro 11, Adobe Caslon Pro 11, Adobe Caslon Pro 11, Adobe Caslon
Courier New 11, Courier New 11, Courier New 11, Courier New 11, Courier New 11, Courier New 11

Text – Style settings

Step 5/9) At the top of your Word document (Home tab,) you find styles such as Normal and Heading1.

Use these throughout your novel to allow you to quickly adjust all text/chapter headlines with a few clicks—instead of hours of work*.

A) Select all text in your Word document

Click on **Normal**

Your entire text is now formatted to use whatever styles you input under Normal

Right-click **Normal**.

Click **Modify...**

Below **Formatting**, select the font and size of the body you would like your novel to use.

Click **Format**

Click **Paragraph**

Select the **Line spacing** you would like to use (for instance 1.25”)

B) Now, do the same for the **Chapter headlines** (changed from the **Headline1** style.)

Center it. In the **Format** menu, chose things like **All Caps**, and input **Space** before or after the headline.

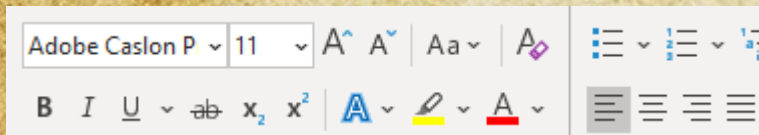
**The rookie approach is to format each area of text in Word manually with its own font, size, line-spacing. You will see why this is a terrible choice on the day you want to change one. It will force you to go through each page of your novel manually, changing each section. Possibly multiple times until you are satisfied ☹️ A true Sisyphus task ☹️ Please, use styles.*

The image shows two overlapping dialog boxes from Microsoft Word. The top dialog box is 'Update Normal to Match Selection', which has a 'Modify...' button. The bottom dialog box is 'Modify Style', which shows the 'Normal' style selected. In the 'Modify Style' dialog, the 'Name' is 'Normal', 'Style type' is 'Paragraph', and 'Style based on' is '(no style)'. Under 'Formatting', the font is set to 'Calibri (Body)' size 11. The 'Line spacing' is set to 'Multiple 1.08 li, Space After: 8 pt, Widow/Orphan control, Style: Show in the Styles gallery'. There are 'OK' and 'Cancel' buttons at the bottom.

Text – Front matter pages

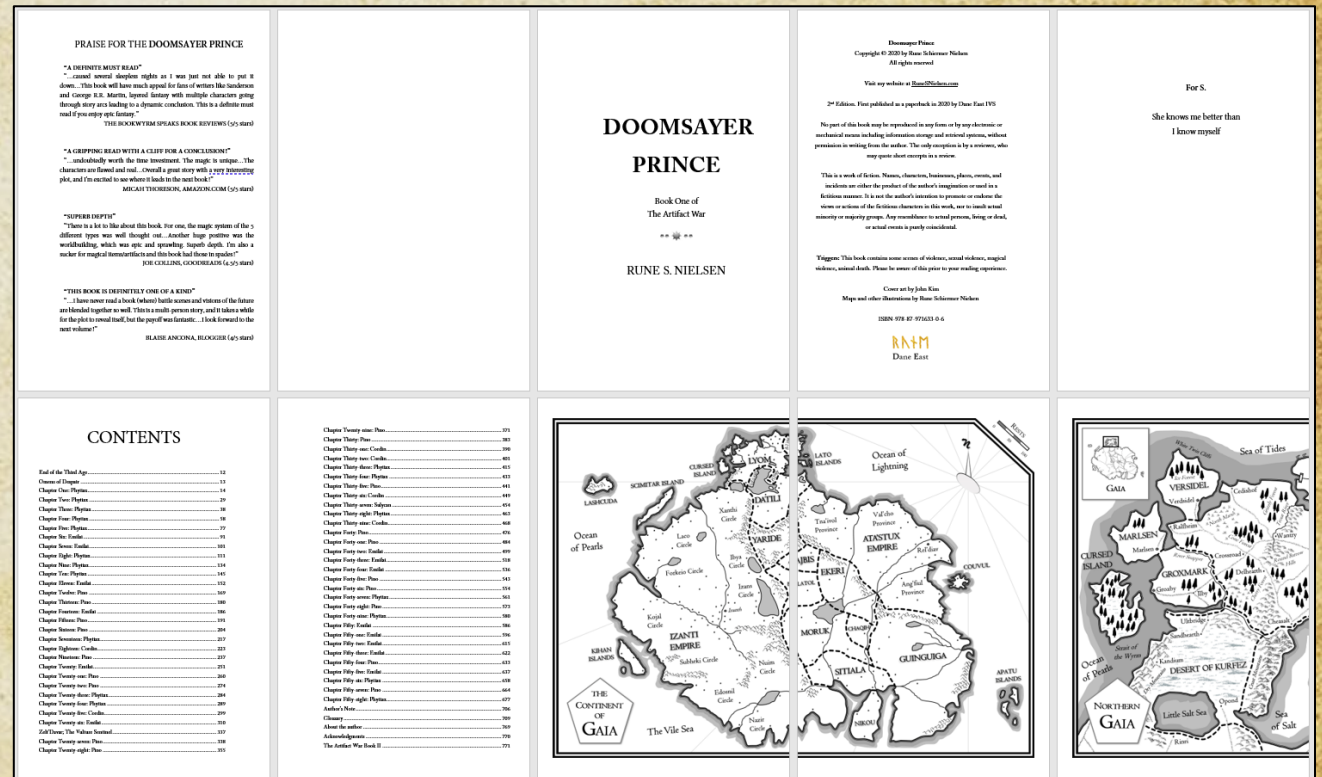
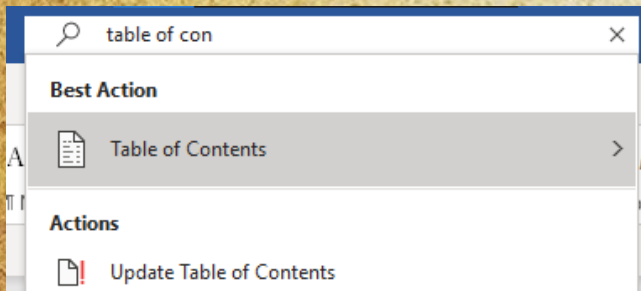
At the beginning of the novel, you need a title page, copyright page, dedication page, contents, maps, and so on. At the end: about the author, glossary and so on. Browse through some of your favorite novels. Let them inspire you. Do something similar—or put your unique touch on things.

When creating these please use the text settings (and Insert, Page break.)



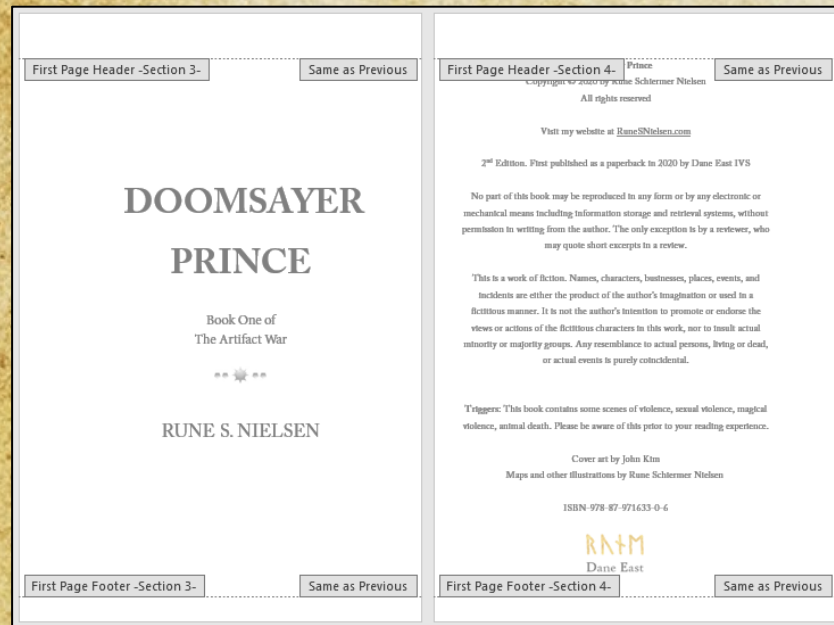
Word has an inbuilt Table of Contents you can use (tip: Make sure to always update it before publish. The changes you have made might have altered some of the page numbers!)

Can't find a feature? Search for it at the top (or google it.)



No footers & slim headers

Step 6/9) Make your book shorter (less expensive for you to have printed) by refraining from using **footers**. Delete any text or spaces you might already have put in any footers.



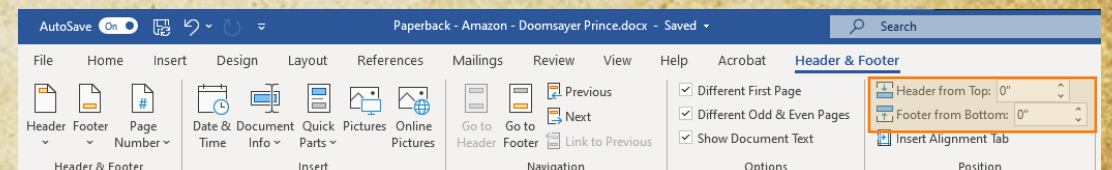
*Tip: Open the header/footer by double-clicking on the space (or via the **Insert** tab.)*

On the next page, I cover how to use the header. But first...

Most novels don't display headers on the FIRST FEW pages (on the title, dedication, content page and so on). Create this effect by checking this option **Different First Page** on the first page.

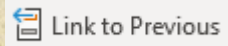
To easily create more pages that will remain without headers: While you are on the first page, click the **Insert** tab then **Blank Page**. Each of these new pages will remain without a header later.

Optionally: A new document has a top margin of 1" and a Header from Top value of 0.5". This work well with most headers. But if you use super slim margins (to save cost) you can push the text even further out by setting 0" values (please, only do this if you understand what you are doing.)

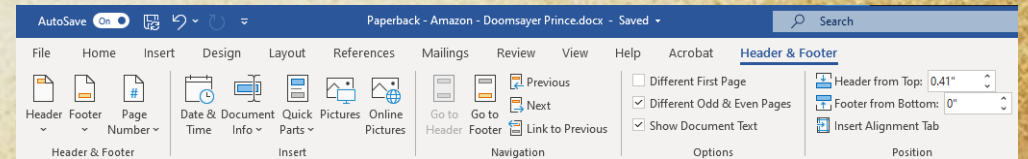


Headers with text

❖ Once you get to the pages where you would **LIKE** to use a header (typically the first page of the first chapter) make sure to stop copying the header from previous pages. By clicking the **Link to previous** option (it should be light gray):



❖ Create two opposing headers by clicking: **Different Odd & Even Pages**

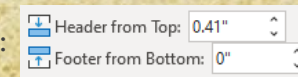


In one header, you display the title. In the other, the author's name:

<p style="text-align: right;">DOOMSAYER PRINCE 17</p> <p><i>Might it be them? The hated Ata'stux.</i></p> <p>The warlike Ata'stux Empire used commoners as mage killers. Though lowborn, and without magic powers, they are extremely dangerous. Elite soldiers trained to kill mages. Alternatively, he is dealing with an omen master.</p>	<p style="text-align: left;">18 RUNE S. NIELSEN</p> <p>Phytiax shakes his head, trying to clear the dizziness. He is not used to going without food for days. Did the mage killer know about his meditations, and planned the attack because he was at his weakest? No, it seems unlikely; on a regular day, he would be sound asleep at this hour.</p>
---	--

Tip: If you later by mistake somewhere in the novel end up with a different version of the same headers (this can happen if you copy pages) you can fix this issue by using the **Link to Previous** function while in the header of a page with the header you want to fix. Thereby using the same two headers across your novel.

Optionally: Typically, you would use 0.5" Header from Top value but you can use less to get more text on the page. Like this:



Note: Once you create a hardcover version, you might need to adjust these values. eBooks typically ignore any header or footer.

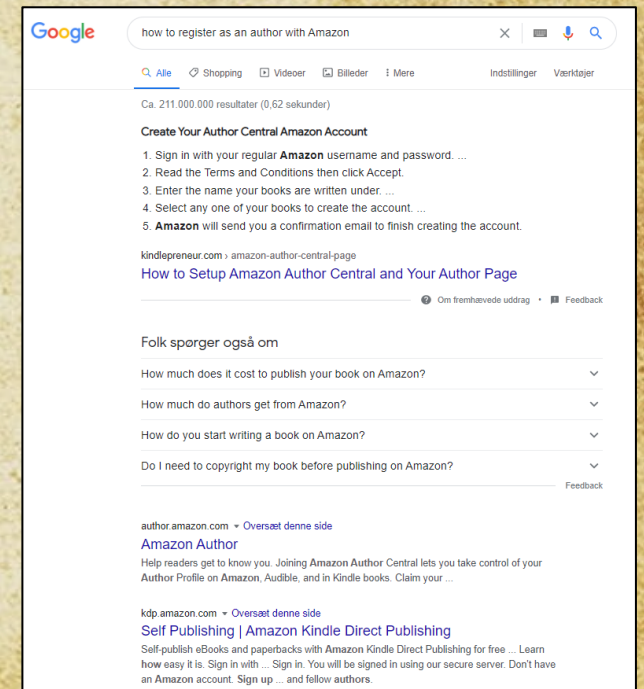
Register with Amazon

Step 7/9) Before you can upload your novel to Amazon.com, you need to register there. This takes more time. Even if you are not an American citizen, fill out an American tax form (to avoid paying 30% extra tax to the US.)

There are plenty of guides on how to do this online. Amazon makes many.

Google how to register and use some of the advice from other authors. **Please, be aware that I have no control over these guides, and that things might have changed completely since I did this guide, and they did theirs.**

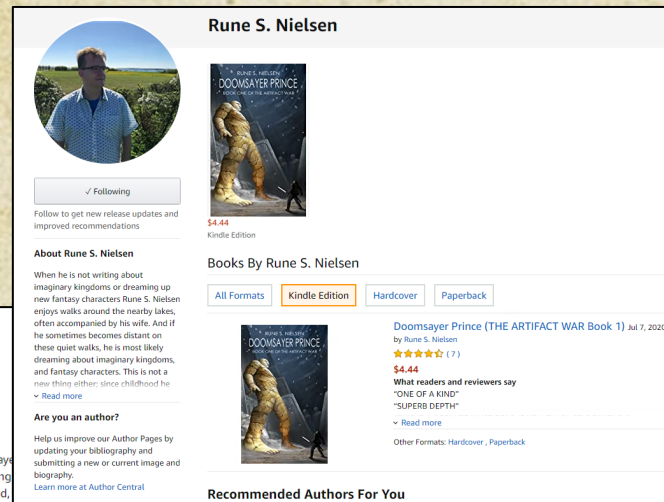
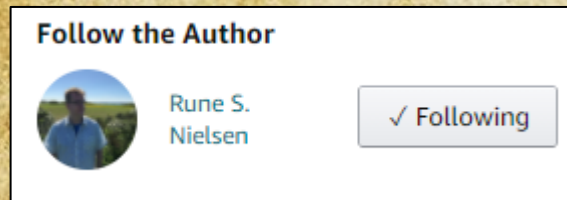
Please, Google for a solution should a guide no longer make sense.



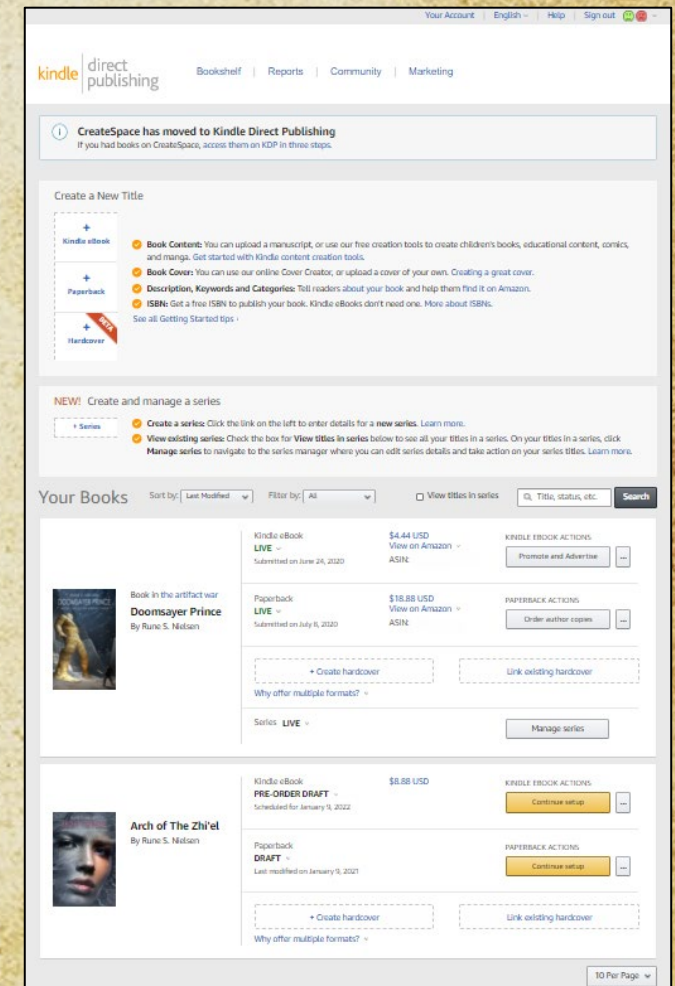
Register with Amazon

Once you have uploaded your first novel, you get your “Author bookshelf” (see right) where you can see, alter and promote your novels (buy ads, giveaways...) This is quite a great tool that gathers all your future novels in one place. All you need from Amazon in one place.

Do create a Series Page too, if you are writing a series, as well as an Author Page



Your novel, author and series info pages link to each other—becoming one whole.



Getting an ISBN

- ❖ Every paperback and hardcover needs a unique ISBN (optional for eBooks.)

Some countries give these out for free to their citizens, others sell them. Prizes vary.

However, if you use Amazon, you can get a free ISBN from them as part of the creation process.



Create the PDF

The reason you should use PDF is that **Amazon prefers it**. I have talked to several authors who are confused about this. Now you know!

Quote from Amazon's book upload page:

Upload a manuscript of your book interior content. **For best results, we recommend using a formatted PDF file** to create your book. You can also upload a DOC (.doc), DOCX (.docx), HTML (.html), or RTF (.rtf). Hebrew, Latin, and Yiddish only support PDF manuscripts. [Learn more about manuscripts](#) or [download a KDP template](#) for your preferred trim size.

However, to create the PDF is tricky!

While **Amazon's guide** is comprehensive, neither of the two methods they describe (see below quote) will work for you on a free version of PDF.

To help ensure your file looks as intended, we recommend checking your settings.

Creating a PDF

In the PDFMaker settings, leave the checkbox "Convert Document Information" unchecked. If it's checked, it can cause problems in the structure of the file.

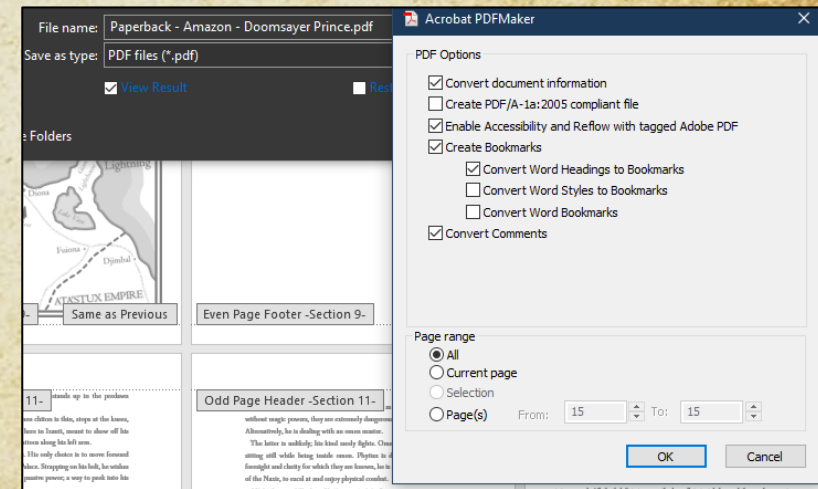
Printing to PDF

When you print to the Adobe PDF printer or use PDFMaker, the document will reflow to best match the printer. For the best results:

1. Set Adobe PDF printer as the default printer. Under the File > Options > Advanced > Layout options dialog setting, check "Use printer metrics to lay out document"
2. Go to File > Print, select the AdobePDF printer, and click on Printer Properties
3. On the Adobe PDF settings tab, select "PDF/X-1a." If this option is not available on your system, select "High-Quality Print" or "Press Quality" from the list of presets

What I have found works best is to use the paid for Acrobat DC app and the **Creating a PDF option** (*as the free PDF Reader does not work as well, and you might not use the PDF it creates.*)

On the following pages, you will find the steps I used to save my novels as the right kind of PDF.



Create the PDF

Step 8/9) Now, it's time to create a PDF file containing your novel and upload it to Amazon.

First: purchase and download Adobe Acrobat DC.

The app installs right into Word providing you with additional options.

Click

File

Click

Save as Adobe
PDF

Click

Options

Select

PDF Options

- Convert document information
- Create PDF/A-1a:2005 compliant file
- Enable Accessibility and Reflow with tagged Adobe PDF
- Create Bookmarks
 - Convert Word Headings to Bookmarks
 - Convert Word Styles to Bookmarks
 - Convert Word Bookmarks
- Convert Comments

Click

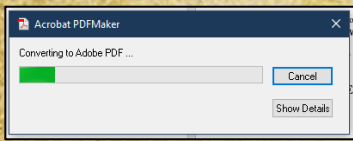
OK

Save

Create the manuscript PDF

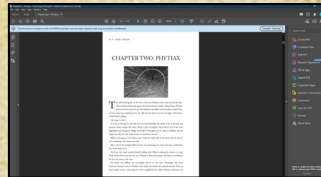
The following takes a while. Take some breaks while you wait. You earned it.

Wait



Wait for the novel to save as a PDF.

Check it



Look through the PDF. Do the images appear perfectly on all pages? Does the text look all right? If not, then change the word file and try again.

Upload

Upload paperback manuscript

Go to Amazon's upload page and upload your PDF. If you've completed the 'Register with Amazon' steps, you know where to do this. If not, see [p.34](#).

Cover

Upload your cover file

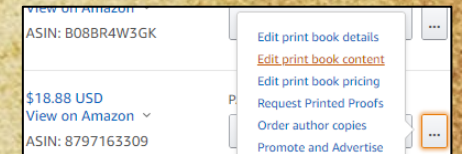
For now, any kind of image will do. Just upload some image. You will overwrite it once you have the exact dimensions of the book. For now, concentrate on fixing any errors in your text.

Preview

Launch Previewer

To find any errors, do a preview. After a wait, most errors are listed. Look through every page (see the next page for further explanations.)

(When you return)

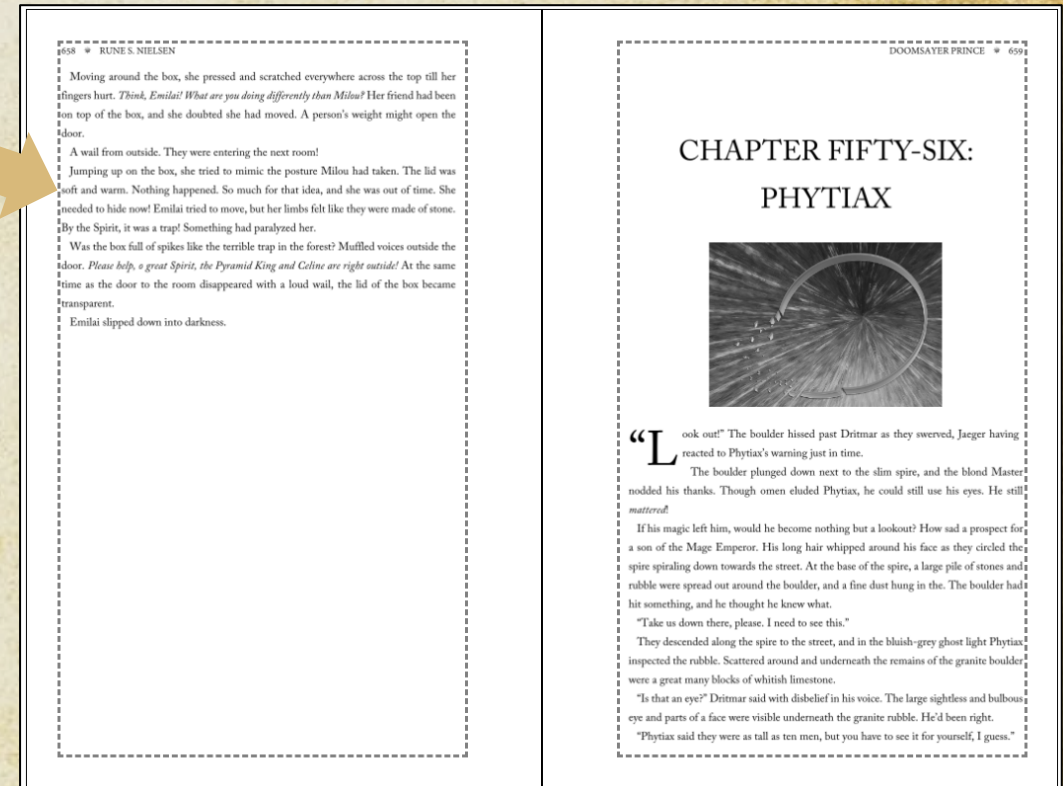


Tip: *Fixing errors often takes hours or days. To find your way back to re-upload the corrected PDF (once it's done,) I suggest using the **Amazon Bookshelf**. Save a link to it.*

Preview

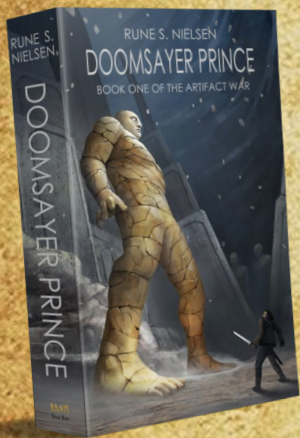
As promised, here are some tips for the preview.

- ❖ Make sure everything is inside the lines.
- ❖ Amazon will tell you if the previewer has detected any pages where your text is out of bounds. Don't be surprised if they contact you after you publish. They do an additional check each time you publish.
- ❖ **Text too wide?** To fix, alter the **margins** (see earlier.) Fix the issues and upload again.
- ❖ Even if the text is inside the lines, you might not like the printed result. Always, order a proof copy.
- ❖ If the book is thick (like 700+ pages,) it is good if you have a bit more gutter than the specifications dictate. This ups readability.



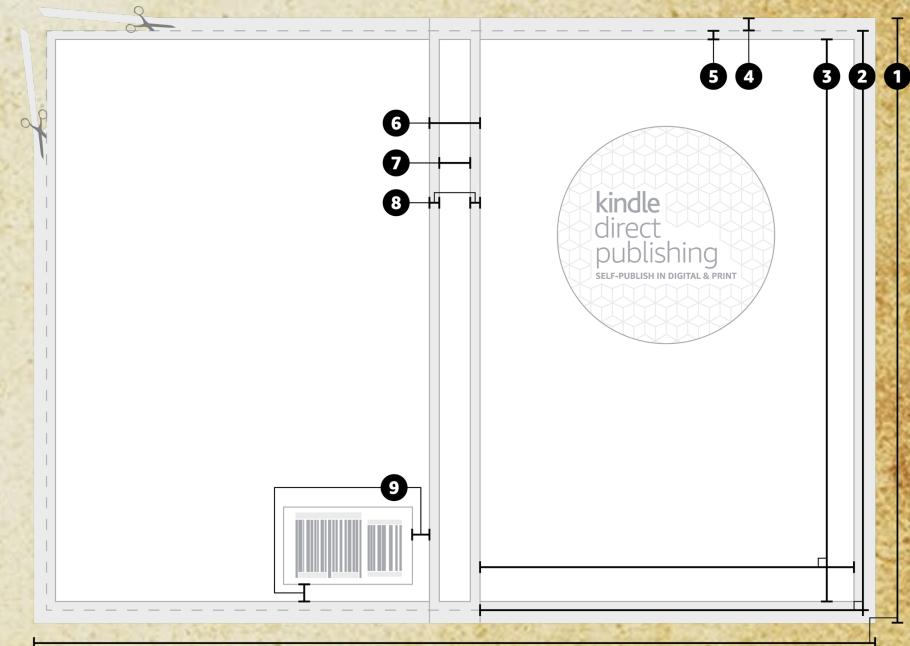
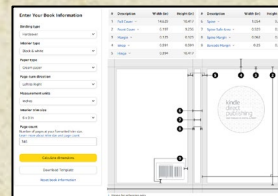
The dotted lines show the **maximum** width of the text areas. You don't have to be as close as this (it is a way to reduce cost, though.)

Book cover



This cover was made by an artist I found through Upwork.com.

- ❖ Before you can finish your book, you need a cover.
- ❖ As we do judge a book by its cover, this is a crucial step. Find an experienced artist or use both an artist and a cover designer—to make it special (read more on p. 21.)
- ❖ Use Amazon's [cover calculator](#) and download the template. The artist(s) will need to adhere to your book's unique measurements.
- ❖ Ask the artist for a PDF cover file to **upload** to Amazon **plus** the original file (typically a .psd,) with **editable** text layers.*
- ❖ If you just have an image with no text (perhaps you are the artist?) you must do the editing (see next page.)



Amazon's cover specifications tell you where to leave space for the barcode, how much space you need at the edges, and so on.

** That way, you (or a friend) can edit the cover later. Saving you having to pay the artist to redo it. You never know when you might find a typo, for instance on the text on the back (which is called the **blurb**.)*

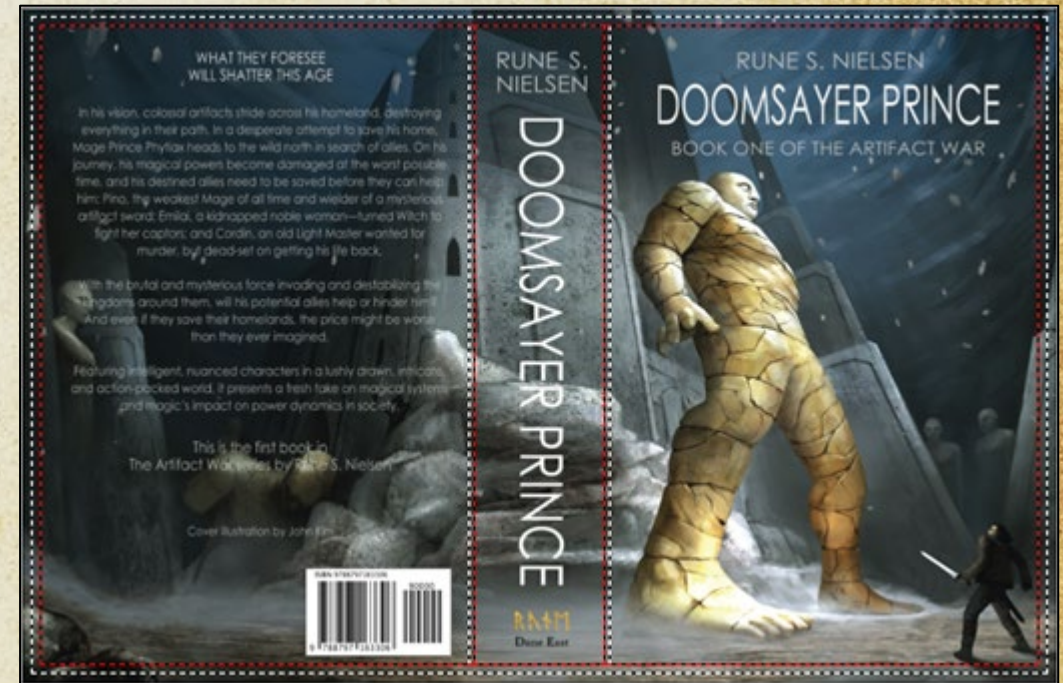
Editing your cover

Whether you create the cover or buy it, be aware:

- ❖ Amazon prints the cover in a darker shade than one might expect. Brighten it (if you order from an artist, let them know.)
- ❖ A **hardcover** needs a bigger cover than a **paperback** (height and width are not alike.) Check the **cover specifications** before talking to the artist. Order **both** versions at the same time.

If you do the editing:

- ❖ Don't stretch the image unless you absolutely must (it looks bad.) If you must, elongate the image only on the **spine or the back**. Don't mess up the front!
- ❖ When changing the width, some text layers might move.
- ❖ Before saving the cover from Photoshop, remove any helplines, flatten the image, and use CMYK colors and proof setup.



Amazon's cover specifications tell you where to leave space for the barcode, how much space you need at the edges, and so on.

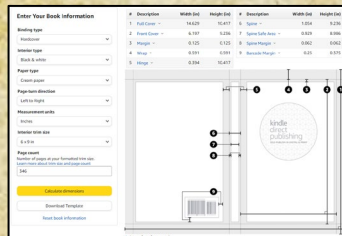
Create the cover PDF

Step 9/9) Unless you buy a cover with all the text in the right spots, in exactly the right size, and in PDF format, you must use an app to mash the background image, title, blurb, your name, and whatever else you need (series title, quote, author image) into one cover. I use Photoshop for this, and Amazon has a cover creator tool you can use.

Wait

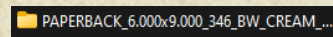
Don't create the cover till you know how many pages are in your book. The more pages—the wider a cover you need (as the spine width change with the page count.) If you later edit the novel and it becomes shorter or longer, you need to revise the cover, which is annoying.

Calculate



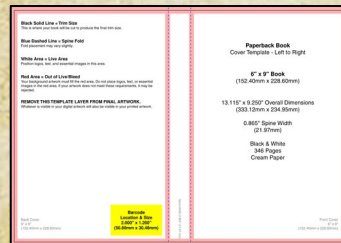
Find the height and width using [Amazon's Cover Calculator](#) (I use 'left to right,' 'inches,' and '6x9'.)

Template

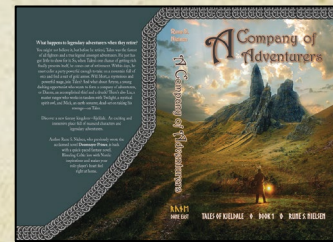


Calculate dimensions and download the template.

Read the text file.



Create

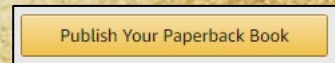


Open the .png within Photoshop.
Save the image as a .psd file. Use 300 dpi or higher and CMYK.
Input the illustrations and text in layers..

Save

When done, save a new version of the cover.
Flatten transparencies.
Embed texts and save as an optimized PDF (Amazon recommends a file size below 40MB.)
([Amazon checklist](#).)

Publish



Upload the cover.
Order a proof copy.
Fix any issues.
Publish the novel.
Tell all your friends, family, and followers to purchase it.

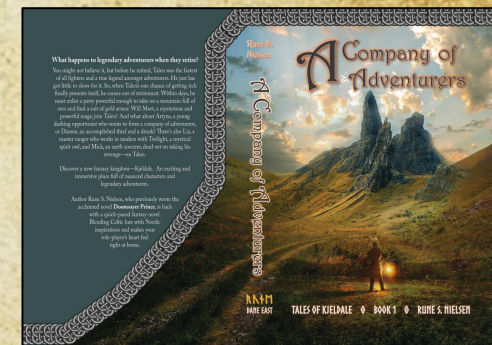
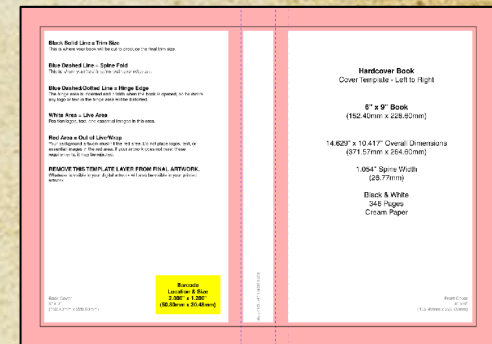
Congratulations!

Hardcover - Amazon

Once the paperback is done reuse the file as your hardcover (or create the hardcover first. It matters little.)

If you begin with the hardcover, use the paperback steps above for your hardcover except:

- ❖ Your cover needs to be bigger even if the book is the same size.
- ❖ During cover creation, select **hardcover** when using the calculator tool. Use the right cover template. The pink areas near the outer border are wraparound (folded inside the cover.)
- ❖ If you like, you can choose different page sizes, margins, and so on than with the paperback.
- ❖ Update any table of contents if the page count changes.
- ❖ Chose the **hardcover** option when you upload the book via the Amazon Bookshelf.



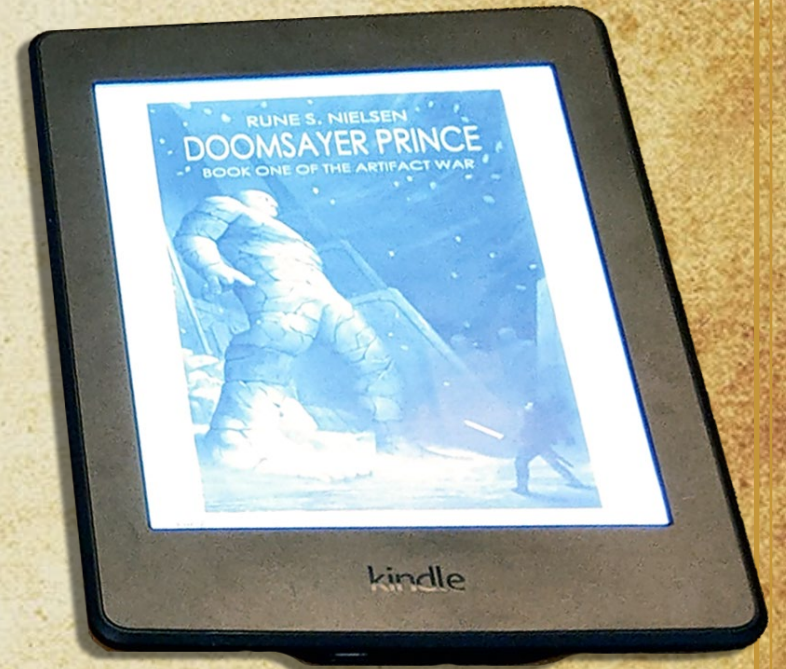
The cover of a hardcover is larger than a paperback. If you hardcover is over 550 pages, Amazon will not publish your hardcover (use Lulu instead, see p. 49.)

eBook - Amazon

Reuse the paperback or hardcover file as your eBook.

The main differences between a print book and an eBook are:

- ❖ You upload your Word .docx file—not a PDF (you don't need PDF at all for eBooks.)
- ❖ If you have a fantasy map split across two pages, change this to a single image.
- ❖ You don't need a back cover. Just the front page (I cut mine out of the paperback cover.)
- ❖ Forget about controlling the look of your eBook regarding fonts, margins, and so on. Even were you to buy the service of a company to help you, any readers may pick **whatever** font and font size they like. Devices like phones, Kindles, and tablets have control over how to display your novel. However, eBooks typically look good across devices.
- ❖ Only want an eBook? Follow the paperback steps but ignore headers, margins, and table of contents. Amazon ignores these.
- ❖ Test the look and formatting by sending it to your Kindle. Send the file as an email ([Google how to.](#)) It does not look 100% the same once Amazon distributes the eBook.



You upload the eBook on a separate page on Amazon. It works the same as for the paperback (almost) but with its own price and description (see p. 58 for more eBook advice.)

Why 3 separate files?

This
Author's
Opinion

You might wonder why you need separate files for the eBook, paperback, and hardcover. To state it simply: **QUALITY**. You'll want each version to look its best. Look professional. I'm sorry but people don't all use the same shoe size either. More specifically, it's because...

1) **Some formats use bleed:** (bleed=images or text that go outside the designated text area.) For the best look of your maps (and other images,) in the paperback and hardcover, you need to select bleed. eBooks typically do not need bleed effects at all, as the e-reader handles the look of your book (it changes stuff.)

2) **Image quality differs:** Lulu's upload page insists that any images for the hardcover be of high quality. When you upload eBooks, the system usually insist on images of low quality.

3) **You can't use the same maps:** Fantasy maps usually spreads over two pages (in the paperback and hardcover.) This does not work well in an eBook where readers see one page at a time (on a small screen,) eBooks need one map pr. page.

4) **The margins differ:** To optimize earnings per book, ensure that the novel has as few pages as possible. You must push the margins as far towards the edges of the paper as possible. Amazon, Lulu, and Draft2Digital allow differently maximum margins (the edges are not in the same spots.) To take advantage, your layout needs some tweaking to fit each. Also, refrain from using footers. Move any footer text to the header.



Working with Amazon

This Author's Opinion

PROS 😊

- ❖ Working with them is a positive experience. Overall Amazon's upload system and support are good (they respond to my queries and have a lot of help pages.)
- ❖ Lots of options and features: You can make eBooks, paperbacks, and hardcovers. You may use various file formats. They have an author page and a "bookshelf."
- ❖ Big place, lots of customers, Kindle Unlimited. Will pay directly to your bank account.

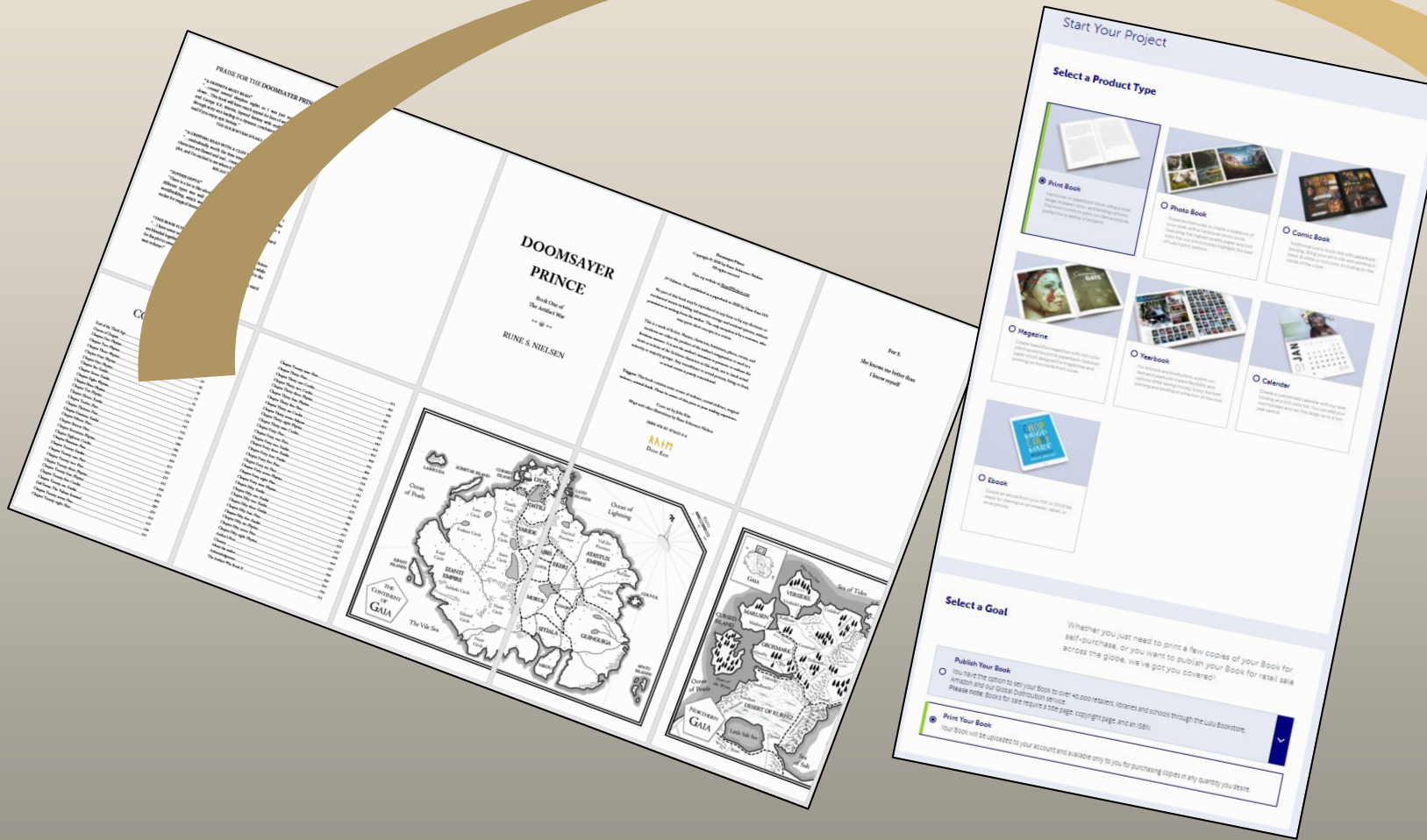
CONS 😞

- ❖ I've encountered this error a few times: I'm suddenly not allowed to re-publish a novel. The publish button is grayed out, and it's not obvious why. **Solution:** A "secondary" marketplace price is causing the trouble. Expand the prices drop down to show the red error(s). Once you change the price(s), you may publish.
- ❖ If you get an automated mail from their upload system, *we can't publish your novel because of an error*. The error description does not explain the issue in enough detail (for me to understand what the issue was.) You then have to contact support and wait for help.
- ❖ On occasion, uploading a novel has taken **much** longer than with Lulu/Draft2Digital.

The screenshot shows the 'Pricing & Royalty' section of an Amazon KDP dashboard. It features a table with columns for 'Primary Marketplace' and 'List Price'. The 'Primary Marketplace' column has a dropdown menu currently set to 'Amazon.com'. The 'List Price' column shows a price of '\$ 16.66' with a red border around the input field. Below this, there are links for 'Min. \$16.86, Max. \$250.00' and 'Base all marketplaces on this price'. There is also a checkbox for 'Expanded Distribution' which is currently unchecked. Below the main table, there is a section for '7 other marketplaces' with a scrollable list. The list includes 'Amazon.co.uk' with a price of '£ 13.82', 'Amazon.de' with a price of '€ 16.18', and 'Amazon.fr' with a price of '€ 16.18'. Each of these prices also has a red border around the input field and associated min/max price information.

Primary Marketplace	List Price
Amazon.com	\$ 16.66 USD Min. \$16.86, Max. \$250.00 Base all marketplaces on this price
Expanded Distribution <input type="checkbox"/>	
7 other marketplaces	
Amazon.co.uk	£ 13.82 GBP Min. £14.03, Max. £250.00 Base this price on Amazon.com
Amazon.de	€ 16.18 EUR Min. €16.44, Max. €250.00 Base this price on Amazon.com
Amazon.fr	€ 16.18 EUR Min. €16.44, Max. €250.00 Base this price on Amazon.com

Publishing with Lulu.com



Why not exclusively use Amazon?

This
Author's
Opinion

Why you should exclusively use Amazon

It's the biggest player in the market. If you only use them, you get access to sell through Kindle Unlimited. You only have to learn to use one system and master one platform. A “laser focused” approach to Amazon could be the best strategy.

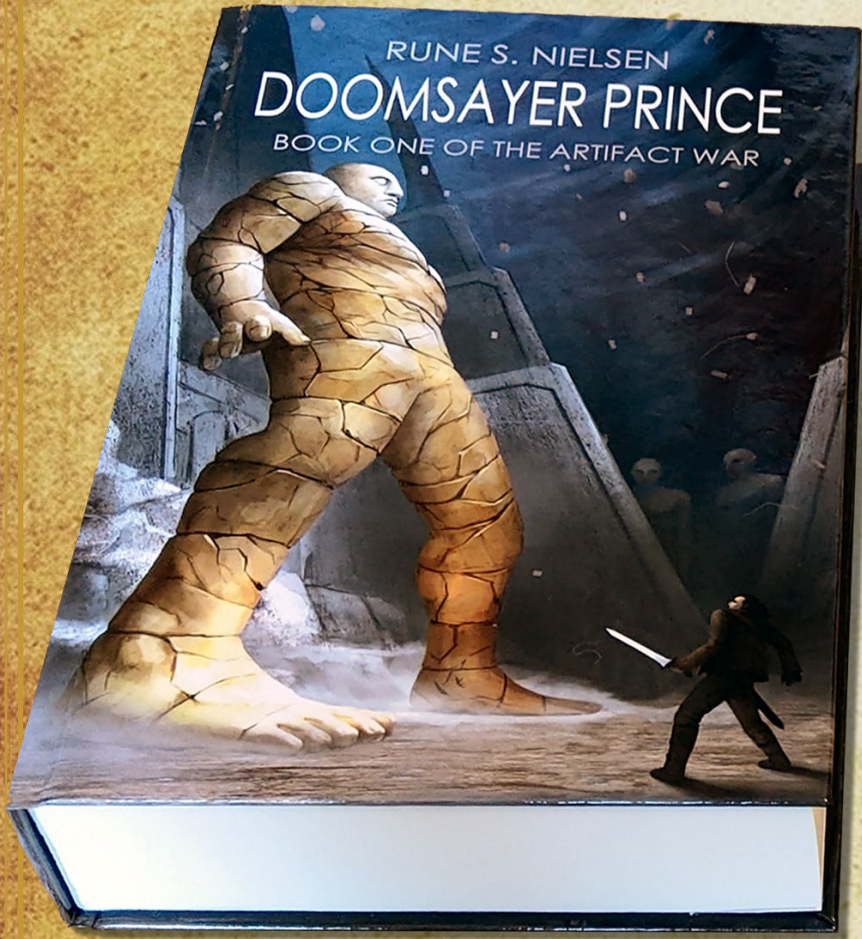
Why not

If your book is longer than 550 pages, Amazon's hardcover option does not work for you—while Lulu's does, and they do not charge to use their service, unlike some hardcover options. Lulu and Amazon have a deal: Any hardcover, you upload on Lulu, will after some weeks make its way automatically into the Amazon bookstore.

Casting a wider net will let you appeal to readers who dislike Amazon, especially if you ever get your book past the ‘word-of-mouth stage,’ then readers looking for your book on their favorite platform will have a higher chance of finding it.

Aggregators like Lulu and Draft2Digital will place your eBook in the Apple, Kobo, Scribd, and other bookstores. This provides a bigger audience (potentially.)

Make no mistake. Going wide means more work. For you!



Hardcover - Lulu

You are going to use Lulu to create your **hardcover**.

- ❖ Use your Amazon paperback file and use this to create a new **hardcover file**.
- ❖ Change the layout to suit the hardcover specifications.
- ❖ Upload your file as a hardcover on Lulu.
- ❖ Create a modified version of your paperback cover.

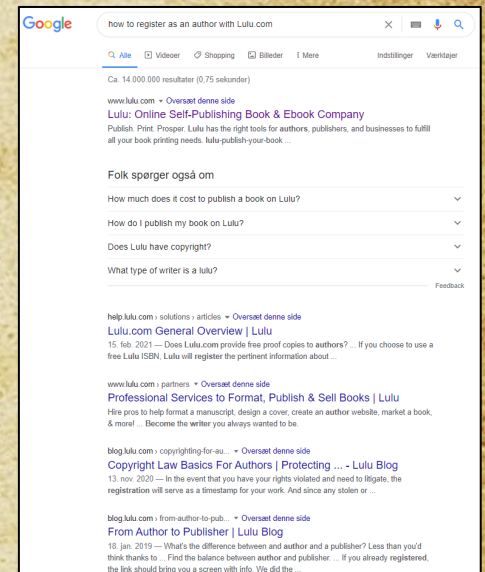
Register with Lulu

Like with Amazon, how to register with Lulu is covered by others (including Lulu.) I suggest you Google and follow their guides*.

Getting paid

As a part of the registration process on Lulu you must fill out tax information. Unfortunately, they only pay you through PayPal or a check. I suggest registering with PayPal. You can transfer any proceeds from PayPal into your bank account.

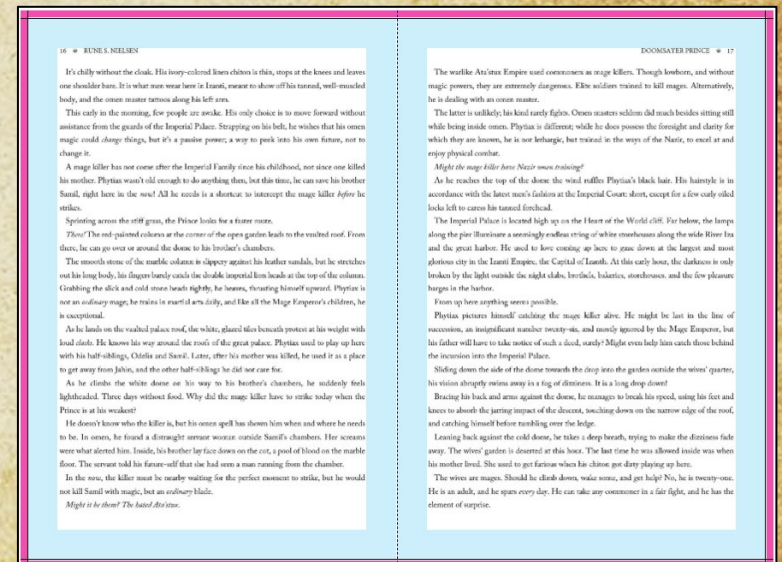
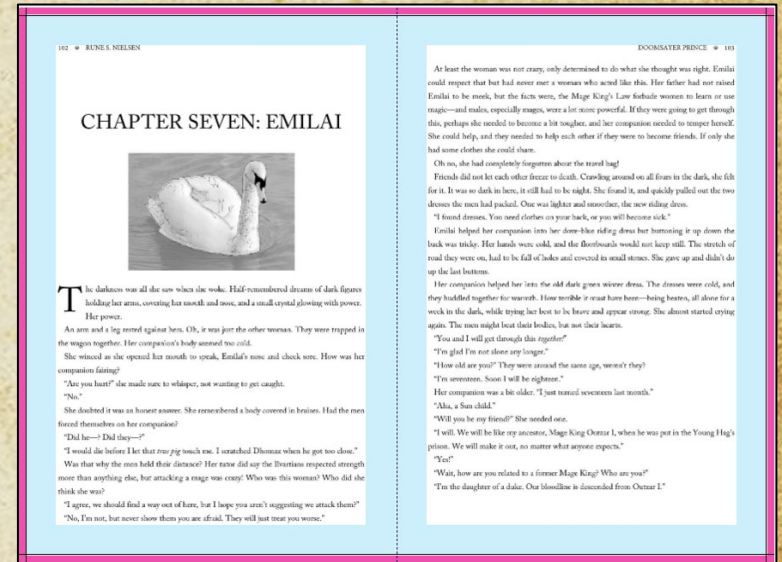
** I have no control over these guides. Things might have changed completely since I did this guide, or they did theirs. Please, Google for a solution should this or their guide no longer make sense.*



Preview

- ❖ Make sure to view your novel in Lulu's previewer before you publish. All text needs to be inside the white field (none in the baby blue area.)
- ❖ Lulu is not great with lines ending with —” and you risk the ” hanging on its own in a line below the quote. Look through all the pages to catch these.
- ❖ Even though the text looks fine in the previewer, it might be too close to the back. In the example to the right, the text needed additional space towards the center.
Solution: The gutter was not wide enough. I made it wider (see Margins earlier on.)

Order a proof copy to make sure this looks as intended!

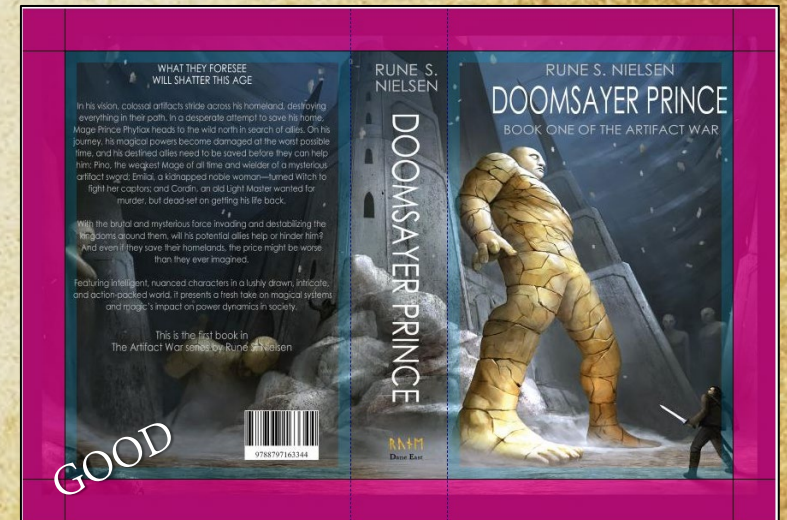
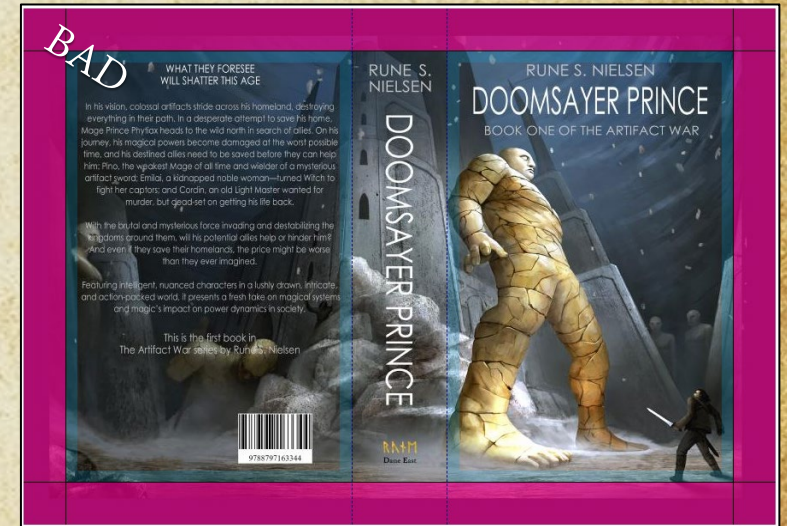


Cover

- ❖ You can't use the same cover you used for the paperback, as your hardcover. It needs to be larger to accommodate the wraparound area (read about what to do under **Covers** earlier in the guide.)

Previewing the cover:

- ❖ The cover preview function is not completely truthful (at least not for thick novels in the format I have used.)
- ❖ In the top preview, everything looks fine: The cover, however, was not quite wide enough and on the proof copy, and it printed my wraparound background too far to the right. The text was also way too far to the left on the front, and a bit too far to the right on the back cover. Make sure that the image is wider than its minimum to compensate.
- ❖ **Order a proof copy.** Check the result before you sell your novel. Even if the cover has the width that Lulu shows, and the text on the front/back seems to be correctly aligned in the preview, the texts might not be in the spots you think.



Working with Lulu

This Author's Opinion

The PROS 😊

- ❖ They pay well. They distribute your novel to over ten online bookstores, most in the US and Europe (including Amazon.) This is even more than Draft2Digital does, I think.
- ❖ I think Lulu's webpages are easier to work with than Amazon's, their file upload speed is higher, and their system runs smoothly.
- ❖ You use the same PDF approach as for Amazon (see earlier in the guide.)
- ❖ Like on Amazon, you can create an Author spotlight page. Like on Amazon, you have a "bookshelf" for your books (a project overview.) Save a link to this, so you can find it again.

The CONS 😞

- ❖ Their support staff is slow to respond. Expect to fix any issues yourself (or live with them.)
- ❖ They only pay via PayPal and check.

The screenshot shows the 'Start Your Project' page on Lulu. It is divided into two main sections: 'Select a Product Type' and 'Select a Goal'.

Select a Product Type: This section offers seven options, each with a radio button and a brief description:

- Print Book:** Hardcover or paperback book with a wide range of options, sizes, and finishes. The most common print on demand format.
- Photo Book:** Present an occasion or create a handbook of your life with a beautiful photo book. Featuring the highest quality paper and color from the world's best color highlighters.
- Comic Book:** The most comic book site with paperback binding. Bring your own illustrations or stock art to life in a comic book.
- Magazine:** Create beautiful magazines with color printing and beautiful paper. Features paper stock designed for magazines and printing on the back of the cover.
- Yearbook:** For schools and institutions, a print-on-demand solution makes the yearbook a unique selling point. Easy to use printing and design interface.
- Calendar:** Create a custom calendar with our state-of-the-art printing. You can add your own photos and text to the calendar.
- Ebook:** Create an ebook from your PDF or HTML file. The most popular way to publish your content.

Select a Goal: This section offers two options:

- Publish Your Book:** You have the option to sell your book to over 40,000 retailers, libraries and schools through the Lulu Bookstore, Amazon and our Global Distribution service. Please note: Books for sale require a title page, copyright page, and an ISBN.
- Print Your Book:** Your book will be uploaded to your account and available only to you for purchasing copies in any quantity you desire.

At the bottom of the 'Select a Goal' section, there is a blue callout box titled 'Author Spotlight Page' with the text: 'Highlight your books and your social channels with a unique author page on the Lulu Bookstore. You can update, edit, or remove your Author Spotlight at anytime. Please note that only one Author Spotlight per user account is possible at this time.' Below this text is a blue button that says 'Add an Author Page'.

Uneven distribution

This
Author's
Opinion



Lulu has a paperback upload functionality. You could use them only. There are many other online shops out there with a bigger audience.

Lulu works with other bookstores, and general distribution (like libraries.) Amazon and Draft2Digital do the same. Once you upload your novel, it might be automatically distributed to third-parties **that barely pay you.**

I love the look of hardcovers on my shelf, but today, eBooks are the biggest seller, followed by paperbacks and audiobooks. You earn a lot more from each hardcover sold. IF you get people to buy yours **directly from Lulu.com** as you earn little if readers buy them from Amazon or other shops through Lulu's distribution.

Later in this guide, I cover Draft2Digital (D2D) which works differently. They distribute your eBook to a lot of online shop while giving you the same cut from all (a nice approach.) D2D however, does not have as versatile an upload functionality.

There are no easy choices. You will have to decide what to chose.

Publishing with Draft2Digital.com

The image displays a manuscript page for the book "DOOMSAYER PRINCE" by Rune S. Nielsen. The page includes a title page with the author's name, a detailed table of contents, and a large map of the Kingdom of Galia. The map shows various regions like the Kingdom of Galia, the Kingdom of Eborac, and the Kingdom of Eborac. The manuscript is shown alongside the Draft2Digital.com "Ebook Details" upload interface. The interface includes fields for "Ebook Release Date" (2020-10-17), "Ebook Description", and "What readers and reviewers say". The interface also features a "SAVE & CONTINUE" button and a note: "Ebook ISBN: On record. This ebook has been published and the ISBN cannot be changed."





eBook

You are going to use Draft2Digital (D2D) to create an eBook.

- ❖ Use your Amazon eBook file (see earlier in the guide) and use this to create the D2D eBook file.
- ❖ Change the file to suit the D2D specifications.
- ❖ Upload your file as an eBook to D2D.

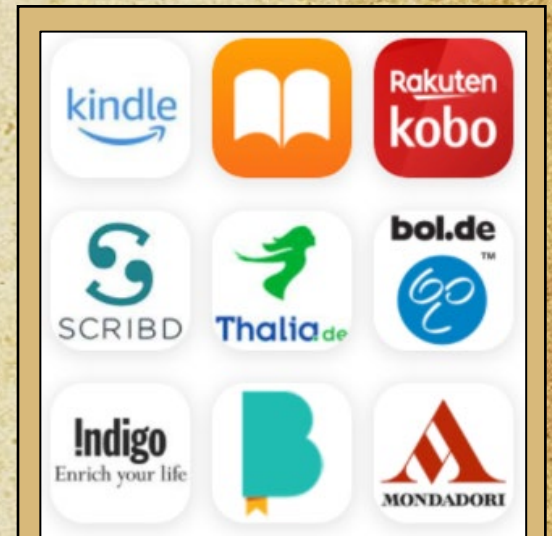
Why use Draft2Digital?

This
Author's
Opinion

D2D is an aggregator. They distribute your eBook to others who sell it. They do this for a small percentage (they only get paid if you sell something.)

As mentioned on p. 50, the main reason to use Draft2Digital is that they distribute your novel to several online bookstores. Making it easier for potential customers to find.

However, it will mean more work for you than to only use Amazon, and as D2D only distributes eBooks, you will have to be ok with limiting yourself to eBooks.



D2D sells eBooks through Amazon, Apple, Kobo, and Scribd. Some of the biggest players on the eBook market.

Register with D2D

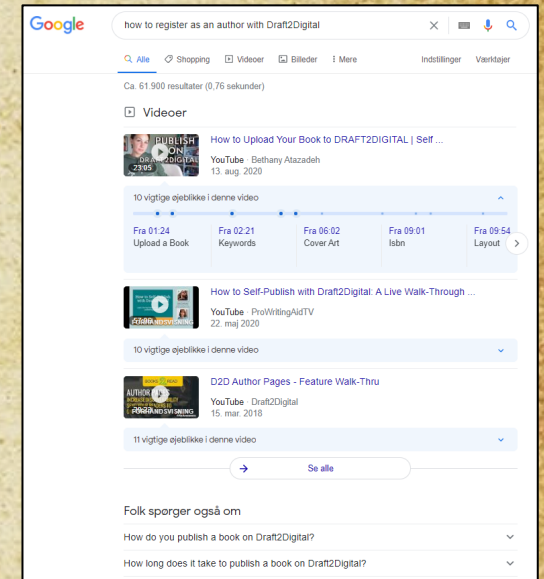
To register with Draft2Digital isn't complicated. Like with Amazon, it is covered by others including D2D and several YouTubers.

I suggest you Google how and follow their guidelines*.

Getting paid

As a part of the registration process on D2D, you will have to fill out tax information (just like on Amazon and Lulu).

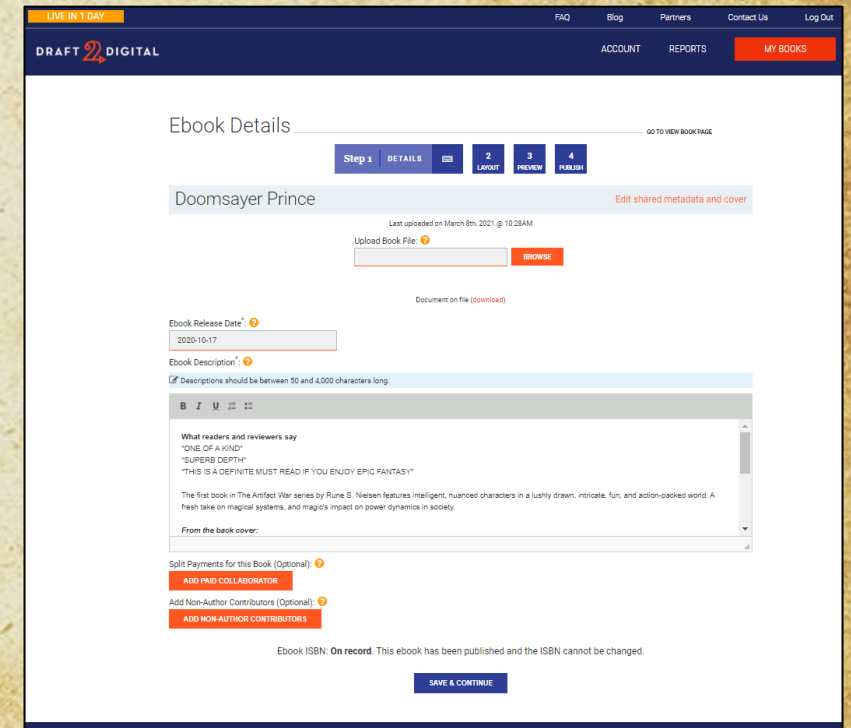
** I have no control over these guides. Things might have changed completely since I did this guide, or they did theirs. Please, Google for a solution should this or their guide no longer make sense.*



Uploading

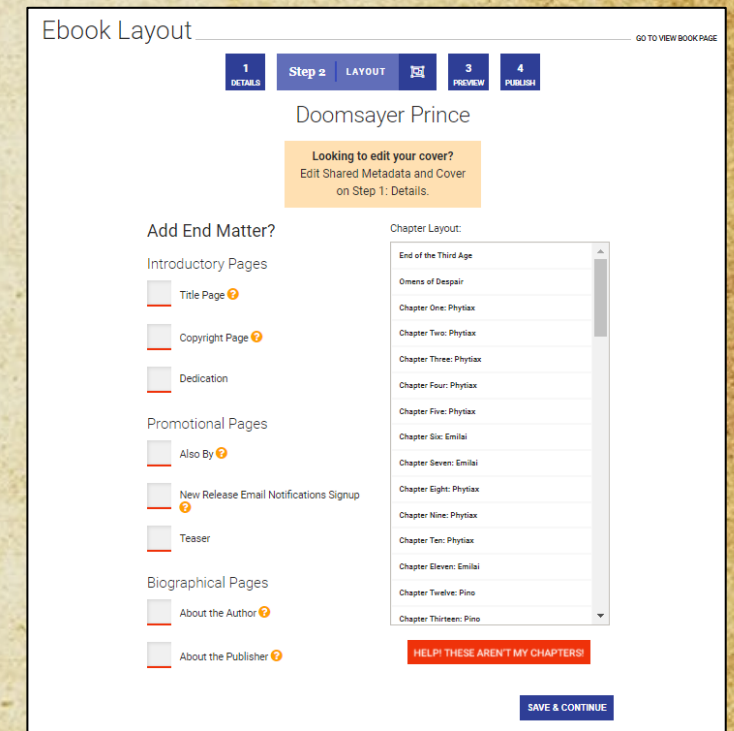
Using Draft2Digital is easy. You just upload the same eBook you prepared for Amazon.

- ❖ If you did the D2D registration, you know where to begin uploading.
- ❖ Browse and upload your new eBook file.
- ❖ Copy your description from Amazon or create a new one (they do not accept links in it.)



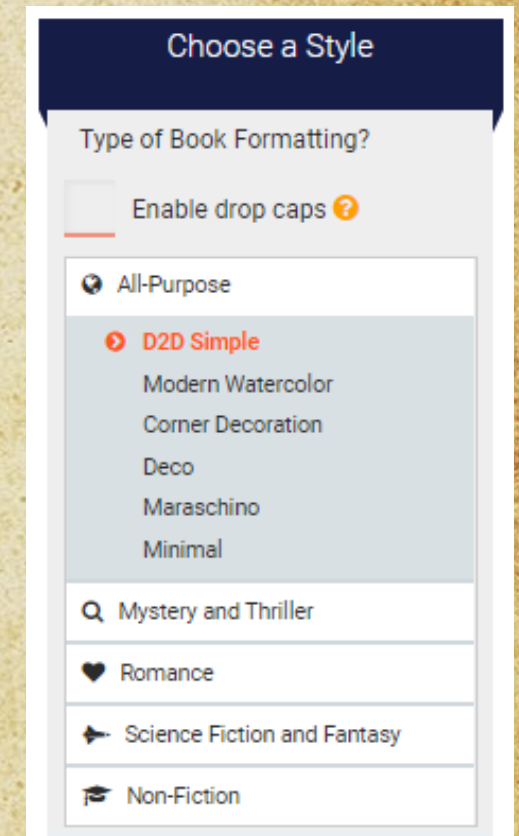
Options

- ❖ Once the file is uploaded, you can select **various options** (see the image.)
- ❖ D2D can add a title page, copyright page, and all sorts of things.
- ❖ With Amazon, you **had** to do this yourself manually.
- ❖ Selecting these features is smart if you **only** use D2D and only have an eBook. As they can **distribute your novel directly to Amazon**, save time, and don't use Amazon's eBook upload at all. If you have a paperback or a hardcover, it does not help you, though. You need to create the title page, copyright page, and so on yourself for those.



Formatting

- ❖ Select the book formatting choices you wish to use (see the image.)
- ❖ Go through the **preview**.
- ❖ Find any errors? If so, go back to your file. Edit it. Upload again.
- ❖ Once satisfied, decide on how much to sell your book for, then do the final publish.
- ❖ Wait a few days and they distributed your novel across the world.



Working with D2D

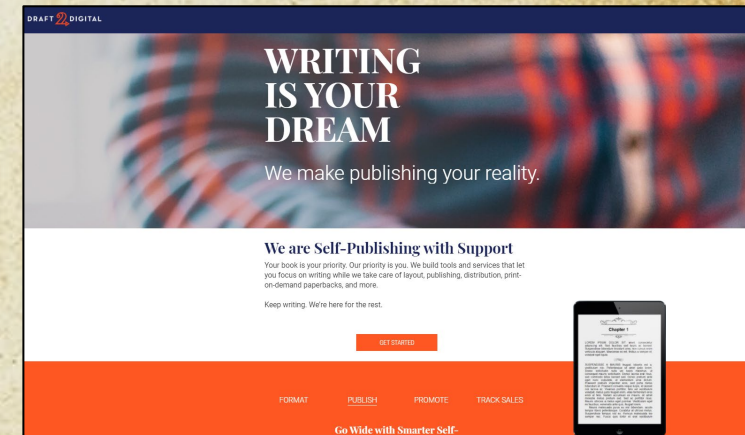
This Author's Opinion

❖ PROS 😊

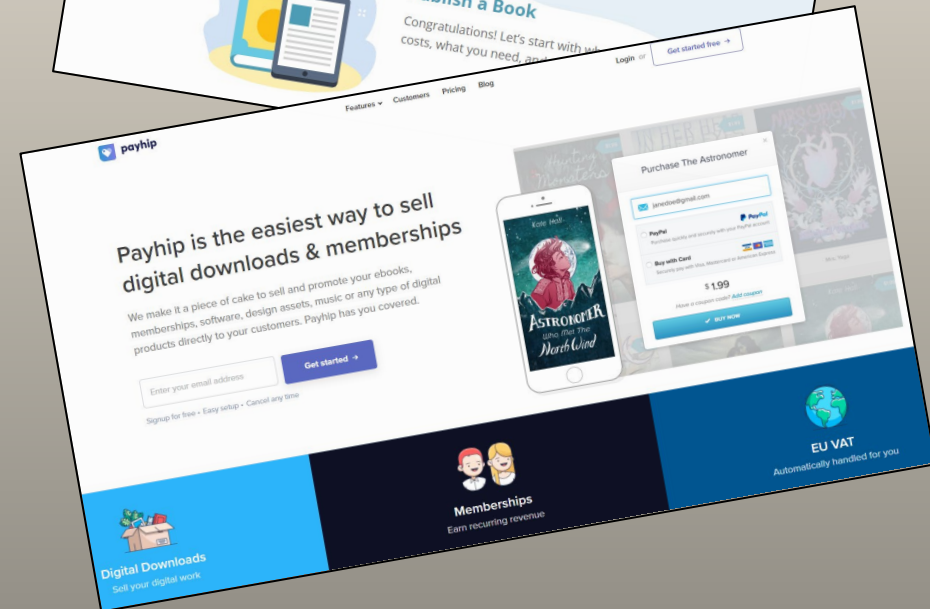
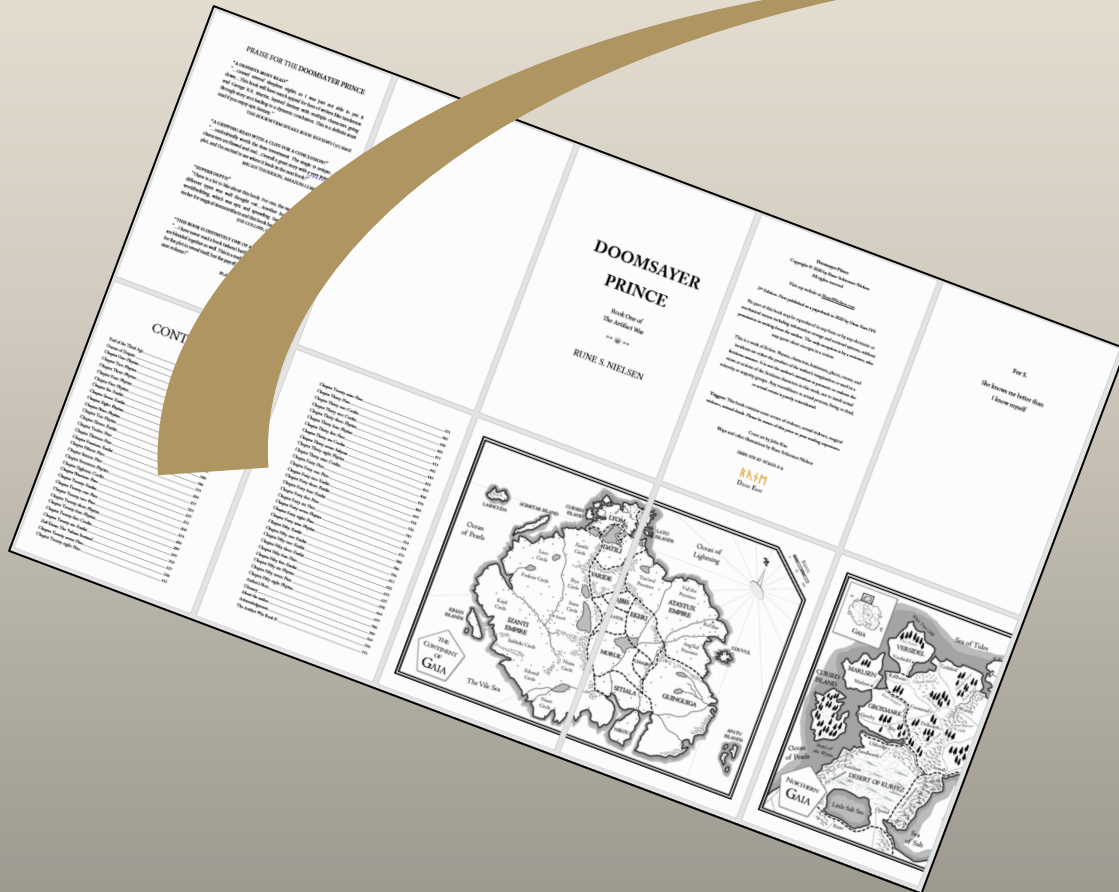
D2D will distribute your book to some of the **biggest and best eBook stores** (mostly in the US and Europe.) If you just publish eBooks, you only need them. They have cool features, a responsive support staff (unlike Lulu,) a suitable business model, send you mails with great tips, and don't pay you less when selling your novel through a third-party. **Great stuff. Try them. Upload your novel.**

❖ CONS 😞

The two books I uploaded had more pages that did not look the same as in Word than the competition. Frustrating. They **mainly work with eBooks**. Most authors want more. They have a beta for paperbacks. You can purchase paperbacks for yourself through this, but they do not distribute them (yet?) My primary concern, however, is that I had some trouble with my novel when uploading it. **Every empty line vanished!** I could not get their **drop caps feature** to work either. The D2D supporters tried to help, but in vain. I had to add double-spacing across all empty lines throughout and delete my drop caps. I have a lot of formatting in my books, though. You might not experience these issues.



Alternate publication routes



Alternative publication routes

- ❖ A great many platforms will sell your book online (besides Amazon and those connected with Lulu and D2D,) such as IngramSpark, Smashwords, Payhip, Google Play, Barnes & Noble, Blurb, and Book Creator. These are by no means equal in business model, features, quality, price, or reach. Do your research before you decide*.
- ❖ There are many great self-help videos for indie authors on YouTube (like the ones I mention on p. 6-7/77-78.) Go watch.

Whatever you choose, good luck on your journey!

** If you just want a book for friends/family, Amazon has CreateSpace. You might even be satisfied with a photo book app like SnapFish or Canva.*

Alternatives to this guide

I had no guide when I published the Doomsayer Prince.

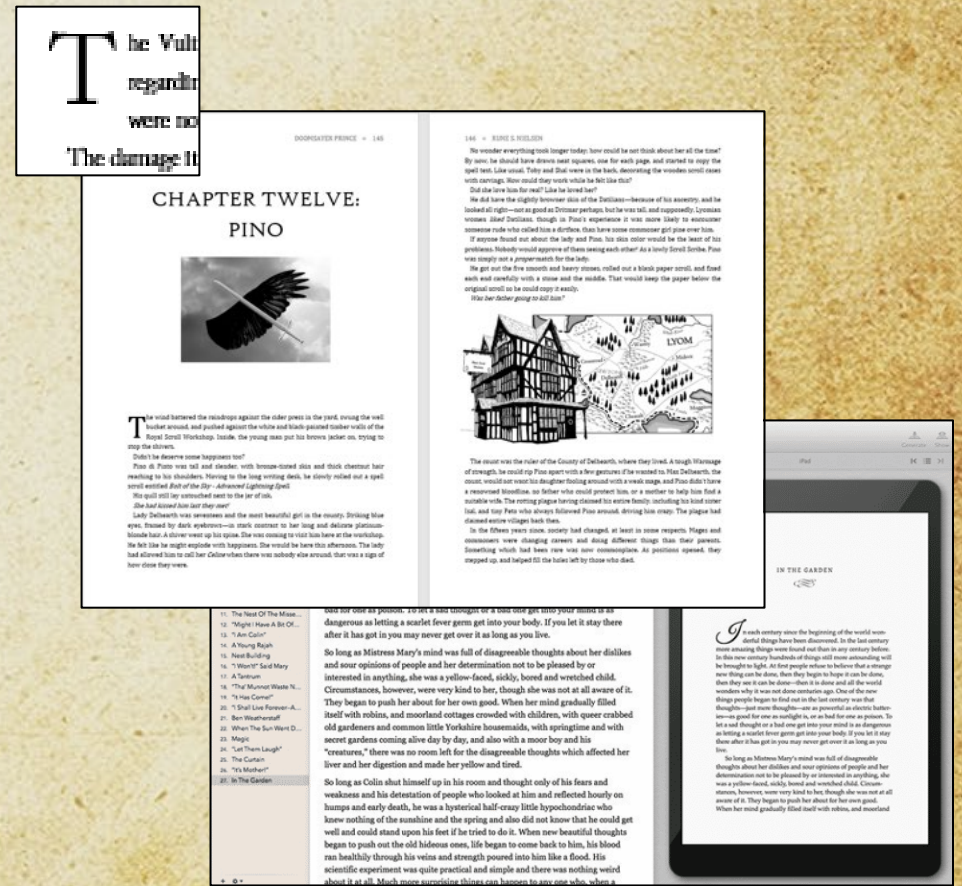
Instead, I read a ton of KDP help pages and watched the videos on Amazon's [KDP University](#) pages.

There's plenty of stuff there. For instance, they teach how to:

- ❖ [Format chapter front pages](#)
- ❖ [Inserting drop caps](#)
- ❖ [How best to put images into your novel](#)

LAYOUT ON A MAC

- ❖ On a MAC you can use the [Vellum App](#) to create beautiful novels. It's supposedly much better than Word.
- ❖ Here are [workarounds for using Vellum on a pc.](#)



Selling your novel



The hard part

This
Author's
Opinion

The hard part is writing a great book.

Once you get excellent reviews, the readers WILL buy it.

The best authors rise to the top.

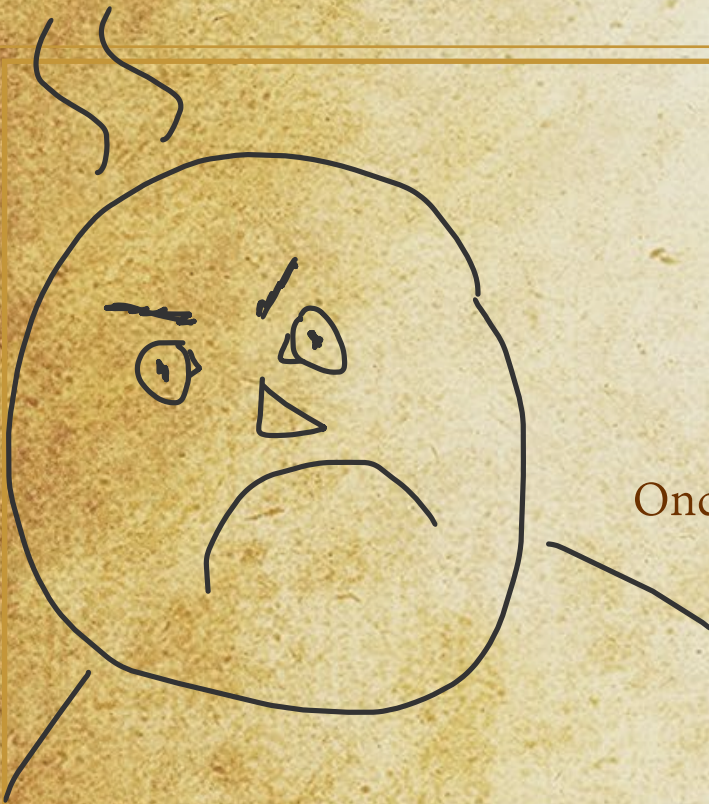
Right?

Not by a long shot!

My first novel, the Doomsayer Prince, got several 5/5-star reviews. One reviewer called it “...a must-read.”

If the above was true, I should be a famous writer. Have you heard of me?

For most—the hard part is not writing, it's...

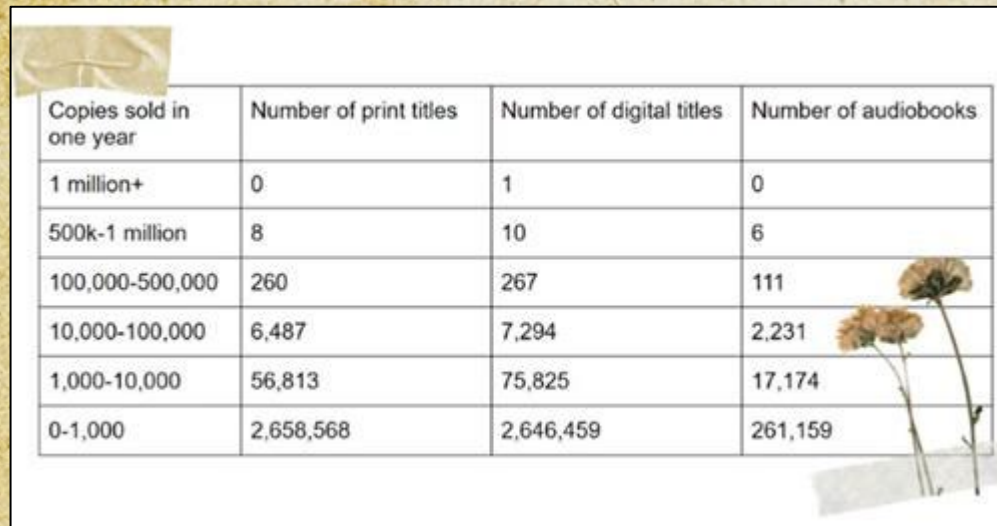


Sales & Marketing

Getting people to notice your book, think they want it, and buy it. That's the hard part for most.

Few books sell much, and you will have to work hard on getting it out there. Most likely, write a ton of books/short stories before you can even hope to make a living from it.

Don't believe me? Here are the 2020 online book sales (according to Bookstat.)



Copies sold in one year	Number of print titles	Number of digital titles	Number of audiobooks
1 million+	0	1	0
500k-1 million	8	10	6
100,000-500,000	260	267	111
10,000-100,000	6,487	7,294	2,231
1,000-10,000	56,813	75,825	17,174
0-1,000	2,658,568	2,646,459	261,159



[Read more](#)

Lots of competition

Why do you book not sell? (*)

If we assume your novel is great, and you work hard to sell it, then one important reason is the massive competition.

Facts: The number of new titles coming out each year

- Around the world, 2.2 million new titles are published every year.
- On Amazon, a minimum of 50.000 new titles are published every month.
- Even in a small country like Denmark, 4-6.000 new novels are published each year.

** On Amazon, most books will sell less than 100 copies!*

Strategy

This
Author's
Opinion

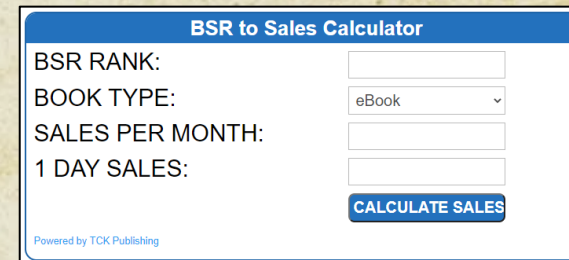
How do you make your book sell?

Even if your book is a marvel, the likelihood that readers will discover it and begin to buy it on their own is virtually zero. Today, most books sit on virtual shelves amidst millions of other books*.

A key thing is to have a strategy. You must know **how** you want to sell it—and follow through!

❖ Calculator

Use [this calculator](#), see how many books you need to sell to get a best-seller in your category on Amazon:



The image shows a screenshot of a web-based calculator titled "BSR to Sales Calculator". It features four input fields: "BSR RANK:" (a text box), "BOOK TYPE:" (a dropdown menu with "eBook" selected), "SALES PER MONTH:" (a text box), and "1 DAY SALES:" (a text box). A blue button labeled "CALCULATE SALES" is positioned below the input fields. At the bottom left of the calculator interface, it says "Powered by TCK Publishing".

* *At the beginning of 2021, Amazon had 6 million eBook titles for your book to compete with.*

The others

Another simple question: Do you know who you are up against?

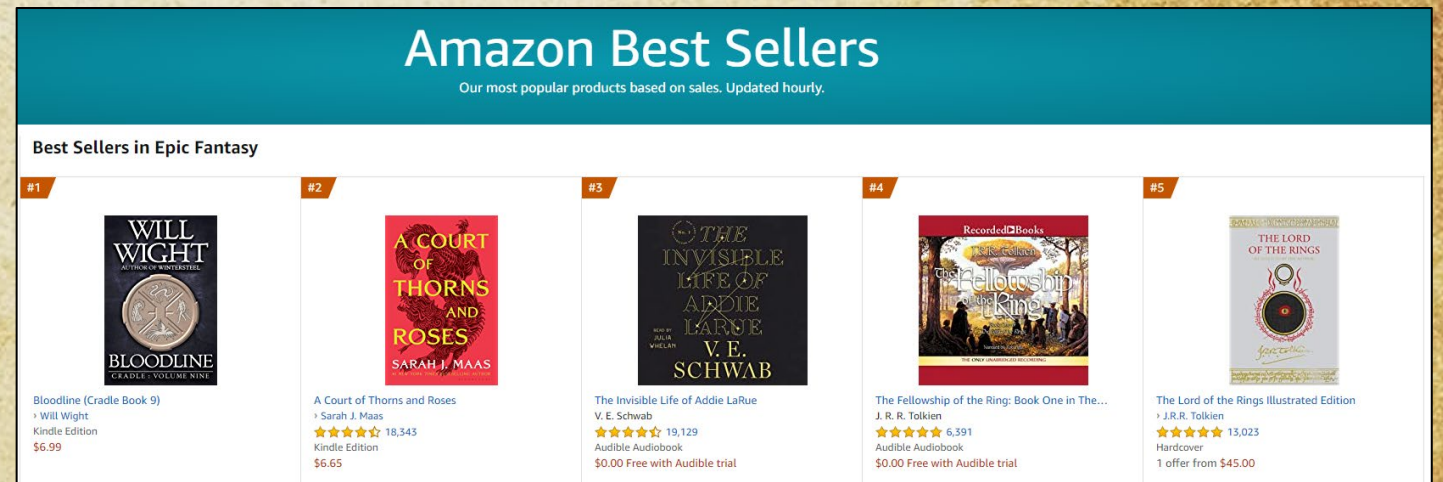
As a rookie indie author, your novel will compete against not only indie novels, but novels written by any writer. Including the most famous authors backed by publishing houses (though the publishing houses don't sell many copies of each book either, see p. 70.)

Your release will compete in a sea of voices shouting, “buy me, I’m great!”

Sure, not all new books are in the same subgenre as yours and some are crap. Then again, your novel is up against fantastic books released long ago, and authors and publishing houses buy ads, have followers, and expertise.

Making a living from what you earn as an author will be hard. Tip: don't give up your day job before you earn some money on your writing.

On the next slides are words of advice from authors followed by some shortcuts.



The screenshot shows the Amazon Best Sellers page for the Epic Fantasy genre. The top banner reads "Amazon Best Sellers" with the subtitle "Our most popular products based on sales. Updated hourly." Below this, the section is titled "Best Sellers in Epic Fantasy". Five books are listed in a row, each with a rank badge (#1 to #5), a book cover, and a brief description with price and rating.

Rank	Book Title	Author	Price	Rating
#1	Bloodline (Cradle Book 9)	Will Wight	\$6.99	4.5 stars
#2	A Court of Thorns and Roses	Sarah J. Maas	\$6.65	4.5 stars, 18,343 reviews
#3	The Invisible Life of Addie LaRue	V.E. Schwab	\$0.00 Free with Audible trial	4.5 stars, 19,129 reviews
#4	The Fellowship of the Ring: Book One in The...	J.R.R. Tolkien	\$0.00 Free with Audible trial	4.5 stars, 6,391 reviews
#5	The Lord of the Rings Illustrated Edition	J.R.R. Tolkien	1 offer from \$45.00	4.5 stars, 13,023 reviews

Advice from an accomplished author



Chris Paton is the author of more than 80 works in the genres of crime, thriller, fantasy, and science fiction.

I asked author Chris Paton for his advice on how to get all your hard work noticed.

My best advice: Write what you enjoy and write a lot of it.

Writing comes first and without a lot of works available, I suggest new writers should concentrate on building their inventory, and to forget all about promotion until they have written and published at least 10 books, preferably in a series.

New writers worry too much about promoting their first book. But promoting one book is the same as throwing all your money into the sea, hoping to catch the attention of the right reader in an ocean of books. You might catch a few, and they might even enjoy your book, enough to buy the next one, but if you don't have one or more books for them to move on to, you've lost them.

Each book you write is a promotional tool. If it's a good book, it will grab readers one at a time, and build your audience over time. Time is the key element. You can try and cheat time by buying paid adds, or spending money and *time* on launches and social media posts. Every time you think about promotion, ask yourself: would I be better off writing? The answer will most likely be "yes".

Time, as you'll soon discover, is more valuable than money.

[Read more on his website](#)

Shortcut - fame

This
Author's
Opinion

Can't deal? Want to know the shortcuts?

Your journey to “successful authordom” is shorter if you are famous.

Books by former president Obama will sell. Who wouldn't want to be his agent, publishing house, or ghostwriter?

Are you famous?



Shortcut – wealth

This
Author's
Opinion



Author Mark Dawson attracted criticism after bulk buying his book.

The story above from the **Guardian** might be a misunderstanding. Some say Mark Dawson bought the copies to fill orders he'd received online. Still, money buys books. You could buy a lot of copies of your book to get a bestseller stamp.

Are you rich?

Shortcut – adds

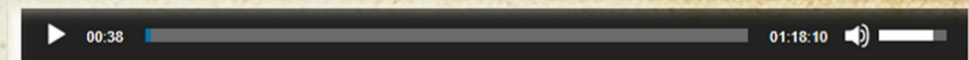
This
Author's
Opinion

You could give readers your book for free, but this will make them think it has little value. A less radical way to get a bestseller is to get readers' attention by buying lots of ads. You must be willing to lose the money as it might not work. And your chances improve if you are clever at branding and write like a dream.

But where are you supposed to advertise? What works? How do you do it? How much should you spend?



Watch “[How To Find Success In Self Publishing](#)” with the insightful Rage of Dragons author Evan Winter.



“SFA 083 - Your Questions Answered on Kindle Unlimited / Amazon KDP Select vs Wide”

1. SFA 083 - Your Questions Answered on Kindle Unlimited / Amazon KDP Select vs Wide

2. SFA 082 - Selling Direct, Audiobooks, and Author Business Tips
3. SFA 081 - Selling Foreign Rights and Pitching at Book Fairs with Judith Anderle
4. SFA 080 - Kindle Unlimited vs Wide (i.e. Amazon Exclusivity vs. Not)
5. SFA 079 - Marketing Paperbacks, Republishing Books, Driving Traffic to a New Series, and Ot...
6. SFA 078 - Keys to Long-term Success as an Author
7. SFA 077 - Book Marketing Tactics We've Tried and That Didn't Work for Us
8. SFA 076 - 7-Figure Author on Publishing Frequently, Marketing, and Starting Fresh
9. SFA 075 - How to Write a Novel in a Month
10. SFA 074 - Tax Savings, Business Structure, Retirement, and Cumulative Advantage for Auth

Several podcasts are dealing with how to market your book successfully. For instance, [6figureauthors](#).

“Shortcut” - reach

This
Author's
Opinion

If you control a way to reach LOTS of potential readers. The kind who'll like the sort of book you write (i.e., followers, an email list...) you might get a bestseller. However, accumulating a relevant follower base takes a lot of work and talent—or a lot of email list swapping (which is illegal in the EU.) Here is some good advice from two who did it via SoMe:



Daniel Green is a well-known BookTuber and a self-published fantasy author. [Daniel's advice.](#)



Meg LaTorre used to work at a literary agency, is a BookTuber, and a self-published author. [Meg's advice.](#)

Shortcut – “x-factor”

This
Author's
Opinion

If you are bright or cunning, you might discover a new way to “hack it.”

Sell a ton of books by discovering a unique approach.

Make sure you know exactly what reader group you are targeting (age, taste, what subgenre, and so on.)

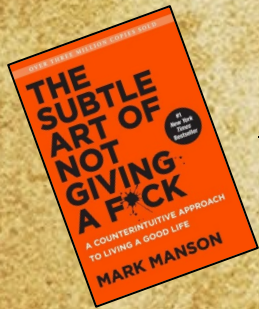
Where could you connect with those specific readers in a new way?

How would you sell a lot of books to **your** readers?

Books that help

This Author's Opinion

Many authors have written books about how to write. Some of those even focus on self-publishing. Other books can lift your spirits. Help you prepare for the life of an author. Here are a few good examples.



This book will help keep you sane by creating metrics for your success. What it looks like for you.

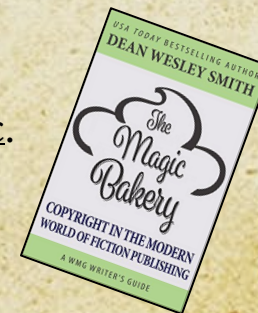
Need a boost to your confidence? Need advice from a bestselling author? Read this.



This book is by a fellow indie fantasy author. Super relevant for you.



And so is this classic.



Stay positive

This
Author's
Opinion

If people like your books, that's great. If nobody buys, don't let it get you down.

Plan. Research. Dream. Keep trying. Keep writing. Keep improving.

The more books/short stories you write. The more you might sell. What is enough?

Don't be shy to begin with your family and friends (if they won't buy your novel, why would strangers?)

The more novels you publish, the more likely they are to attract readers, and even if each one sells little all together, it could become enough for a good living. You must write a LOT for this idea to work.

Create content others might want (if you have the energy and talent.) Be kind and try to help.

Ask politely for reviews from bloggers, booktubers, bookstagrammers, journalists, and so on
(and don't be discouraged if most ignore you. They will. They have lives too.)

Take part in fairs, competitions, video meetings, buy ads on Amazon or Social Media,
tell people about you and/or sell your novel in any (legal) way you can think of.

And
have fun 😊

This
Author's
Opinion

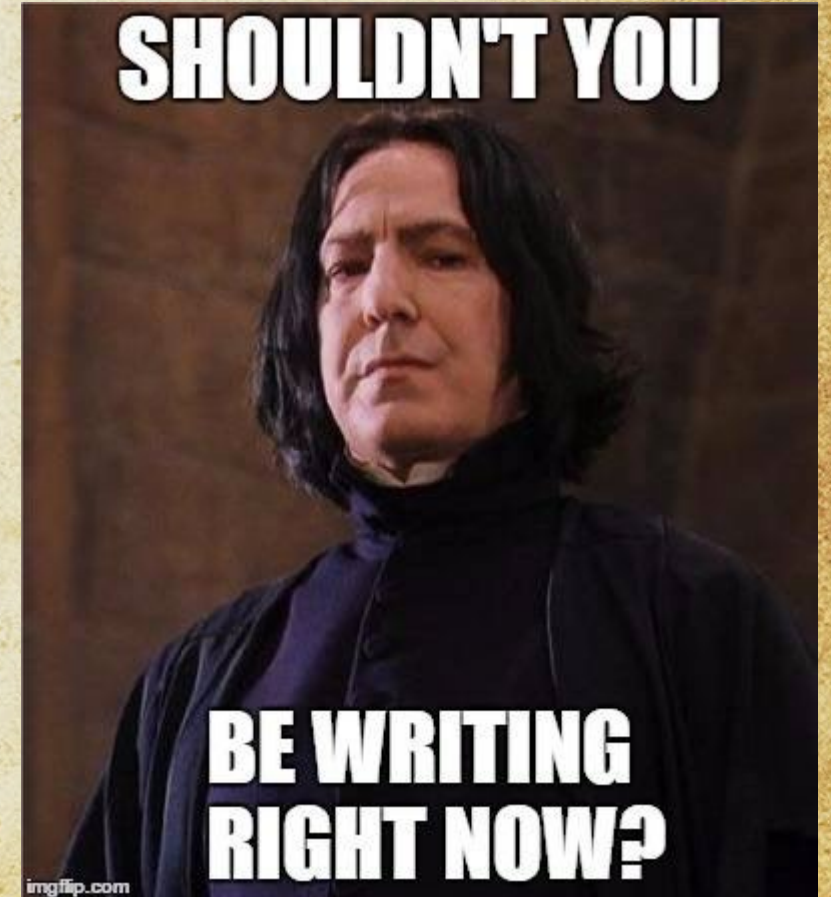
The two-minute rule

“You need crazy discipline and time to write a book!”

No, you don't. I trick my mind into writing when I have little time or really feel up to it. Like this:

You don't have to write a lot—just two minutes:

- Sit down and turn on your writing device
- Find the spot in the text where you ended last time
- Begin writing for a minimum of two minutes
- Sometimes you can't get any work done. That's alright. But sometimes, and even though you didn't feel up to it, you end up writing a lot, or get a lot done in a short time.
 - Try it. It only takes two minutes 😊



Pitfalls

*This
Author's
Opinion*

There are hundreds of thousands of authors. This has led to a lot of scammers trying to get your money:

PAY-TO-PLAY

Self-publishing is FREE through Amazon, Lulu, and D2D because they are printed on-demand.

Traditional publishing is also free. NEVER pay to get published in any way (never pay for mandatory author copies, translations, layout, marketing fees, or other dubious services.) If a publisher contacts you, they are likely scammers. Usually, non-famous authors contact publishers/agents (not the other way around.)

FAKE PR

Social Media is overflowing with thousands of scammers claiming to want to help you sell more books. Most are fake. Ignore or at the least thoroughly screen them. Never pay up front. Some will invite you to talk on fake radio shows or podcasts with no listeners, just so they can ask for donations. Others will want you to pay for reviews on websites nobody reads. Always google these people. Some will ask for signed physical review copies in return for honest reviews, but instead they just sell your book on eBay. Use common sense.

The struggle within

One of the posts on social media that appear time and time again (in author groups) revolve around not getting enough writing done. Always remember that this is not a race. Not everyone write at the same pace, some people have an easier time writing, and many write in their spare time.

Don't beat yourself up when you struggle, as this will just make things worse. Take a break if you need to. If you're in balance and happy it's easier to get things done.

As an author you work alone, and most issues are internal. However, if you think it's not you, but some outside factor that is to blame for your lack of progress, you'll have to resolve this to get back in balance.

Is it perhaps a bad review that got you down? Or other people that are draining you? You must do what you can to learn to say, "so what?" Every writer experience people that dislike their books. Everyone. And yes, there are trolls out there who get off on tearing you down. Don't play their games. Instead, listen to the critique that is well meant, that have some good points. Take those to heart. Do better. But don't believe the people who say hurtful or plain crazy things. We all meet them once in a while. Don't let them define you.

Stay in balance. Do your thing.

APENDIX - EDITING

Meg LaTorre was kind enough to share a list of words to cut from your novel and things not to do.

Refer to the next pages for her advice and do subscribe to the iWriterly YouTube channel.



Remove these 30 filler words

Meg LaTorre shared this list in one of her videos. The idea is to cut these filler words from every sentence where you can do without. Don't do a search/replace! Don't remove unless the meaning remains the same!

If you do this, it will tighten up the writing and make it crisper.

- then (remove from all sentences if the meaning remains the same)
- that (remove from all sentences if the meaning remains the same)
- very (remove from all sentences if the meaning remains the same)
- really (remove from all sentences if the meaning remains the same)
- much (remove from all sentences if the meaning remains the same)
- like (consider when it is used as a simile “big like an elephant” to swap with a metaphor or remove.)
- got (swap with active verb – “he got the ball → he grabbed the ball”)
- only (remove from all sentences if the meaning remains the same)
- even (remove from all sentences if the meaning remains the same)
- absolutely (remove from all sentences if the meaning remains the same)

Remove filler words



- completely (remove from all sentences if meaning remains the same)
- definitely (remove from all sentences if meaning remains the same)
- literally (remove from all sentences if meaning remains the same)
- totally (remove from all sentences if meaning remains the same)
- certainly (leave in dialogue if it is used to show a character's uncertainty, otherwise remove)
- probably (leave in dialogue if it is used to show a character's uncertainty, otherwise remove)
- currently (remove from all sentences if meaning remains the same)
- now (remove from all sentences if meaning remains the same)
- actually (remove from all sentences)
- basically (remove from all sentences)

Remove filler words



- practically (remove from all sentences)
- simply (remove from all sentences)
- truly (remove from all sentences)
- virtually (remove from all sentences)
- almost (nice in action sequences, but remove in other places)
- nearly (nice in action sequences, but remove in other places)
- appeared (most often best to describe what they are seeing instead)
- seen (most often best to describe what they are seeing or doing instead)
- was (often best to switch with active verbs – descriptions of what someone is doing/what is happening)
- were (often best to switch with active verbs –what someone is doing/what is happening)


Swap adverbs and adjectives

Meg LaTorre also suggest that its best generally to swap these with active verbs where possible.

Examples:

- quickly ("she ran quickly → she bolted")
- quite (don't use this much)
- rather (don't use this much)
- somewhat (don't use this much)
- somehow (don't use this much)
- begin (don't use this much)
- began (don't use this much)
- begun (don't use this much)
- start (don't use this much)
- although (don't use this much)
- though (don't use this much)
- however (don't use this much)
- maybe (don't use this much)
- perhaps (don't use this much)
- sort of (don't use this much)
- kind of (don't use this much)
- a little (don't use this much)
- so (don't use this much)
- there (don't use this much)
- here (don't use this much)
- things (don't use this much)


20 phrases and words to consider



When I edited my first novel, I made a list of phrases and words I used much too often.

- eventually (mostly stopped using this)
- it seemed (mostly stopped using this)
- he/she recognized (mostly stopped using this)
- he/she realized (mostly stopped using this)
- you know (mostly stopped using this)
- it was the same (mostly stopped using this)
- he was sure (mostly stopped using this)
- she/he knew / she/he knows (mostly stopped using this)
- seemed/seeming (mostly stopped using this)
- which was a (mostly stopped using this)

20 phrases and words to consider



- had (a very useful word, but if you find yourself using it in every other sentence, stop! Look at each sentence carefully. Cut it where it's not needed)
- look/looking/looked (try to replace with a description of what is seen)
- hear/hearing/heard (try to replace with a description of what is heard)
- smell/smelling/smelled (try to replace with a description of what is smelled)
- feel/feeling/felt (try to replace with a description of what is felt)
- watch/watching/watched (try to replace with a description of what is watched)

Analyze your text, which phrases do you use over and over? Do you think your text is better without? If so, cut some of them.

Dialogue don'ts



- Some authors are very keen on **never** using the dialogue tag ‘NN said.’

I do feel that you can leave it in here and there. It's only a problem if someone uses it all the time, then it starts to annoy. I leave it out if it's obvious who says something, and for the most part I replace ‘NN said’ with active descriptions of what the character does.

- I seldom use Yes, / No, at the beginning of dialogue. It feels redundant, and it slows the pace down.

However, it's all a matter of taste.

My English or your English?

Decide if you will use the preferred spelling in the U.S. or the preferred spelling in the UK (or in the Commonwealth.) Often several spellings of a word are correct. But one is usually preferred.

- U.S.: Use **traveling** not travelling (the same goes for traveled/travelled and traveler/traveller.)
- U.S.: **Gray** instead of grey.
- U.S.: **Upward, forward, backward** and so on. Not upwards, forwards, backwards.

Often terms are preferred in the same manner.

- U.S.: **Supper** is preferred over dinner. Both are used. Both are correct.
- U.S.: **Fall** is preferred over Autumn. Both are used. Both are correct.

The list of small differences are endless. Google words when in doubt. Use apps, editors, and proofreaders to help you get it right.



Rune S. Nielsen

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