

## Stage #4: Publication

### A. Upload Paperback

#### Step #1: Log on to KDP and start

- Open [https://kdp.amazon.com/en\\_US/](https://kdp.amazon.com/en_US/) and Sign in using Matt Birds log-in details which will be sent via WhatsApp.
- Make sure you are on the 'Bookshelf' tab at the top of the page (you normally would land there by default).
- Select the large yellow 'Create' button at the top right.
- Select 'Create paperback'.
- A new page will open with three tabs at the top. You will start with 'Paperback Details'.

#### Step #2: Paperback Details

- **Language**
  - select English for English books.
- **Book Title**
  - Book Title - enter the name of the book in 'title format' (*capital letters for the first letter of each word*).
  - Subtitle - Leave blank - do NOT enter the sub-title of the book here!
- **Series**

Select 'Add series details' and work your way through the pop-up selections

  - Select - Existing series.
  - Select a series - choose PublishU.
  - How is title related? Choose 'Main Content'.
  - Confirm or edit - make sure the title being added to the series is correct or edit it.
  - Once confirmed pop-up will go and the series will be confirmed.
- **Edition Number**
  - Leave blank.
- **Author**

Primary author of contributor

  - Fill in the correct info in the spaces provided, normally just first name and surname in two different spaces.
  - Occasionally an author has a prefix such as Dr or Professor.
  - Occasionally an author would have requested us to include a middle name.
- **Contributors**

We only complete this if:

  - A. the book has been written by more than one author (co-authored).
    - Select Author again and fill in the correct info in the spaces provided, as above.
  - B. the book has a "Foreword" written by a notable or famous person and is credited on the cover of the book.

- Select Foreword and fill in the correct info in the spaces provided, as above.

## • Description

In the text box provided this is where we add three items:

- Subtitle (*in Bold font*).
- BCP - Back Cover Paragraph; (in Regular font).
- Back Cover Endorsements
  - *main text in Italic*,
  - *writer of endorsement and his/her descriptive handle in bold*
    - *NB: make sure the endorser's name and title are separated by a comma: see below example:*

Description

Summarize your book. This will be your product description on Amazon, so customers can learn more about your book. [How do I format the description?](#) ▼

B I U

1=

2=

•••

•••

Format ▼

Source

Have you or a loved one faced a life-changing diagnosis? "Empowering the One in Eight", explores faith, friendship and cultural bonds amid life's toughest trials. With intimate insights, it offers invaluable guidance on overcoming setbacks and provides crucial support to those in need. Experience resilience triumphing over adversity.

*"This master piece navigates webs of uncertainty and resilience while inspiring hope to anyone going through life's challenges. a refreshing reminder on faith through adversity."*

**Elsie Ofulue, Vice President, Head EMEA International Communications**

*"Beautiful compelling journey of faith through the hills and valleys of receiving a cancer diagnosis. The victory of recovery in*

2831

remaining characters

To access this text content you need to open the 'Book In File' file in the author folder on OneDrive.

Below note how it should look, noting what elements are in Bold and what are in *Italic*; see that you are able to change the text format within the box.

## • Publishing Rights

There are two options to select here

- Select 'I own the copyright....'

## • Primary Audience

Here is where we are given the opportunity to raise an alert if the contents of the book should be age restricted in any way. All of the books we have published so far are suitable for all ages

- Sexually Explicit Images or Title '- select the 'No' option
- Ignore the rest of the options

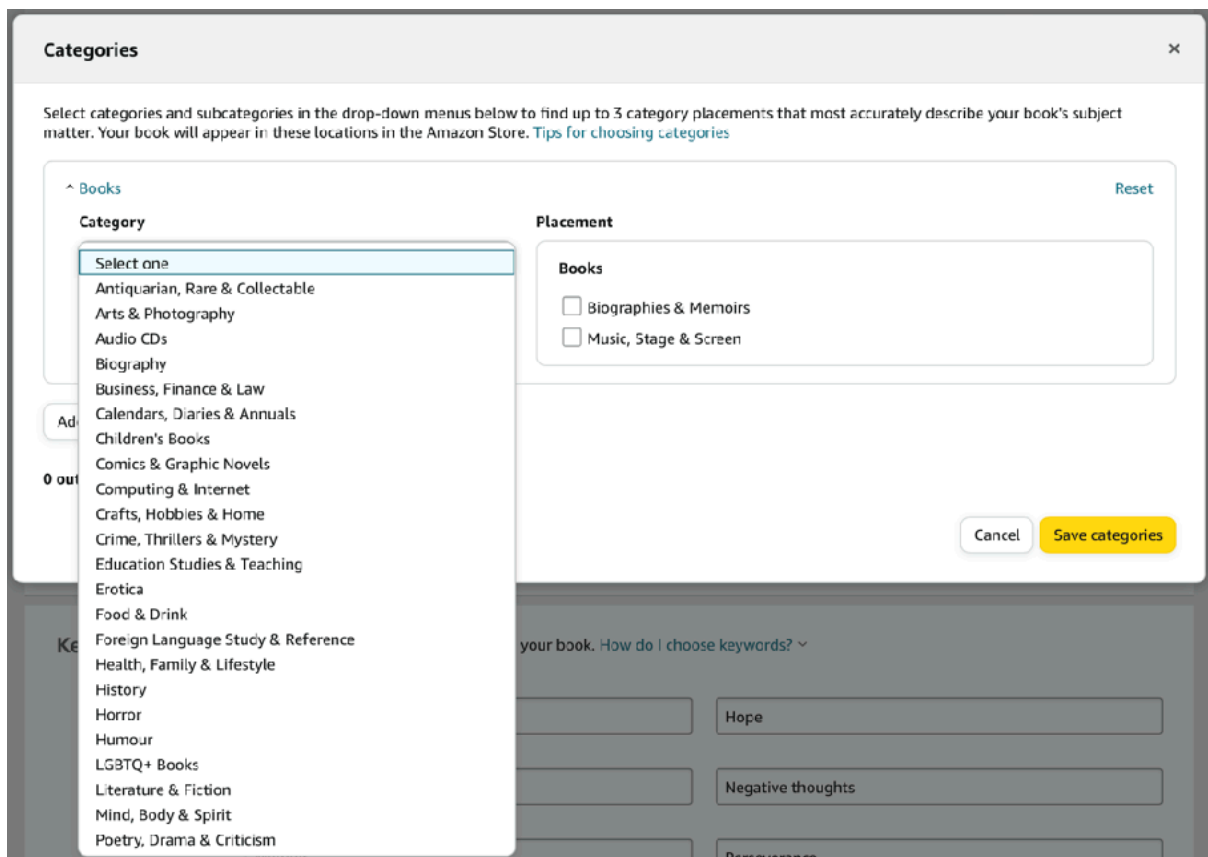
## • Primary Marketplace

This is very important since it defaults to [amazon.com](https://www.amazon.com) and most of our books should be [amazon.co.uk](https://www.amazon.co.uk) If we don't select this correctly it affects a few items later on.

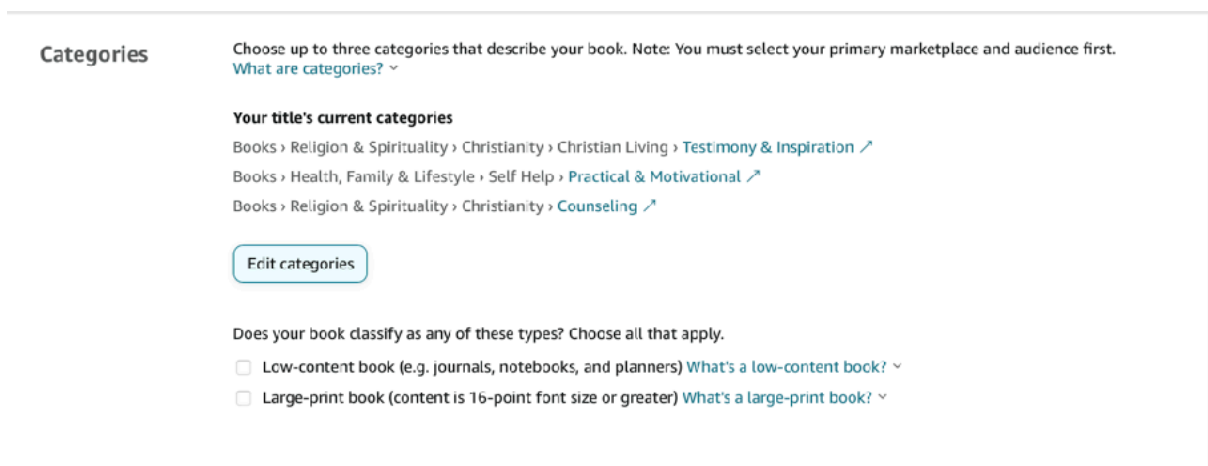
## • Categories

This is where we choose up to three categories that describe the book.

- Note: You must select your primary marketplace and audience first, since these actually affect the Category options given.
- This is one of the most challenging aspects of the whole KDP registration since, whilst a myriad of options are given, very few exactly fit many of our books;
- The selection process is via a series of drop down menus:



End result should look something like this:



NOTE: whilst most of what has been completed thus far will remain in place when doing the Kindle registration and upload, you have to reselect the Categories for the Kindle, since the Category options on the drop down menus change.

- **Keywords**

This is where we choose up to 7 keywords (like hashtags) that describe the book:

- Fill in descriptive words in each of the boxes provided.

- **Publication Date**

Since all our books have never been published before:

- Select the first option - 'Publication date and release date are the same'.

- **Release Date**

Provided you are doing the upload within a few days of the Publication Date:

- Select the first option - 'Release my book now'.

If you are doing the upload a week or two ahead of the Publication Date:

- Select the second option - 'Schedule my book's release' and a series of drop down menus will guide you on how to do this.

This marks the end of the first stage of the process:

- Select the yellow button at the bottom the page 'Save and Continue' and you will be moved automatically to the next page in the process;

### **Step #3: Paperback Content**

- **Print ISBN**

- Select 'Assign me a free KDP ISBN'.
- Once selected an ISBN number should appear.

- **Print Options**

- Ink and Paper Type
  - 4x options are given in boxes.
  - Select 'black and white interior with white paper'.
- **Trim Size**
  - Do NOT go with the default size.
  - Choose 'Select a different size'.
  - Select from many options given 5.06in x 7.81in / 12.85cm x 19.84cm.

**5.06 x 7.81 in**  
**12.85 x 19.84 cm**

- **Bleed Size**
  - Select 'No Bleed'.
- **Paperback Cover Finish**
  - Select 'Matte'.

- **Manuscript**

- Upload Paperback Manuscript - must be in PDF format.

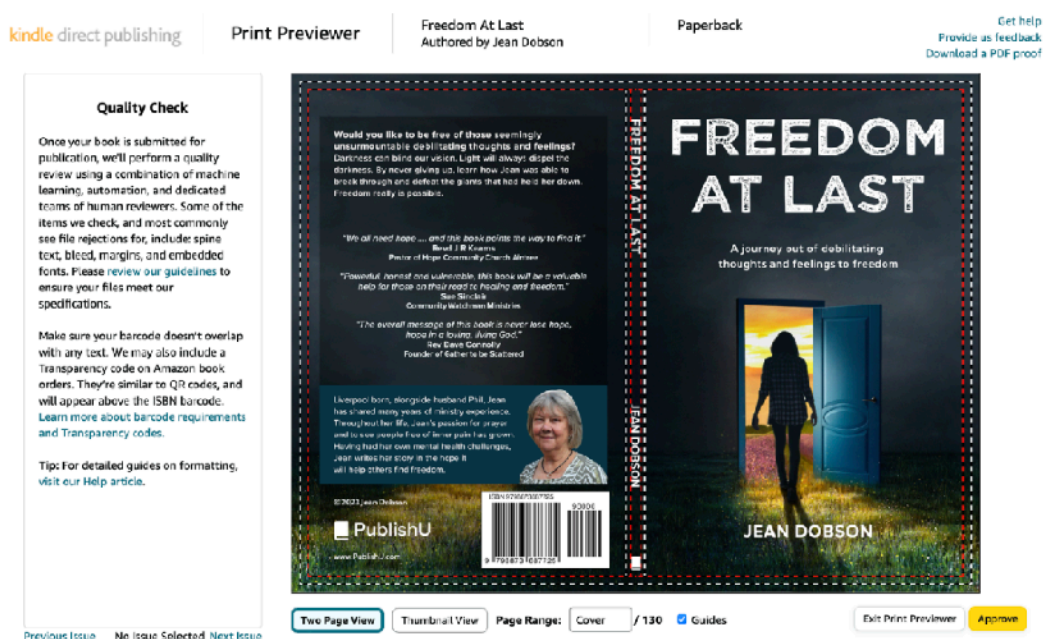
- PublishU file name should be “*AuthorName\_PAPERBACK.pdf*”.
- **Book Cover**
  - Select ‘*Upload a cover you already have (print ready PDF only)*’.
  - Upload Paperback Cover Art.
  - PublishU file name should be “*AuthorName\_COVER.pdf*”.

Wait for the two files to upload. This can take some time.

- **AI-Generated Content**
  - Always select the ‘No’ option.
  - If changes are made for whatever reason, this box will always need to be checked again.
- **Book Preview**
  - This is a vitally important step to preview the files to check for formatting and print quality issues.
  - Select ‘Launch Previewer’.
  - The book will take time to appear in the Preview Box. Once it is there you can make a page by page check to see if it is all in order.
  - The main focus in the case of the Paperback, is that the cover artwork layout be correct in size.
  - If for some reason the spine size on the cover art is incorrect, or the font size on the spine is too large, Amazon will alert you to this immediately, in the paragraph under ‘Quality Check’. *If this happens, you cannot proceed further until the Designer is alerted, changes are made, and the artwork is signed off again by the author.*
  - If all looks good, select the yellow ‘Approve’ button.

This marks the end of the second stage of the process:

- Select the yellow button at the bottom the page ‘Save and Continue’ and you will be moved automatically to the next page in the process;



## Step #4: Paperback Pricing

- **Territories**
  - select 'All territories (worldwide rights)'.
- **Primary Marketplace**
  - Pricing will be based on the primary marketplace you selected on the Details tab.
  - Here it should say '[amazon.co.uk](https://www.amazon.co.uk)'.
  - If it doesn't you will have to change your primary marketplace by returning to the Details tab and make the correct selection.
- **Pricing, royalty, and distribution**
  - You will see a pricing table, listing all territories and currencies.
  - You will only have to enter the price in the Amazon.co.uk box which, by default, should appear at the top of the list.
  - All the other pricing and currencies are based on the Amazon UK price and will automatically fill the boxes, once you enter the UK price.
  -
- **PublishU Pricing Guide**
  - Below is PublishU's list of pricing which is based on the word count of the book.
  - NOTE; it is recommended that you confirm the word count / listed price, prior to registering/ uploading the book.

### PublishU Book Prices 2024

#### **Re: Paperback**

£10.99 (up to 39k words)

£11.99 (40k-49k words)

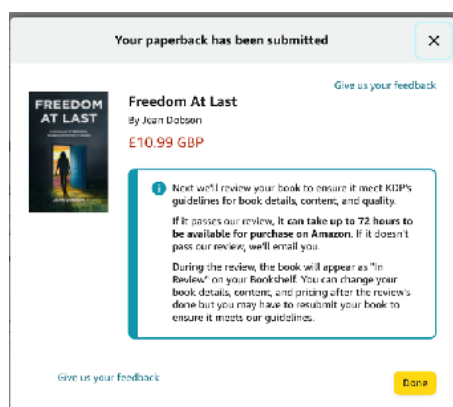
£12.99 (50k words)

#### **Re: Kindle**

£6.99 flat price

This marks the end of the third and final stage of the Paperback process:

- Select the yellow button at the bottom the page 'Publish Your Paperback Book' and you will be moved automatically to the Bookshelf.
- A pop-up notification will appear, confirming that the Paperback has been submitted, and that it will be under review by Amazon for up to 72 hours, before it is published.



## B. Upload Kindle

### Step #1: Stay logged on to KDP and commence eBook

- Make sure you are on the 'Bookshelf' tab at the top of the page.
- The Paperback book you have recently created should be at the top of the bookshelf.
- Locate the 'Create Kindle eBook' button above the Paperback listing.
- Select 'Create Kindle eBook'.
- A new page will open with three tabs at the top. You will start with 'Kindle eBook Details'

### Step #2: Kindle eBook Details

All the details you entered when creating the Paperback should still be in place. Good to check each item that all is present and correct

- **Language**
- **Book Title**
- **Series**
- **Edition Number**
  - Leave blank
- **Author**
  - Primary author of contributor
- **Contributors**
  - If applicable
- **Description**
- **Publishing Rights**
- **Primary Audience**
- **Primary Marketplace**
  - NB This is the first item that does not automatically reflect what you selected for the Paperback;
  - It is very important to select [amazon.co.uk](https://www.amazon.co.uk) since it always defaults to [amazon.com](https://www.amazon.com);
  - If we don't select this correctly it affects both the Categories and Pricing later on;
- **Categories**
  - This is the second item that does not automatically reflect what you selected for the Paperback.
  - Choose up to three categories that describe the book. *(It is worth keeping record of what you selected previously).*

- Note: the category options that you must choose from are not exactly the same as for the Paperback - it will all look slightly different and your category combinations will look different; we are not sure why it is like this.
- As before the selection process is via a series of drop down menus.
- **Keywords**  
These should be in place as per Paperback; no action needed.
- **Pre-Order**
  - Select the first option - 'I am ready to release my book now'.

### **This marks the end of the first stage of the Kindle process**

- Select the yellow button at the bottom the page 'Save and Continue' and you will be moved automatically to the next page in the process.

## **Step #3: Kindle eBook Content**

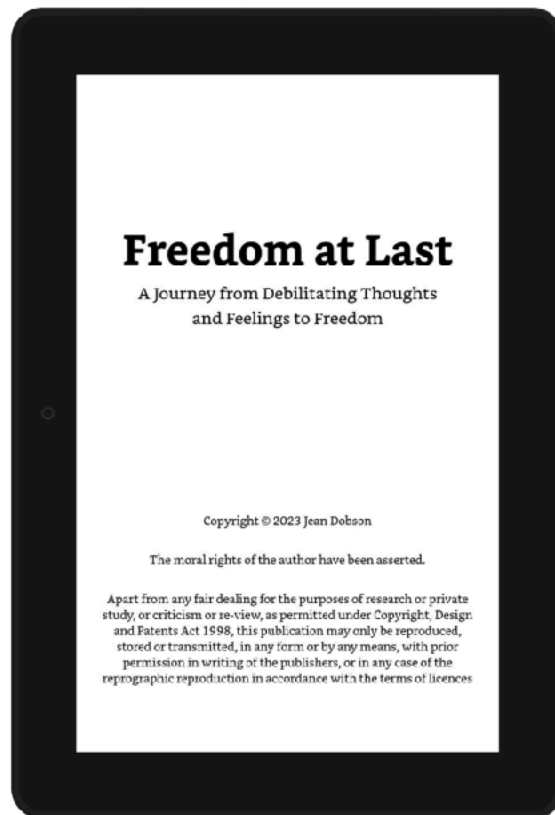
- **Manuscript**
  - Upload eBook Manuscript - must be in Word .docx format.
  - PublishU file name should be "*AuthorName\_KINDLE.docx*".
  - An alert may appear about missing a Table of Contents; you can ignore this as we do not include automatic Table of Contents in our eBooks.
- **Kindle eBook Cover**
  - Select '*Upload a cover you already have (JPG/TIFF only)*'.
  - Upload Paperback Cover Art.
  - PublishU file name should be "*AuthorName\_KindleCover.jpg*".

Wait for the two files to upload. This can take some time.

- **AI-Generated Content**
  - Always select the 'No' option.
  - If changes are made for whatever reason, this box will always need to be checked again.
- **Kindle eBook Preview**
  - This is a vitally important step to preview the eBook online to check for quality issues and see how it appears on Kindle and mobile devices.
  - To understand the way eBooks / Kindle work is to know that the page layout system is fluid; each page will not look the same as the Paperback. It is designed to shift and change according to which eReader, Kindle, Tablet, Phone is used by the person reading the eBook. Therefore, if Page Breaks are not correctly coded in, you will find new Chapters starting just below the last lines of the previous Chapter on the same page.
  - The most common problem, and the thing to look out for when paging through the book on the Previewer, is that each section must start on a new page.
  - Above is an example of what it looks when the next page's contents appears at the bottom of the previous page. If this happens, you cannot proceed further until the



Typesetter is alerted, changes are made, and the artwork is signed off again by the author.



Again note the following:

- **AI-Generated Content**

- If changes are made for whatever reason, this box will always need to be checked again; note the blue tick on the image below;


**AI-Generated Content**

Amazon is collecting information about the use of Artificial Intelligence (AI) tools in creating content.  
[What is AI-generated content?](#) ~

Did you use AI tools in creating texts, images, and/or translations in your book?

☐ Yes

☒ No

 It looks like you've made some changes to your manuscript or book cover.  
☒ By clicking this, I confirm that my answers are accurate

- **Kindle eBook ISBN**

- This is optional so please ignore;

This marks the end of the second stage of the Kindle process

- Select the yellow button at the bottom the page 'Save and Continue' and you will be moved automatically to the next page in the process.

#### Step #4: Kindle eBook Pricing

- **KDP Select Enrolment**
  - Ignore / leave blank.
- **Territories**
  - Select 'All territories (worldwide rights).'
- **Primary Marketplace**
  - Pricing will be based on the primary marketplace you selected on the Details tab.
  - Here it should say '[amazon.co.uk](https://www.amazon.co.uk)'.
  - If it doesn't you will have to change your primary marketplace by returning to the Details tab and make the correct selection.
- **Pricing, royalty, and distribution**
  - Select a royalty plan - choose 70%.
  - You will see a pricing table, listing all territories and currencies.
  - You will only have to enter the price in the Amazon.co.uk box which, by default, should appear at the top of the list.
  - All the other pricing and currencies are based on the Amazon UK price and will automatically fill the boxes, once you enter the UK price.
- **PublishU Pricing Guide**
  - In terms of the PublishU's list of pricing we have one flat price for all eBooks:

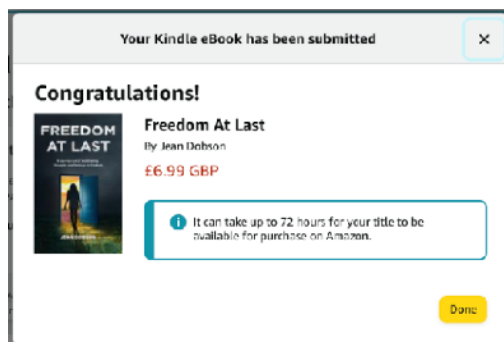
#### **PublishU Book Prices 2024**

##### **Re: Kindle**

£6.99 flat price

**This marks the end of the third and final stage of the Kindle process**

- Select the yellow button at the bottom the page 'Publish YourKindle eBook' and you will be moved automatically to the Bookshelf.
- A pop-up notification will appear, confirming that the Kindle eBook has been submitted, and that it will be under review by Amazon for up to 72 hours, before it is published.



## C. Upload Hardcover (Optional)

### Step #1: Stay logged on to KDP and commence Hardcover

- Make sure you are on the 'Bookshelf' tab at the top of the page.
- The Paperback and Kindle books you have recently created should be at the top of the bookshelf.
- Locate the 'Create Hardcover' button below the Paperback listing.
- Select 'Create Hardcover'.
- A new page will open with three tabs at the top. You will start with 'Hardcover Details'

### Step #2: Hardcover Details

All the details you entered when creating the Paperback should still be in place. Good to check each item that all is present and correct

- **Language**
- **Book Title**
- **Series**
- **Edition Number**
  - Leave blank
- **Author**
  - Primary author of contributor
- **Contributors**
  - If applicable
- **Description**
- **Publishing Rights**
- **Primary Audience**
- **Primary Marketplace**
  - Please make sure that [amazon.co.uk](https://www.amazon.co.uk) is selected.
- **Categories**
  - Check that the categories you selected for the Paperback are automatically reflected.
- **Publication Date**
  - These should be in place as per Paperback; no action needed.
- **Release Date**
  - Select 'Release my book for sale now'.

This marks the end of the first stage of the Hardcover process. Select the yellow button at the bottom the page 'Save and Continue' and you will be moved automatically to the next page in the process.

### Step #3: Hardcover Content

- **Print ISBN**

- Select 'Assign me a free KDP ISBN'.
- Once selected an ISBN number should appear.

- **Print Options**

- Ink and Paper Type
  - 3x options are given in boxes.
  - Select 'Black and white interior with white paper'.
- **Trim Size**
  - Do NOT go with the default size.
  - Choose 'Select a different size'.
  - Select from the Hardcover options given 5.5 x 8.5 in / 13.97cm x 21.59 cm.

5.5 x 8.5 in  
13.97 x 21.59 cm

- **Bleed Size**

- Select 'No Bleed'.

- **Paperback Cover Finish**

- Select 'Matte'.

- **Manuscript**

- Upload Paperback Manuscript - must be in PDF format.
- PublishU file name should be "*AuthorName\_HARDCOVER.pdf*".

- **Book Cover**

- Select '*Upload a cover you already have (print ready PDF only)*'.
- Upload HARDCOVER Cover Art.
- PublishU file name should be "*Book Title\_HARDCOVER\_COVER.pdf*".

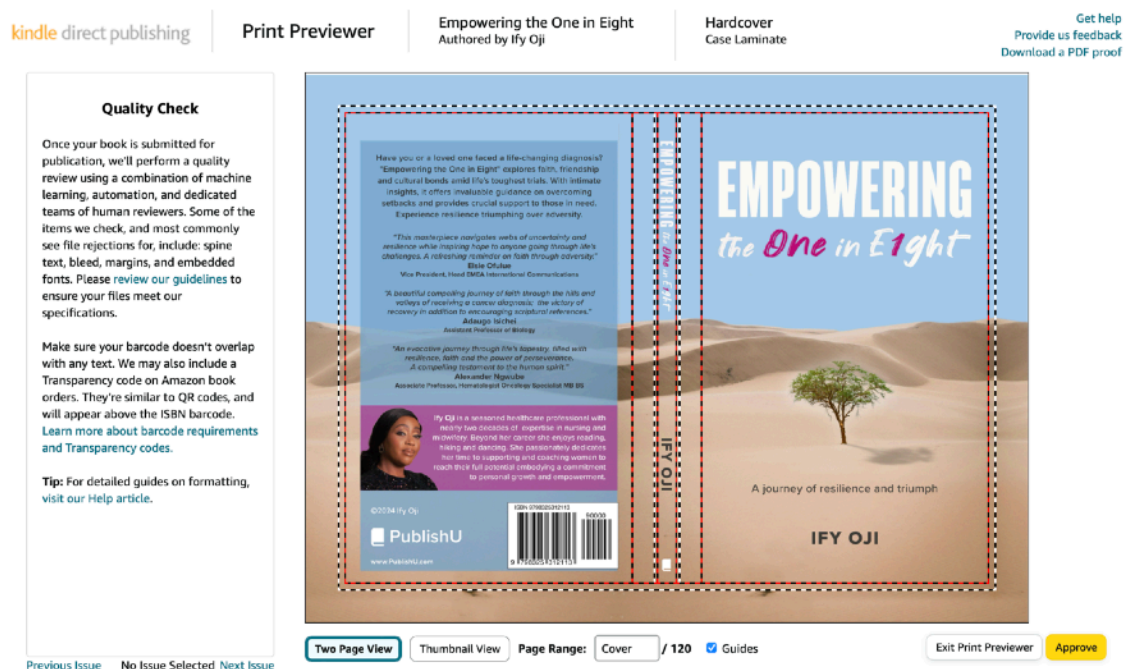
Wait for the two files to upload. This can take some time.

- **AI-Generated Content**

- Always select the 'No' option.
- If changes are made for whatever reason, this box will always need to be checked again.

- **Book Preview**

- This is a vitally important step to preview the files to check for formatting and print quality issues.
- Select 'Launch Previewer'.
- The book will take time to appear in the Preview Box. Once it is there you can make a spot check of several pages to see if all is in order.
- The main focus in the case of the Hardcover, is that the cover artwork layout be correct in size.
- If for some reason the size of the cover art is incorrect, or the font size on the spine is too large, Amazon will alert you to this immediately, in 'Quality Check'. *If this happens, you cannot proceed further until the Designer is alerted, changes are made, and the artwork is signed off again by the author.*
- If all looks good, select the yellow 'Approve' button.



This marks the end of the second stage of the process. Select the yellow button at the bottom the page 'Save and Continue' and you will be moved automatically to the next page in the process;

## Step #4: Hardcover Pricing

- **Territories**
  - select 'All territories (worldwide rights)'.
- **Primary Marketplace**
  - Pricing will be based on the primary marketplace you selected on the Details tab.
  - Here it should say '[amazon.co.uk](https://www.amazon.co.uk)'.

- **Pricing, royalty, and distribution**

- You will see a pricing table, listing all territories and currencies.
- You will only have to enter the price in the Amazon.co.uk box which, by default, should appear at the top of the list.

- **PublishU Pricing Guide**

- Below is PublishU's list of pricing which is based on the word count of the book.
- NOTE; it is recommended that you confirm the word count / listed price, prior to registering/ uploading the book.

### **PublishU Book Prices 2024**

#### **Re: Hardcover**

£12.99 (up to 39k words)

£13.99 (40k-49k words)

£14.99 (50k+ words)

This marks the end of the third and final stage of the Hardcover process:

- Select the yellow button at the bottom the page 'Publish Your Hardcover Book' and you will be moved automatically to the Bookshelf.
- A pop-up notification will appear, confirming that the Hardcover has been submitted, and that it will be under review by Amazon for up to 72 hours, before it is published.

## **PublishU Website**

Below are all the steps needed to add the new book to the PublishU website.

Log on to [www.PublishU.com/?edit](http://www.PublishU.com/?edit) using the editing logins and passwords provided.

Edit each section, adding information as listed:

### **AUTHOR PAGE**

- Name
- Pic
- Bio
- One Line
- Instagram Link
- Authors Testimonial (via Matt)
- Issuu Embed (Follow instructions below) *NB: Not relevant for all books*

### **ISSUU**

UN: [matt@publishu.com](mailto:matt@publishu.com)

PW: WhatsApp Matt

1. Login to... [www.issuu.com](http://www.issuu.com)

2. Select Publication.
3. Open left hand menu.
4. Select 'Share' / 'Embed on Website'.
5. Click 'Get Embed Code'.
6. On Webflow go to 'Issuu Embed'.
7. Click the '+' button, select 3rd option '<>'.  
</div><div data-bbox="90 250 851 266" data-label="Text"><p>Instructions... <a href="https://help.issuu.com/hc/en-us/articles/5772743714587-Embed-Your-Publication">https://help.issuu.com/hc/en-us/articles/5772743714587-Embed-Your-Publication</a></p></div><div data-bbox="90 287 200 302" data-label="Section-Header"><h3>BOOK PAGE</h3></div><div data-bbox="113 305 880 581" data-label="List-Group"><ul style="list-style-type: none;"><li>• Title</li><li>• Slug (please ensure there is a hyphen between each word of the book title - it should do this automatically)</li><li>• Cover (NB size 200k)</li><li>• Paperback AFFILIATE link (*Follow instructions below*)</li><li>• Kindle AFFILIATE link</li><li>• Audio book AFFILIATE link</li><li>• Hardback AFFILIATE link</li><li>• One Liner</li><li>• BCP</li><li>• Select Author</li><li>• Release Date</li><li>• Endorsement</li><li>• NEW: Reader Review</li><li>• Select Category</li></ul></div><div data-bbox="90 601 233 617" data-label="Section-Header"><h3>PODCAST PAGE</h3></div><div data-bbox="113 620 838 747" data-label="List-Group"><ul style="list-style-type: none;"><li>• Podcast with <Author Name></li><li>• Episode Description (via Shared Note)</li><li>• Add Spotify Podcast link (<a href="https://open.spotify.com/show/5dwnSUbYPg50QDDfYeg6Y1">https://open.spotify.com/show/5dwnSUbYPg50QDDfYeg6Y1</a>)</li><li>• Add Apple Podcast link ( <a href="https://podcasts.apple.com/us/podcast/publishu/id1706119281">https://podcasts.apple.com/us/podcast/publishu/id1706119281</a>)</li><li>• Add YouTube link (<a href="https://www.youtube.com/@publishuglobal">https://www.youtube.com/@publishuglobal</a>)</li><li>• Select Author</li><li>• Select Book</li></ul></div><div data-bbox="90 768 196 784" data-label="Section-Header"><h3>BLOG PAGE</h3></div><div data-bbox="113 786 886 896" data-label="List-Group"><ul style="list-style-type: none;"><li>• Name (Copy & paste Platform Magazine interview headline).</li><li>• Slug (Auto populates).</li><li>• Short Description (Copy & paste description from the top of the Platform Magazine interview).</li><li>• Rich Text (Copy and paste Platform Magazine interview, places names in **bold** text and conversation in standard text).</li><li>• Author (Select author from drop down list).</li></ul></div><div data-bbox="428 919 567 948" data-label="Page-Footer"><p>Copyright<br><a href="http://www.PublishU.com">www.PublishU.com</a></p></div></div>

### BOOK PAGE

- Title
- Slug (please ensure there is a hyphen between each word of the book title - it should do this automatically)
- Cover (NB size 200k)
- Paperback AFFILIATE link (*Follow instructions below*)
- Kindle AFFILIATE link
- Audio book AFFILIATE link
- Hardback AFFILIATE link
- One Liner
- BCP
- Select Author
- Release Date
- Endorsement
- NEW: Reader Review
- Select Category

### PODCAST PAGE

- Podcast with <Author Name>
- Episode Description (via Shared Note)
- Add Spotify Podcast link (<https://open.spotify.com/show/5dwnSUbYPg50QDDfYeg6Y1>)
- Add Apple Podcast link ( <https://podcasts.apple.com/us/podcast/publishu/id1706119281>)
- Add YouTube link (<https://www.youtube.com/@publishuglobal>)
- Select Author
- Select Book

### BLOG PAGE

- Name (Copy & paste Platform Magazine interview headline).
- Slug (Auto populates).
- Short Description (Copy & paste description from the top of the Platform Magazine interview).
- Rich Text (Copy and paste Platform Magazine interview, places names in **bold** text and conversation in standard text).
- Author (Select author from drop down list).

- Date of publication (Select GPD).

## **AFFILIATE LINKS**

*(NB: only possible to fulfil this task once the book is live on Amazon - often the next day)*

UN: mattbird@publishu.com

PW: WhatsApp Matt

1. Login to... <https://affiliate-program.amazon.co.uk>
2. Login to... <https://www.amazon.co.uk>
3. Search book.
4. Click on the format of the book you want the link for.
5. Click 'Get Link: Text' (in the top left corner, see screenshot).

## **NIELSEN BOOK DATA**

The day before the book is published it is critical that the ISBN is registered...

### **LOGIN**

- Go to - <https://www.nielsentitleeditor.com/titleeditor/>
- Click - Log in now >
- Enter Username - PUBSHUTE
- Enter Password (WA Matt)
- Click - Log in >

### **ISBN**

- Click - Add Book
- Enter ISBN - (take from author folder, no spaces or dashes)
- Click - Easy Add Book >
- Click - (Select an Imprint) & PublishU (Physical Products...)
- Click - Easy Add Book >

### **BOOK DETAILS**

- Publication Status - Forthcoming
- Date of Publication - Publication date from PUBLISHINGSCHEDULE
- Main Title - Title
- Sub-title - DO NOT ENTER! IE LEAVE BLANK
- First Name - Author First Name from \_BOOKINFO
- Surname - Author Surname from \_BOOKINFO
- Subject Category (codes A-Y) - search and select most appropriate
- Audience - Professional and Vocational (normally)
- Price Amount - As on \_BOOKINFO
- Market Availability - Not yet available
- Expected Date - Publication date from PUBLISHINGSCHEDULE
- Short Description - Copy & paste BCP
- Click - Validate
- Author Biography - Copy & paste Author BIO from PUBLISHINGSCHEDULE
- Click - Validate
- Keywords - Add from \_BOOKINFO





- Click - Send Record to BookData >

**COVER**

- Upload book jacket - copy and paste \_FRONT\_COVER, change the file name to the ISBN (no letters, spaces or dashes)
- Click - upload (is that correct?)