

Kindle Direct Publishing (KDP) Assignment – Prompt & Rubric

DUE: 11:00AM on 3/7/19 – This is a different date than on the syllabus

Summary

You will create and self-publish a book on Amazon using Kindle Direct Publishing, and then write a short paper analyzing the impact of KDP using class materials and concepts. This project will require you to be self-motivated and figure out how to use Amazon's tools yourself.

Because it can take 72 hours for your book to be published on Amazon, you should have the book published by 9:00am on March 4th to leave yourself enough time.

You will need:

- Your already-set-up KDP account (see instructions handed out in class on 2/18 – also available on Sakai under Resources > Assignments)
- The class readings and notes for 2/26 and 2/28
- A document of some sort that you can self-publish as a book (fiction or non-fiction). We will brainstorm some ideas in class for what your book might include. This document can be a .doc, .docx, or .pdf. If you are publishing some sort of story, essay, poetry etc. .doc or .docx is recommended. NOTE: This must be something YOU have written. It cannot be anything copyrighted or plagiarized.
- Your alias (nom de plume or pen name), if you choose to use one.
- The book's title, description, keywords, and categories. *Do some market research when choosing categories and keywords. What makes a successful title on KDP?* For example, go to [Amazon's Kindle Store](#) and browse through the best-sellers. Look at what categories might be appropriate for your book and look at the cover art, titles, and descriptions for the best-sellers in those categories.

Step One: Book Details

1. Go to https://kdp.amazon.com/en_US/bookshelf. Under “Create a New Title,” click on “+ Kindle ebook.” [Figure 1]
2. This will open your main information screen [Figure 2]. It has three tabs at the top: Kindle eBook Details, Kindle eBook Content, and Kindle eBook Pricing.
3. Fill in the Kindle eBook Details screen. Try to make your book sound engaging and interesting – take this seriously as if you were publishing a real book under your own name! Make sure you save as you are working to avoid losing your work.

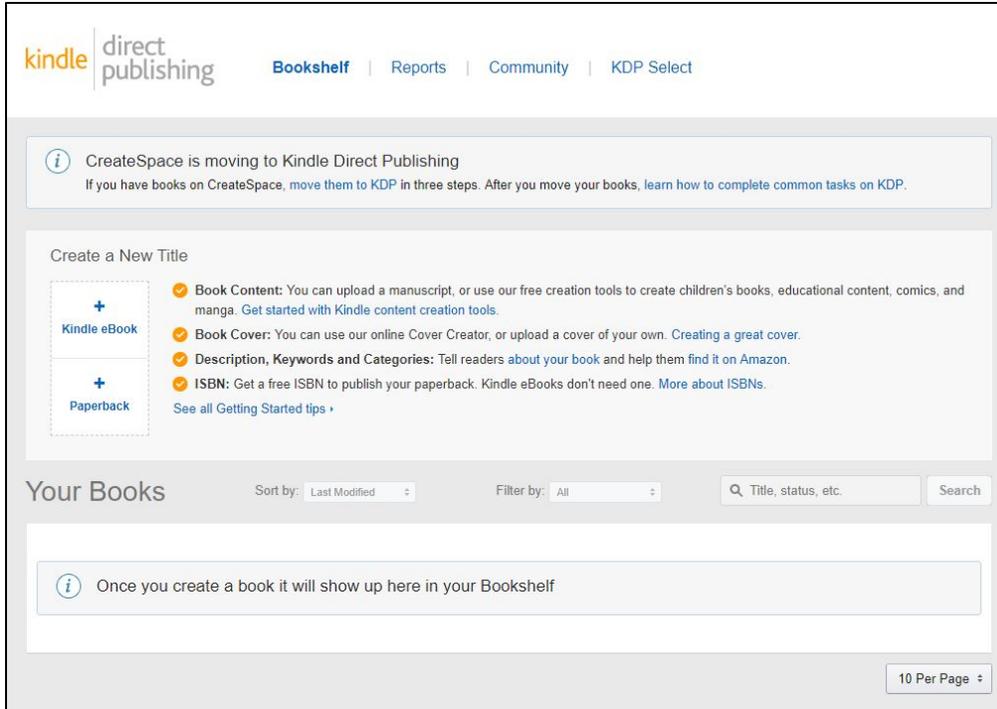


Figure 1: "Create a New Title"

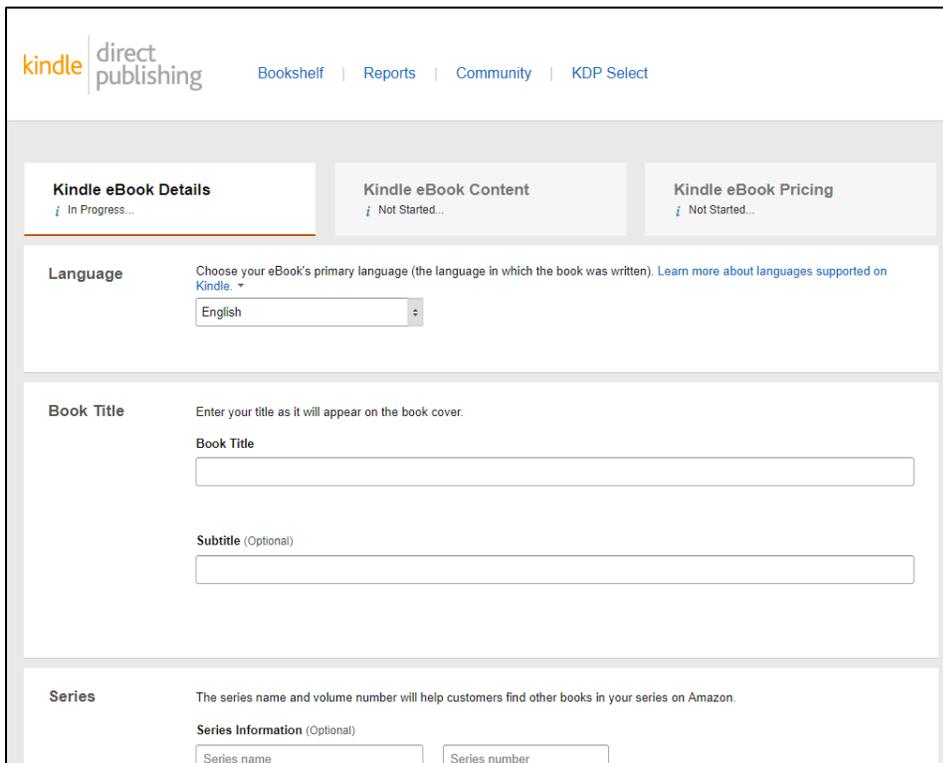


Figure 2: Main book create screen

Step Two: Upload the Content

The screenshot shows the 'Kindle eBook Content' tab in the Amazon KDP dashboard. It is divided into two main sections: 'Manuscript' and 'Kindle eBook Cover'.

Kindle eBook Details (Complete) | **Kindle eBook Content** (Not Started...) | **Kindle eBook Pricing** (Not Started...)

Manuscript

Please read our [KDP Content Guidelines](#) and upload a manuscript containing interior content for your Kindle eBook. [View supported file types](#) ▼

Digital Rights Management (DRM)

Enable DRM on this Kindle eBook. How is my Kindle eBook affected by DRM? ▼

Yes

No

Recommended formats for Kindle eBooks: .doc, .docx, HTML, MOBI, ePub, RTF, Plain Text, and KPF. [See a full list here.](#)

i Use Kindle Create to transform your manuscript to an eBook with professional book themes, images, and Table of Contents. [Click here to download for free.](#)

Upload eBook manuscript

Kindle eBook Cover

We recommend a book cover for a good reader experience. You can create a cover using our Cover Creator tool or upload your own Kindle eBook cover. [See our cover guidelines.](#)

Use Cover Creator to make your book cover (upload your own cover image or use KDP's stock images)

Launch Cover Creator

No Cover Uploaded

Upload a cover you already have (JPG/TIFF only)

1. Prepare the manuscript. I recommend just uploading a .doc or .docx file, but you might want to make your ebook look more professional. The easiest way to do this is to [download Kindle Create](#). This is a free program that is available for both Mac and PC. Amazon has very detailed instructions and tutorials on their [Kindle Create pages](#).

NOTE: This program does not support tables, lists, footnotes, indents, and hyperlinks. If you have any of these in your file, try to change them into something else.

2. Create a cover. You can either use a graphics app to create one (Adobe Creative Cloud, Canva, MS Paint, etc.) or use Kindle's Cover Creator.

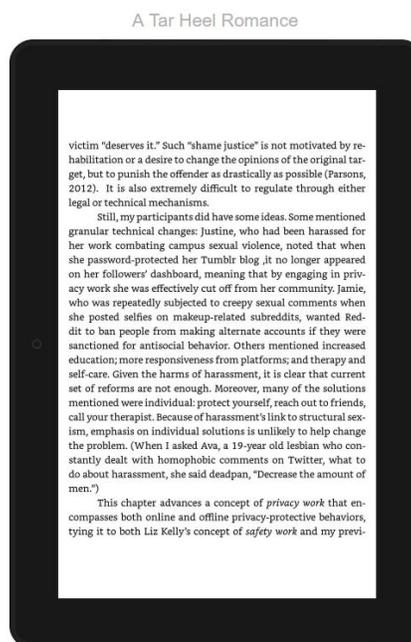
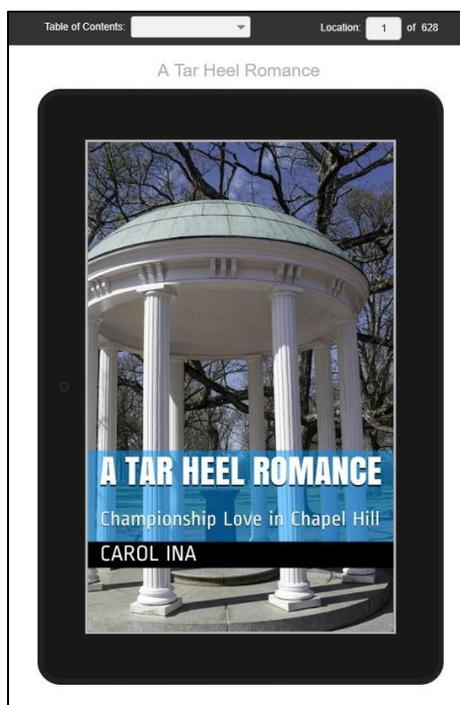
- [Find royalty-free images at the UNC Library](#) or [Everystockphoto.com](#)
- Here's a tutorial on [creating a book cover with Adobe InDesign](#).

NOTE: Save your creation as a .jpg or .tiff.

3. When you have uploaded the book cover and contents, preview your file. If it looks weird/ugly, you might have to go back and edit the .docx or .doc file, or choose to use Kindle Create.

Here's what my (imaginary) romance novel looks like in preview. I used the Kindle Cover Creator to make this cover in about five minutes and uploaded a draft of a chapter I'm working on (in .docx). *NOTE: This is just a silly example. Your cover should match the book contents.*

When in doubt, do your own research. There is a plethora of information on KDP and self-publishing online.



4. Click on “Book Details” in the upper left to go back to the main screen. Click “Save and Continue.”

Step Three: Kindle eBook Pricing.

1. Select “Enroll my royalties with KDP select.” This is the program we discussed in class where titles are unique to Amazon but are available with Kindle Unlimited.

2. Territories: Choose “All Territories (Worldwide Rights)”

3. Pricing: The “View Service” button will recommend the best option for you. I chose a list price of \$2.99 with 70% royalties. This means that you will get 70% of \$2.99 (\$2.01) for each book sold.
4. Ignore the Kindle Matchbook box – you aren’t publishing a print book.
5. Book Lending will already be checked – ignore this.
6. Click “Publish your Kindle eBook”!

Congrats, you are now a published author!

Step Four: Wait, and Write Your Paper

Write a three-to-five-page paper *analyzing* KDP using your own book as a case study. Make an argument about what your own experiences and class material have taught you about KDP’s impact on publishing.

First, describe the process.

- What is your book about and how did you decide to market it?
- How did you choose the topic, cover art, title, keywords, categories, etc.?
- What online research did you do? Did you examine the Amazon Kindle store? Did you Google “best cover art”? Did you look for websites that give self-publishing advice? Did you watch tutorials on Amazon? What was helpful and not helpful?

Second, analyze the process.

- Was this easy or difficult for you? What sort of technology knowledge and access do you need to self-publish? Are there groups of people who could not accomplish this task? What does this say about the openness of self-publishing?
- Do you believe you could make money from self-publishing, based on the readings and your own research?
- How has KDP changed the publishing industry? What positive changes and what negative changes has it brought about?

You must use class material and concepts. Please cite all sources.

Upload the finished paper to Sakai preferably as a Word document. You **must include** a link to your published book!

Rubric

Your project will be evaluated on:

- Completion: Did you successfully publish an eBook? Does it have text, a title, cover, keywords, and a description?
- Description: Did you fully describe the process as outlined in Step Four, above?
- Analysis: Is your analysis insightful, creative, and original? Did you complete the analysis as outlined in Step Four, above?
- Argumentation: Did you make an argument in your paper? Is it supported using evidence?
- Material: Did you draw on and cite class material where appropriate?
- Composition: Is the paper free of grammatical errors and spelling mistakes? Is it well-written and well-organized?

Please review to the grade policies in the syllabus for more information.