

# Kindle Publishing Guide

**By Marc Kirshenbaum**

Producing origami books for the Kindle platform is a great way to improve your visibility in the vast market of books. If you have already created a print version of your book, it is usually not a big effort to convert it over to an ebook. Kindle is an ideal platform for releasing mini books that might not warrant having a print version.

It should go without saying that you need to have the rights to republish your work on a different platform. That is, if you are using a commercial publisher for your print book, they likely control the rights to your work and can dictate what is allowed. If you have self published your book, then of course reprinting in digital format is not an issue.

The simplest way to produce a Kindle book is to use the software that Amazon developed, called Kindle Create. Search for the program on <https://kdp.amazon.com/>. Starting this converter brings up two main options. The first is to create a responsive (reflowable) version of your document. This is what you would use if you are making a text-heavy style novel.

Amazon recommends the second fixed layout option for books that are image-heavy (like virtually all origami books are). This makes it easy to ensure things like having your text instructions fall under the appropriate corresponding illustration. If you were to make your text reflowable, then it is easy for all of your books elements to shift around and not line up properly.

For this fixed-format option, the program needs a single pdf file of your manuscript. If you have created a print book already, you will likely need to completely layout your book from scratch. Brain Webb created a template for this purpose that is sized so that people looking at your book on a phone will not have to strain their eyes. This template is 3.1 inches by 3.72 inches tall (7.87cm x 9.45cm). There is a horizontal guide .375 inches (.95cm) away from the bottom edge to provide a place to have a TOC footer. The main area above is divided into four equal sections. The idea is to fill each section with a single diagram and its corresponding text. So, the most diagrams you should have on a page is just four. For more complex diagrams it is common to have just two illustrations on the page, and sometimes even just a single picture. The other important consideration is to make sure you are using at least 10pt sized text.

Most print books have a TOC in the front, but with Kindle books it is built into the navigation interface. So when you are creating this manuscript, you do not want to have a TOC page. If you are converting from a print book, it is likely that your book is beautifully formatted. Unfortunately for legibility, most of that formatting needs to be removed. Things like introductory sections should be converted to large text blocks that cover the majority of your template. Screen space is limited on most electronic devices so you want to use as much of that as possible.

Each chapter of your book will need to be compiled together into a single PDF file (optimized for RGB output if possible). Be sure to have all fonts embedded. Printing the resulting file to PDF will ensure your manuscript will be readable by the Kindle Create program. Once you open up your PDF in the program you will scroll through it, notating which gages should be regarded as the beginning of a chapter. You then save your book and click on the "publish" button. This generates a KPF file along with a file folder with supporting files. The only other file you will need to publish is just an image of your book's front cover, optimized for RGB. It is also easy to upload new versions of your manuscript with any revisions.

Once you have these files you can publish them on the KDP website (<https://kdp.amazon.com/>). There you will add your books metadata (searchable things like title, author and key words), being sure to be consistent with other titles you have created. You have the option to add an ISBN, but it is not necessary, especially if it will only be available exclusively on the Amazon platform (recommended). Amazon instead will assign an ASIN number to your book.

The next option is to add DRM protection on your book. This is recommended to prevent unauthorized sharing of your work. Uploading your files will take a little while and could take a few minutes after that until the previewer is ready. Once you have approved your manuscript you can then move on to the pricing section.

Being part of KDP Select is recommended as it greatly improves your revenue potential and visibility on the Amazon platform. The price for this is exclusivity to Amazon, but since they have the majority of ebook sales anyway, it is a small price to pay. Selecting this pricing automatically enrolls you in their book lending program. This allows people enrolled in this program to download your book for free. This is a good thing, as you will still get paid based on the number of pages viewed. Each month Amazon calculates your share of revenue based on readership activity from those enrolled in the program.

You will likely also want to make your book available worldwide, so be sure to check that option. The final step is to set the price of the book, which in most cases should be \$9.99 USD. This makes you eligible for their generous 70% commission rate. Anything above that drops you to just a 35% rate. You would have to raise your book price to \$20 USD just to get that same level of revenue! Of course for small books you could consider going lower than \$9.99 USD.

After clicking the "Publish" button it can take about a day until your book appears in their store. Once it appears, you want to be sure to link it to any related print versions of the book. This is done through their Author Central page (<https://authorcentral.amazon.com/gp/home>) Search for your titles and claim ownership as appropriate. Contact them to then link books together. If you have published your print book outside of KDB, it will benefit by being associated with the more visible Kindle version.