

Key Takeaways from the Discussion on Amazon KDP Publishing

1. Why People Write Books

- Writing a book is often tied to a personal transformation or life-changing experience.
- Many professionals struggle with visibility, self-trust, and stepping into authority.
- Publishing a book is not just about strategy — it is also emotional and identity-driven.
- Becoming an author can help position oneself as a thought leader, speaker, or authority.

2. Justin's Publishing Journey

- Started writing after career burnout and personal transformation.
- Joined a "Write a Book in a Week" intensive by Inspirational Book Writers.
- Used structured coaching, accountability, and time-boxing to complete manuscripts.
- Wrote multiple books through guided publishing "containers."

3. The Book Writing Process

Phase 1: Writing

- First manuscript can be completed quickly with focused writing blocks.
- Example target: 20,000 words within a week.

Phase 2: Publish & Launch

- Editing
- Copy editing
- Cover design
- Formatting
- Uploading to Amazon KDP
- Launch strategy

4. Self-Publishing vs Traditional Publishing

Benefits of Self-Publishing

- Retain full copyright ownership.
- Preserve your authentic voice.
- Faster publishing process.

- Better control over branding and positioning.

Traditional Publishing Concerns

- Publishers may reshape the author's voice.
- Rights and future adaptations may be owned by publishers.

5. Amazon KDP (Kindle Direct Publishing)

Website

- kdp.amazon.com

What KDP Allows

- Publish:
 - eBooks
 - Paperback books
 - Hardcover books
- Print-on-demand globally.

6. Basic KDP Setup Process

Information Required

- Book title
- Subtitle
- Author name
- Book description/blurb
- Categories
- Keywords
- Publication date

ISBN

- KDP provides free ISBNs.
- Separate ISBNs needed for:
 - Paperback
 - Hardcover

7. Book Design Decisions

Common Choices

- Standard trim size: 6 x 9 inches
- Cream paper:
 - Better for storytelling/inspirational books
- White paper:
 - Better for textbooks/business books

Cover Upload

- Manuscript uploaded as PDF.
- Cover uploaded separately as PDF.
- Spine text only available if book exceeds minimum page count.

8. Launch Strategy for Bestseller Status

Key Strategy

- Launch eBook at:
 - USD \$0.99 / 99 cents

Why?

- Encourages higher purchase volume quickly.
- Helps achieve Amazon Bestseller ranking.

Bestseller Mechanics

- Category selection is critical.
- Smaller categories require fewer sales.
- Sometimes 20–25 copies can achieve #1 ranking.
- Weekend launches are preferred because followers are more available to purchase.

9. Royalties on Amazon KDP

eBooks

- Up to 70% royalty (depending on pricing and market).
- Lower prices may only receive 35%.

Paperback Books

- Typically 60% royalty.

10. Global Distribution

Amazon KDP

- Excellent for:
 - Amazon sales
 - Bestseller campaigns
 - Fast publishing

Lulu.com

- Recommended for:
 - International bookstore distribution
 - Wider print distribution

11. Hardcover Publishing

- Hardcover printing is slower than paperback.
- Recommended launch order:
 1. eBook
 2. Paperback
 3. Hardcover later

12. AI & DIY Publishing

- With AI and KDP tools, authors can independently publish books.
- Coaching/support is helpful but not compulsory.
- KDP provides guidance if setup errors occur.

13. Audio Books (Amazon Audible)

- Authors can record their own audiobooks.
- Audio books increase accessibility for audiences who do not read often.
- Audio publishing can strengthen personal branding and audience connection.

14. Important Publishing Tips

- Choose categories strategically.
- Keep launch pricing low initially.
- Gather supporters/followers before launch.
- Encourage purchases within a short time window.
- Storytelling improves engagement, even in business or management books.

15. Overall Message

- Publishing a book today is highly accessible.
- The biggest barrier is often mindset and visibility — not technology.
- Amazon KDP makes independent publishing achievable even for first-time authors.

Justin's Freebies & Giveaways

Justin also shared that part of his personal philosophy is philanthropy and giving value freely to his community. As part of building connections with readers and future book launches, he offers several complimentary resources:

- **Free Audio Book**
 - Complimentary audio version of his book *Making Darkness Visible*.
 - Hosted through Amazon Audible.
 - Includes client transformation stories and identity-shift journeys.
- **Transformational Process Guide**
 - A one-page overview explaining the transformation/coaching process he uses with clients.
- **“Activation for Tranquility” Resource**
 - Additional personal development / emotional transformation giveaway.
- **Purpose Behind the Freebies**
 - To build a community and mailing list.
 - To stay connected with readers for future book launches.
 - Supporters are later invited to help during launches by purchasing books during the launch period (typically at 99 cents).
- **Additional Support Offered**
 - Open to future Q&A sessions.
 - Willing to conduct larger Zoom sharing sessions if there is interest.
 - Happy to continue guiding aspiring authors through the publishing process.