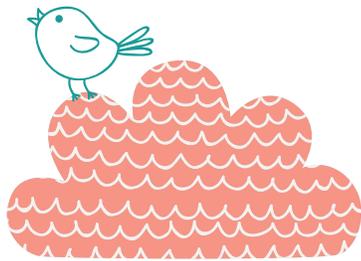


Your Books

tips & tricks

Entering your book onto Kindle Direct Publishing (KDP)

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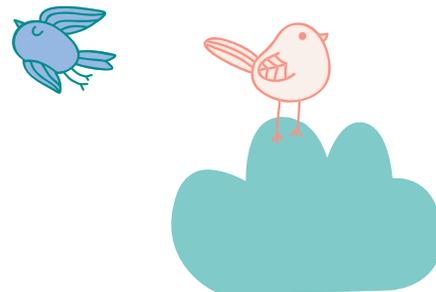
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Introduction

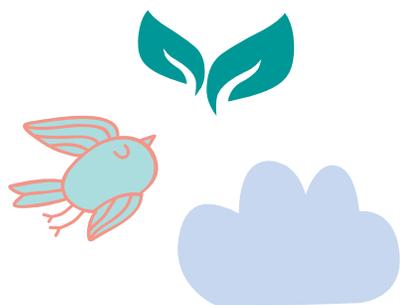
Congratulations on your newly completed book! You have some very exciting days ahead.

The process of setting up your book on the KDP platform is complicated, but doable. Take your time and do this slowly and methodically. Carefully read the instructions here and the notes that Amazon have online regarding all the topics involved (you will see many links in the KDP forms themselves and if you click them they should open in another browser tab. Other notes will pop up if you hover the cursor over it). You can save your progress and go and have a cup of tea at any time. Grandchildren and children are useful.



What you'll need

1. Your address – including your postcode – and phone number.
2. Your bank account name, number and the BIC/SWIFT of your bank (see Payment & Banking section).
3. Your IRD number.
4. A file of the contents of your book in an easily accessible place (desktop?) – a mobi file is preferable, but KDP can also use/convert other types of files – .doc, .docx, HTML, ePub, RTF, Plain Text and KPF. You can download a previewer program to see your book as it will turn out on all devices here: <https://www.amazon.com/gp/feature.html?docId=1000765261>
5. A JPG or TIFF of your front cover in an easily accessible place (desktop?). This needs to be less than 50MB but they recommend it is a minimum of 72 DPI (dots per inch).
6. Your ISBN (which you get free from the National Library in Wellington <https://natlib.govt.nz/forms/isn>). This MUST be a mobi (Kindle) specific number. Ensure you don't use the same number as the paperback or hardback.
7. A blurb for your book.
8. Five to seven keywords applicable to your book (see Tab 1 – Kindle eBook details).



Signing Up

If you don't already have an Amazon account, go to www.amazon.com and hover your mouse over **Hello. Sign in.**



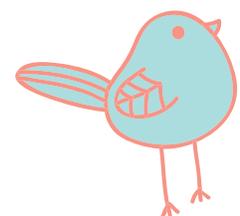
Click on **Start here.**

Enter your name, email address and a password that is over 6 characters long. Enter the password twice.

Next, set up a KDP account here (use your Amazon details to sign in):
https://kdp.amazon.com/en_US

Then you'll have to agree to their **Terms and Conditions.**

You will then be in your homepage – called **Bookshelf.**



 **Your account information is incomplete.**
To publish a book, you will need to complete this. [Update Now](#)

 You can now publish paperback versions of your books with KDP. [Learn more about these beta features.](#)

Create a New Title



-  **Book Content:** You can upload a manuscript, or use our free creation tools to create children's books, educational content, comics, and manga. [Get started with Kindle content creation tools.](#)
 -  **Book Cover:** You can use our online Cover Creator, or upload a cover of your own. [Creating a great cover.](#)
 -  **Description, Keywords and Categories:** Tell readers about your book and help them find it on Amazon.
 -  **ISBN:** Get a free ISBN to publish your paperback. Kindle eBooks don't need one. [More about ISBNs.](#)
- [See all Getting Started tips](#)

Your Books

Sort by: Last Modified

Filter by: All

Q Title, status, etc.

Search

 Once you create a book it will show up here in your Bookshelf

At the top there is a message: "Your account information is incomplete. To publish a book, you will need to complete this. [Update Now](#)"

So, click on [Update Now](#)

My Account

Author/Publisher Information

Payment & Banking

Tax Information

Account ID

A2SAPR2NLY6BBF

Which country do you live in?

We need to know where you live so we can determine how to send you payments

Country

Getting Paid

To see these questions, tell us where you live

Tax Information

To see these questions, tell us where you live

Save

Author/Publisher Information section

Start with **Which country do you live in?**:

Choose the **country** and press enter.

The screen will change to:

Author/Publisher Information

Please enter your address.

Country	<input type="text" value="New Zealand"/>
Full Name <small>(What's this?) ▾</small>	<input type="text"/>
Address Line 1	<input type="text"/>
Address Line 2 <small>Optional</small>	<input type="text"/>
City	<input type="text"/>
State/Province/Region	<input type="text"/>
Postal Code	<input type="text"/>
Phone	<input type="text" value="+XX-XXXX-XXXX"/>

The **full name** can be your publishing company or your first and last name.

Address includes **State/Province/Region** – just put your region (eg. Northland, Otago, etc)

If you don't know your **NZ Postal Code**, you can find it here:

<https://www.nzpost.co.nz/tools/address-postcode-finder>

You **phone number** should begin with **+64**.



Payment & Banking Section

Under **Getting Paid**, fill in the country field and press enter.

The screen will change to:

Getting Paid

Provide your bank information to receive electronic royalty payments. [Learn more](#).

Tell us about your bank

Where is your bank?

Bank currency

Account holder name
(What's this?)

Type of account Checking Savings

Account number
(What's this?)

BIC code
(What's this?)

Name of bank

You DO need to put your bank account details in (they do not pay by cheque anymore).

The **Account holder name** must be the correct name on your account.

Select either **Checking** or **Savings**. (Remember: checking account = cheque account)

Your bank account number must have the full 15 or 16 digits beginning with the bank code (eg. ANZ = 01, BNZ = 02). You must enter this correctly **twice**.

Your bank will be able to tell you their BIC/SWIFT code, or it will be on their website.

Here are the main ones:

ANZ – ANZBNZ22

ASB – ASBBNZ2A

BNZ – BKNZ22

Citibank – CITINZ2X

HSBC – HSBCNZ2A

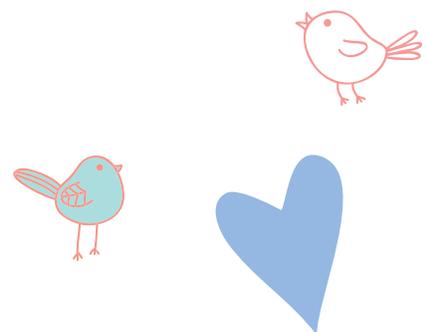
Kiwibank – KIWINZ22

Rabobank – RABONZ2W

TSB – TSBANZ22

Westpac – WPACNZ2W

Name of bank = ANZ, ASB, Trust Bank, etc.



Tax Information

Tax Information

Complete payment setup: Tax withholding

Before we can send you payments, we need to collect some tax info about your business. You will be redirected to our secure tax platform, and then returned here for confirmation.

[Complete Tax Information](#)

Click the **Complete Tax Information** button.

On the next page is a tax questionnaire.

At the top of the page are two questions:

Who will receive income from Amazon or its subsidiary? ?

Individual/ Sole-Proprietor Business

For U.S. tax purposes, are you a U.S. person? ?

Yes No

Click **Individual/Sole-Proprietor**.

Under **For US tax purposes, are you a US person?** Tick **No**.

A **Save and continue** button will appear. Click it.

For **Type of beneficial owner**, you will be an **Individual**.

Country of Citizenship will be **New Zealand**.

Enter your **Full Name** (as on your tax return).

Beginning with **New Zealand**, enter your address. NB – If you don't put a Postal Code in, it will say "Check this data. It does not appear valid" when you click Save and continue. Either enter your Post Code or just tick "I confirm that my address is valid."

Mailing Address. Either click Same as **permanent address** or **Other** (and then fill out your mailing address).

Are you an agent acting as an intermediary? Tick **No**.

For the **US person test – individuals** section – don't tick any, unless they apply.

Under **Tax Identification Number** tick "I have a foreign (non-U.S.) income tax identification number" [NB - Amazon do accept NZ IRD numbers because NZ has an active income tax treaty with the US].

Click **Save and continue**.

Read the **Treaty Benefits** section and follow the instructions (leave the country as New Zealand and tick the box underneath).

Enter your IRD number under **Foreign (non US) Tax Identification Number (TIN)**.

It will fill in the W-8BEN form for you – using the information you have provided. Check the details are correct before clicking on **Save and continue**.

You will then see this:

Consent to electronic delivery of Form 1042-S ⓘ

Certain types of payments made from Amazon and its subsidiaries are subject to IRS reporting on Form 1042-S. If you receive these types of payments, your tax form will be sent on or before March 15th following the year that you receive such payments. Select your preferred method of delivery for your year-end tax forms (e.g., IRS Form 1042-S).

If you provide consent for electronic delivery of your year-end tax forms, you may revoke this consent at any time by returning to the tax information interview.

Note: At this time, not all Amazon businesses and subsidiaries have enabled the electronic delivery of Form 1042-S. You may still receive a paper form from these businesses until the electronic delivery has been enabled.

Form 1042-S delivery preference: Go paperless, I want to receive my Form 1042-S electronically
 I prefer paper delivery

Consent to electronic signature ⓘ

In order to electronically sign your tax identity document, it is necessary to obtain your consent. If you do not provide your consent, you will be presented with a printable version of your form after clicking the "Submit" button below. You will be required to print the form, sign it with blue or black pen, and mail it to the address that will be provided on the next page.

Electronic signature I consent to provide my electronic signature
 No, I will mail the documents to you

Click **Go paperless**.

If you consent to provide your electronic signature, you will see this pop up:

Electronic signature

Under penalties of perjury, I declare that I have examined the information on this form and to the best of my knowledge and belief it is true, correct, and complete. I further certify under penalties of perjury that:

- I am the individual that is the beneficial owner (or am authorized to sign for the individual that is the beneficial owner) of all the income to which this form relates or am using this form to document myself as an individual that is an owner or account holder of a foreign financial institution,
- The person named on line 1 of this form is not a U.S. person,
- The income to which this form relates is: (a) not effectively connected with the conduct of a trade or business in the United States, (b) effectively connected but is not subject to tax under an applicable income tax treaty, or (c) the partner's share of a partnership's effectively connected income,
- The person named on line 1 of this form is a resident of the treaty country listed on line 9 of the form (if any) within the meaning of the income tax treaty between the United States and that country,
- For broker transactions or barter exchanges, the beneficial owner is an exempt foreign person as defined in the instructions, and
- I agree that I will submit a new form within 30 days if any certification made on this form becomes incorrect.

Furthermore, I authorize this form to be provided to any withholding agent that has control, receipt, or custody of the income of which I am the beneficial owner or any withholding agent that can disburse or make payments of the income of which I am the beneficial owner.

Read and tick all the statements.

The Internal Revenue Service does not require your consent to any provisions of this document other than the certifications required to establish your status as a non-U.S. individual and, if applicable, obtain a reduced rate of withholding.

By typing my name, date, and the e-mail address I use to access my account, I acknowledge I am signing the tax documentation under penalties of perjury.

Signature of beneficial owner (or Individual authorized to sign for beneficial owner)

Type your name

Date

mm-dd-yyyy

12-05-2017

E-mail address

Email address used to access your account

Capacity

Select One



Once you are satisfied with the information presented in your W-8BEN, and you have signed the certification above, select the Submit button to send your document to Amazon.

Exit without saving

Previous

Submit

Type in your name, the date (remember, the Americans list it backwards – month first), your email address and select **Individual** from the drop down list. If you choose to 'snail mail' the documents to them, this will pop up:

Are you sure?



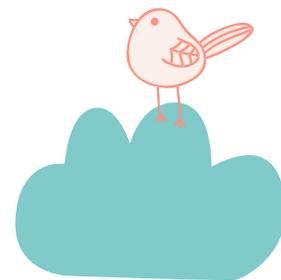
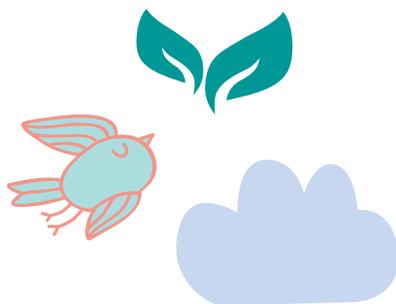
If you consent to electronic signature, your information will be processed and validated immediately. If you do not consent, certain features, including those that allow you to transact with Amazon and subsidiaries, may not be authorized until your information has been validated, and this process may not begin until 7-10 business days after receipt of your signed form.

OK

If you are satisfied that everything is correct, click on **Submit**.

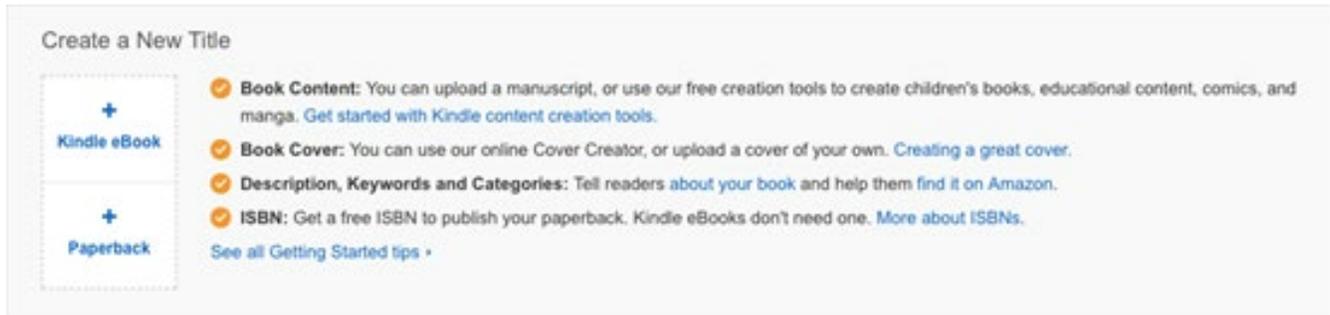
If you chose to snail mail the form, a printable version will then pop up and you must print that off, check it, sign it with a blue or black pen and send it off.

Once that's all in, you can start entering your book. If you chose to 'snail mail' your tax form, you can still begin entering your book, but you will not be able to publish it until they have processed your form.



Entering your book

On your home page (Bookshelf):



Click on '+ Kindle eBook'.

You will be taken through to a page with three tabs at the top:



You will need to complete all three tabs in order to publish your book.

Tab 1 – Kindle eBook Details

Choose the **Language** your book is in. There is no 'UK English' or 'NZ English' option – just 'English'.

Enter the **Title** for your book. The second part of this is for any subtitle you might have and is optional. Examples of a subtitle are "A Novel" or "A John Smith Thriller" or "How you can go from zero to hero in 5 easy steps."

Be aware that Amazon require you to only put in here what is actually on the cover. Format it normally (ie. Not all capitals).

(Optional) If your book is one of a **Series**, enter that in the next section. Otherwise, leave it blank.

(Optional) If this is not the first **Edition** of your book, enter that next. Otherwise, leave it blank.

Author. Definitely put your name here. Other **Contributors** must be put in the next section. If it is just you, leave the Contributors section blank.

Next is the **Description.** Your blurb goes here. It is limited to 4000 characters. You have the option here of including html script to make it look nicer. Html script is put before and after the text that you want to format with it.

To make the text **bold** put `` before the text and `` afterwards.

To make the text *italics* put `<i>` before the text and `</i>` afterwards.

To make the text underlined put `<u>` before the text and `</u>` afterwards.

For instance, to make your text look like this:

When you are at **peace** with yourself, any *place* is home.

You need to enter this:

When you are at `peace` with yourself, any `<i>place</i>` is `<u>home</u>`.

Tick 'I own the copyright and I hold the necessary **Publishing Rights.**'

Keywords are optional but necessary if you want anyone to find your book. They can be phrases. Eg. Magical Realism, World War 1 veterans. Fill all the seven fields, if you can, with terms or phrases that you would enter into a search field to look for your book.

Do not put:

- the title
- your name
- words such as 'free' or 'on sale'
- too-general terms, such as 'book'
- subjective claims, like 'best book ever'

Amazon has more guidelines/rules here

https://kdp.amazon.com/en_US/help/topic/G201298500

You can, and should, choose two appropriate **Categories** for your book. Note that, if you subsequently discover a category that is not available on the very limited list they provide here, you can request that they add your book to this category by using the **Contact Us** button in the **Help** section and selecting 'Book details'. Authors do this all the time. Amazon are quite responsive.

(Optional) If you are publishing a children's book, enter the **Age and Grade Range**. NB – This uses only the US grade range.

Tick either 'I am ready to release my book now'

or 'Make my Kindle eBook available for **Pre-order**'.

If you choose Pre-order, be aware that pre-orders do not count for sales on the release date. They will retain the date they are actually ordered. In other words, pre-orders DO NOT elevate your release date sales numbers.

Pre-orders must be set up in KDP four (4) days or more before your release date.

Press the **Save and Continue** button.

Tab 2 – Kindle eBook Content ---

This is where you upload your **Manuscript**.

But first – **DRM (Digital Rights Management)**. This is supposed to protect your content from pirates. It can't protect it from them all, however and it can, unfortunately, also make it difficult for your paying readers to access your book as well, as it can prevent them reading it on multiple platforms (eg. Both their Kindle device and their Smart Phone). NB – lots of people read from both their Kindle device and their phones.

Important point: Once your book is published, you **can't change its DRM setting**.

Press the 'Upload eBook manuscript' button and browse to the (mobi) file of your book and select it. It will take a few minutes to process your file, during which you can carry on filling in the rest of this page. But do come back to this section, before you go on, as they check your file and helpfully list possible spelling errors, which you should go through.

It is highly advisable to use the 'Launch Previewer' button to see how your book will look. Have a flick through to make sure it is laid out as you want it to be.

- Use the < and > buttons on the virtual device to go back and forth in it.
- Change the device you're seeing it on using the control at the top right (tablet, phone, Kindle E-reader).
- Change the font size.
- Use the Table of Contents at the top to go to the Beginning (usually just after the Contents page), the Cover and the Table of Contents. The NCX View will give you a list of the contents, including each chapter, so you can navigate to, say, chapter three.

Don't be alarmed by any nearly empty pages. The text has to be fluid because people can change the font size and font.

To get back to the publishing pages from the Previewer, select 'Book Details' in the top left hand corner, next to the house.

Enter your **Kindle eBook ISBN**. You can get this from the National Library (<https://natlib.govt.nz/forms/isn>). You don't need to type in the dashes.

(Optional) Enter your **Publisher**. This is either:

- Your name
- Your publisher's name, or
- Your own independent company name.

Press the **Save and Continue** button.

Tab 3 – Kindle eBook Pricing

The first checkbox is for **KDP Select Enrolment**.

The upside of enrolling in KDP Select is that you get 70% royalty from your book, rather than the usual 35%. Your book will also be included in the Kindle Unlimited library, where their paying subscribers can read your book. You will be paid a proportion of the Kindle Unlimited profits depending on how many pages of your book their subscribers read.

The downside is that you can't put your book on any other platforms – you are exclusive to Amazon/Kindle.

You can take your book out of KDP Select after each 90 day period is up. For each 90 days you are in KDP Select, you can use the Kindle Countdown Deals or the Free Book Promotion for up to 5 days per period.

Click **All Territories** (Worldwide rights).

Royalty and Pricing.

Pressing the View Service button under KDP Pricing Support (Beta) will give you suggested pricing for your book based on similar books. They may not be able to give you any information on this.

Select the 70% royalty option if you enrolled in KDP Select, otherwise select 35%.

Primary Marketplace should be set to Amazon.com or Amazon.com.au, depending on where you expect most of your sales to come from.

Enter your List Price in **US dollars**.

NB - If you are enrolled in KDP Select, you can't price your book below US\$2.99 or above \$9.99.

The prices for the other Amazon markets will be automatically calculated from the US price.

Matchbook – you can give readers who purchase the paperback of your book the option to buy the eBook of it for a discounted price if you select this box. You will then be given various options to charge them.

Book Lending – You can allow your customers to lend your book to friends for a maximum of 14 days if you select this box. This is locked at ticked if you are enrolled in KDP Select. You have to allow lending in this case.

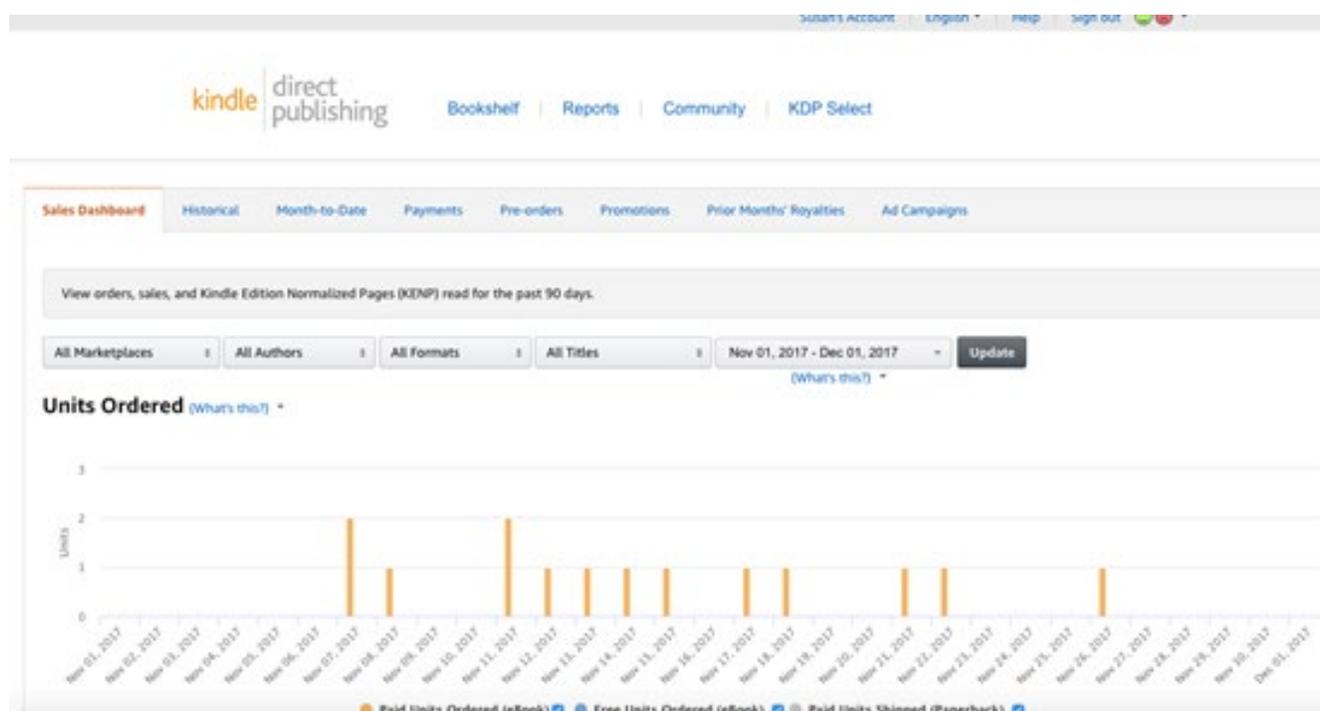
You can either select the **Save as Draft** button or bite the bullet – if you are happy with everything – and select the **Publish Your Kindle eBook** or **Submit for Pre-order** button.

They warn you that it will take about three days for your book to show up on Amazon, but it can be as little as 24 hours. They will send you an email when it happens.

If you need to change something in your book (eg. You see those spelling errors that you missed the first time), you can go into your book again from your Bookshelf page and re upload a new file. It will, again, take 24-36 hours to show up on Amazon.

Afterwards:

Once your book has begun selling, you can click on Reports and you will see something like this:



As you can see, there are more reports to look at on the other tabs – Historical, Month-to-Date, etc.

And farther down are the figures for Kindle Unlimited – the number of pages people read:

Kindle Edition Normalized Pages (KENP) Read from KU and KOLL [\(What's this?\)](#)



My advice? Don't look at your sales figures too often.

Be aware that, since Amazon doesn't have EFT payments set up properly yet for NZ, royalty payments will have to accumulate up to US\$100 or AU\$100, etc. before a wire transfer will come through to you.

In other words, there will be a delay in payments. Hopefully Amazon will sort this out in the near future.

Your Books