KDP University –

Links to KDP Jumpstart, Upcoming and Previously recorded webinars, Build Your Book, videos and more.

Sheldon Siegel’s Top Ten Pieces of Advice for Indie Authors:

1. **Write a Good Book. Preferably 3-5 books.** In order to be successful, you have to write a good book. For most genres, having at least 3-5 books in a series is best. You'll have more opportunity for marketing and building a readership with a series. Get a team to help you with editing both for constructive criticism and typos.

2. **Exclusivity with Amazon/Kindle Unlimited.** Go exclusively with Amazon KDP. By going exclusively with Amazon, you can sign up for the Kindle Unlimited Program. We make about 60% of our revenues from KU.

3. **Pricing.** Price your books between $2.99 and $5.99, with occasional sales at $0.99. 95% of your sales are e-books. If you price your books between $2.99 and $9.99, you’ll get a 70% royalty. If you price your books higher than $4.99, they won’t sell.

4. **Print and Audio Versions.** We do all of our books in print-on-demand through KDP and in audio through ACX. We do a royalty-sharing deal on ACX with our narrator, Tim Campbell, but you may be able to negotiate a flat hourly rate.

5. **Advertising and Promotions.** We focus paid advertising on Amazon and Facebook, with periodic ads on BookBub. We also run paid promotions when possible through BookBub and other sites that cater to cheapskates who like to read.

6. **Cover Art and Formatting.** We do our own formatting and cover art. If you don’t have this capacity in-house, you’ll want to hire professionals for this process.

7. **Engage with Your Readers.** It's easier to sell books to an existing reader than a new reader. Your greatest assets (other than well-written books) are your readers. Create and cultivate a mailing list. These are readers that you can contact and engage directly. We use MailerLite. We include contact info in the back matter with an invitation to join the mailing list along with the list of all the books and chapters for the next book. We respond to all reader emails, Facebook posts etc. in a speedy manner.
8. **ISBN Numbers.** It isn't essential for your e-book, but you'll probably want to purchase ISBN numbers to assign to your print and audio books. In the U.S., you get these from a company called Bowker.

   [https://www.myidentifiers.com/](https://www.myidentifiers.com/)

   We usually buy 10 at a time for about $300. Once you buy them, you assign an ISBN to your book, and then you go back on the Bowker website and there is a process to assign the ISBN number to the title on the ISBN website. It's an easy process once you've done it once or twice.

9. **Copyrights.** Once you have a completed manuscript, you'll want to send in a copyright application to the Federal Copyright Office. It's a two-page fill-in-the-blank form and you have to provide two copies of your book. The filing fee is $125. Then you sit around for a year and eventually they'll send you a fancy copyright certificate.

10. **Business Structure.** We run our publishing business through a California C-Corp, which allows us to keep our business separate, provides a little protection for liabilities, and allows us to have health and 401(k) plans through our company. It's made sense for us, but it's probably overkill until you start making about $100K per year. You should discuss business structure and tax issues with your accountant.