How to Publish a Paperback Book to Amazon for Free Using CreateSpace

- **What is CreateSpace?**
  - **Amazon's Print-On-Demand (POD) service for paperback books**
  - **Here's what it used to be like to publish a physical book**
    - Find a "real publisher"
      - May the force be with you!
    - Self-publish
      - Vanity Press
      - Format & print it yourself
- **Why Publish with CreateSpace?**
  - **Incredibly cost-effective**
    - Publishing to CreateSpace is completely free
    - Shipping/Printing costs typically only 60-70% of books price
      - This means your royalties are typically 30-40%
      - A $15.95 book pays me about $5 royalty per sale
    - Purchase it wholesale yourself
      - Usually less than $5 per copy
      - Bulk orders = discounted shipping costs
      - Use these books for:
        - Lead generation
        - Promote your own business
        - "Back of the room" sales
  - **"Point and Click" publishing**
    - CreateSpace submission process is easy to use
    - Free Cover Creator Tool
    - Changes to price, etc. go live in Amazon within hours
  - **"Set it and forget it" royalties**
    - Create multiple streams of passive income
    - Amazon takes care of everything
  - **Seamless integration with Amazon**
    - Amazon owns CreateSpace
    - Amazon takes care of:
      - Printing
      - Shipping
      - Payment processing
      - Customer support
      - Returns
    - Free Amazon book promotion
      - Over 3 million unique visitors every day (free traffic)
      - Largest and best-known book seller on the planet...PERIOD
      - Author Central page
    - People LOVE and trust Amazon shipping
  - **Because most people don't or won't**
    - Kindle is smoking hot right now
    - Many people disregard the POD platform
  - **Some people only buy "dead tree books"**
    - Many of my own P.O.D. books outsell my ebook versions
    - Older people & "technophobes" will never buy a Kindle
    - That's OK! We'll publish to both Kindle and CreateSpace to maximize book revenues
  - **Double-dip with Kindle**
    - Got a Kindle ebook published? You're 95% of the way there...
    - Publishing the same content to these 2 different Amazon platforms can double your royalties
  - **Expanded Distribution options**
    - Book Stores
    - Libraries
    - Retailers
    - etc.
- **How to Publish to CreateSpace**
  - **Format your book manuscript**
    - Start with this 6 x 9 MS Word template
    - Or modify your own manuscript like this
      - Page Size = book trim (6" x 9" most common)
      - Margins = .75"
      - Gutter = .35"
  - **Create a cover design**
    - Custom book cover
      - DIY
        - Got design skills and Photoshop?
        - If not, I recommend that you outsource your cover
      - Outsource your cover
        - a designer on Fiverr
          - Will almost always cost more than 1 gig
          - I haven't had great results
        - post a job on Odesk
          - I offer $30 - $50
          - Use a Kindle ebook cover designer and double the price
          - Find a book cover at Amazon that you like
        - Give clear instructions to your designer
          - Send them to a related book in Amazon that's SELLING
          - Grab a template at this link: https://www.createspace.com/Help/Book/Artwork.do;jsessionid=67E820AEDE11153090ACAE2D88342B50.7b2b93363fe5fb26d25b5e54fbd1a330
          - Create your back covertext
            - Find an image
            - Modify these sample instructions to submit to your designer: 📝
    - Use the free CS Cover Design Tool (see below)
      - Quick
      - Easy
      - Fast
      - You know there will be no submission issues
  - **Submit manuscript and cover to CreateSpace.com**