

The Print-on-Demand Revolution:

Submitting Your Book to Amazon's CreateSpace.com

Jay Boyer

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Table of Contents

Creating Paperback Books2
Creating Your CreateSpace Account3
Completing Your Required Account Setup4
Setting Up the Rest of Your Account6
Creating a Billing Profile
Creating a Shipping Profile7
The Book Creation Process
Adding a New Title9
Title Information10
Choosing an ISBN11
Your Book's Interior12
The Automated Print Check13
Your Book's Cover14
Complete Setup16
Setting up Distribution Channels17
Pricing Your Book18
Setting Up Your Book's Description19
Publish on Kindle20
You're Ready to Sell Your Book!21

Creating Paperback Books

Creating paperback books does not have to be difficult. We will use a service provided by Amazon called CreateSpace which allows you print your books on demand. You can purchase copies of your book directly from them at cost and keep a royalty that ranges from 40% to 80% of your list price (minus the production cost) depending upon the sales channel.

Your only costs are that of a proof copy (if you want to look at a physical copy of your book before you start selling it) and optionally a \$25 fee if you want your book to be available in bookstores.

You can sell your books directly through CreateSpace, or you can allow it to be listed in the Amazon Marketplace where it will always be listed as in stock and be eligible for free shipping for your readers if they belong to Amazon Prime or purchase more than \$25 in goods from Amazon at a time.

Once it appears on Amazon, you can update your listing through Author Central in the same way that you can for Kindle books.

Let's get started by visiting the CreateSpace website:

http://www.createspace.com

Creating Your CreateSpace Account

The first thing that you need to do is create your account at CreateSpace. Just press the signup button that appears on the home page so that you can go to the Create New Account page. With your free CreateSpace membership, you will have access to the free online tools they use to help you get published quickly, access to free digital proofing tools to see how your book will appear even before you purchase a copy, distribution of your book throughout the United States and Europe, and access to the CreateSpace support team 24/7. They are always very prompt in answering any questions you'll have about the publication process.



a cate a new	Account
* Email Address	
This will be used as your Log	in ID.
* Password	
* Re-Enter	
Let's make sure you typed th	at right.
* First Name	
* Last Name	
* Country	
Please Choose One	\$
* What type of media are	you considering publishing?
Please Choose One	\$
Send me Updates and Pr	omotions
We won't sell your contact inf	iormation. Privacy Policy
Crea	te My Account

Creating a new account is very straightforward. Here are the details you'll need to provide:

• Email Address (which will be your username for logging in)

A password (which you will have to enter twice)

• Your first name and last name (which should be your real name, if you write under a pen name you will have an opportunity to provide that later)

- Your country of residence
- What you plan on publishing

The reason you need to specify what you are publishing is because you actually have access to different types of media and not just paperback books through CreateSpace.

You can create books, CDs, and DVDs and have them all appear on Amazon quite easily.

Decide whether you want to receive updates and promotional emails or not and then press the "Create My Account" button. You will then be asked to accept the member agreement; I recommend reading it through before clicking on the button at the bottom that says, "I agree to all terms and conditions of this Membership Agreement and agree to comply with them at all times."

Once you have accepted the terms, you'll be asked to confirm your email address by clicking a link they send you or entering the code in the email onto the verification page.

Please Verify Your Email Add	ress	
Thanks, your CreateSpace member sign-up	is almo	ost complete. Just one more step to get you started.
An email with a confirmation code was sent	to nev	wbook@websterrf.com. Resend email
To verify your email address, be sure to:		
Click on the link in the verification email	 0R 	Enter and verify the confirmation code Submit

Completing Your Required Account Setup

Once you have verified your email address, you'll be presented with the option to begin setting up your book or getting onto a sales call where the CreateSpace team will try to sell you services to set up your book for you.



You should instead click on the link at the bottom that says, "Continue to your Member Dashboard" and skip over both of those options right now.

By default, you will have 1 alert and 1 message already waiting for you. Click on the Message Center link to view and clear them.



The message is basically just thanking you for confirming your email address. Click through to the alert which is a reminder that you need to finish setting up your account and is what we are going to do now. Click on the "Start fixing this issue" link that appears below the alert:

🖋 Start fixing this issue 🛛 🖌 I have fixed this issue

Clicking that button will bring you to the Account Settings Page.

The first section of your account settings that you need to fill out is your royalty payment profile.

Fill in your name and address as well as your country of origin. This address should be the town and country that you pay your taxes in, even if it isn't where you are currently living.

Payment Information		Provi
Payment Type *	 Check You'll get separate checks for each currency for which you've accrued royalties. The minimum threshold per currency is \$100 / £100 / £100 and a handling fee of \$8 / £8 / £8 will be incurred per check if your payee country is U.S., U.K., Germany, France, Spain, Portugal, Belgium, or the Netherlands. Direct Deposit You'll get your payments in the currency of your bank account. We currently support direct deposit in the following countries: U.S., U.K., Germany, France, Spain, Portugal, Belgium, and the Netherlands. 	The fill in If yo sent speci Direc the o
Bank Account Country *	O United States (US) O European Union (EU) The supported bank account countries are U.S., U.K., Germany, France, Spain, Portugal, Belgium, and the Netherlands.	you'd Ame Euro

Royalty Pay	tion Help2
Country *	Please Choose
	Your contact address country is your tax country.
Payee Name *	Individual or company name
Address *	Address Line 1
	Address Line 2
City *	
Postal Code *	
Province	

The next section is where you fill in how you want to be paid. If you choose Check, it will be sent to the address you specified above. If you choose Direct Deposit, then you have the option to choose whether you'd like to be paid to an American Bank or one in the European Union.

The last section you need to fill out is the Tax & Business Information:

Tax & Business Informa	ation
------------------------	-------

CreateSpace is required to report your U.S. earned royalties to the U.S. Internal Revenue Service. For international members, we are also required to withhold 30% from your U.S. earned royalty payments if you are a non-U.S. person unless you submit a valid W-8BEN with a claim of treaty benefits in the form of reduced withholding. <u>What do I need to do if I'm not a U.S. citizen or U.S. tax resident?</u>

US Tax Information	
Tax Reporting Name *	
	The Tax Reporting Name is the legal name associated with your Tax Identification Number (TIN).
Tax Identification Number	
<u>What's this?</u>	Please input your US Tax Identification Number (TIN) using one of the following formats (XX-XXXXXXX or XXX-XXXXX). A U.S. TIN is a U.S. Tax Identification Number, U.S. Social Security Number or U.S. Employer Identification Number.
Business Type *	Please Choose
European Union (EU) Tax Information	
LUX VAT Registration Number What's this?	

If you are creating an account as an individual, then you can use your own name and social security number. If you are creating an account as a business, use your business name and tax ID number. If you do not live in the United States, be sure to click the link about "What to do if I'm not a U.S. citizen" because Amazon will withhold 30% of your royalties if you don't provide the proper documentation.

Save your settings and you will now have set up your basic account settings so that you can be paid your royalties.

Setting Up the Rest of Your Account

After you've set up your royalty payment information, click on Return to Account Settings in order to set up the rest of your account. You can skip over the rest of these steps if you want, but filling them out now will save you time and effort in the future.

Your My Account page looks like this:



I recommend setting up a billing profile and a shipping profile so that when you order proofs or copies of your book at cost in the future, you can quickly get the book sent to you. Your account information is where you would go to update your email address or password, and you can also change your notifications options for what sorts of emails CreateSpace sends to you.

Creating a Billing Profile

To create a new billing profile, click the link from your My Account page. From there you can click on the Add New Address button to add a new billing address and credit card to your account.

Payment Details		
All fields in bold are require	ed.	
Credit Card		
	WY ER	DIGITAL SECURITY by
Credit Card Type	•	Entrust
Credit Card Number		** VERIFY
Expiration Date	• •	
Billing Information		
First/Last Name		
Company		
Street Address 1		
Street Address 2		
City/State/Postal Code		
Country	United States 🗘	
Phone Number		
Email Address		
Profile Name		
		Create Profile

Manage Billing Profiles Edit existing profiles, or create new profiles. Create New Billing Profile: Add New Address Use Saved Address

Filling out your billing profile is pretty straightforward; just enter your credit card information and the address associated with that credit card.

I also recommend giving a relevant profile name to this billing address which will make it easier to differentiate between your credit cards if you ever add more than one.

Creating a Shipping Profile

Click on the "Create and Edit Shipping Addresses" link from your My Account page to create a default shipping address.

Fill out where you would like to have books shipped to, and as with your billing profile be sure to give it a descriptive profile name to make it easy to choose where to ship your books when you place your orders.

I've found especially when creating books for clients that it is much easier to have the profiles set up ahead of time and just choose which destination the order should go then to have to look up that information each time I place an order for books.

Once you have set up your royalty payments, billing and shipping profiles, you are now ready to create your first book!

Add a new shipp	ing profile		
* First Name	New		
* Last Name	Book		
Company			
* Shipping Address			
Address Line 2			
* City	Note: For US military postal addresses enter either APO or FPO. DPO addresses are also welcome.		
* State Province/Region	Please choose a state Note: This field is required for US addresses only. For US military postal addresses select AA, AE, or AP from the dropdown list. Note: Enter optional province or region for addresses outside the US.		
* Country	United States \$		
Phone Number			
Phone Country Code	1 Note: The country code is a phone number prefix that is only needed for phone numbers outside the U.S. and Canada.		
Name this Profile	e.g. Home, Business Office		
Use as Default			

The Book Creation Process

The first step you need to take when creating your books are to first make sure that you have your manuscript and cover art ready. In our case, we'll be saving a formatted document out of Microsoft Word as an Adobe PDF. You will also need whatever images that you want to use in your cover saved as high-resolution JPG files if you are going to use the Amazon Cover Creator, or else you will need to have a PDF of your full wrap-around cover.

You may also want to prepare the title, description and keywords for your book ahead of time so that you can just copy and paste them into the appropriate section of the Wizard rather than having to stop and research or write them while you are setting up your book.

Once you feel that you are ready, log into your CreateSpace account and click on the Add New Title button:



Adding a New Title

The first step of adding a new title is to choose a name for your work so that CreateSpace will know what to refer to it as on your dashboard, and to let Amazon know what kind of work you are creating:

Start Your N	lew Project			
 Tell us the You can chan Choose with 	name of your ge your title at ar hich type of p	r project * y time before you submit you roject you want to star	ur project for review. t *	* Required
🔘 Paperba	ick	O Audio CD	O DVD	
		⊖ мрз	🖯 Video I	Download
Choose a second seco	setup proces	S *		
Guided	A step-by-step process with help along the way. Get Started			
Expert (IETA	A streamlined with the proce	l single-page experience ess.	for those familiar	Get Started

For us, we'll be typing our title into the project name field and then choosing Paperback as the type of project we want to start.

Your last choice is whether you want a Guided Wizard for creating your title, or want to use the Expert 1-page process which they now have in beta. I recommend that you choose the Guided Wizard option, because if you need to make an update to just one section, it is much easier and much faster to do so in the original wizard than it is to do so with the 1-page Expert mode because the expert mode needs to save every section every time you make an update which can be time consuming.

So, choose the "Get Started" button that appears next to the Guided section. From here we'll now set up our title information, choose an ISBN, upload our interior and cover files, and then start the review process.



Title Information

The first step after creating our new project is to enter the Title Information.

Your title will automatically be filled in from the previous step, although you can change the title up until you submit the book for review.

You will want to enter the primary author name in next, which may be your name, your client's name, or a pen name. Each project can have a different author even under the same account. If there are more than one author then you can enter their information below where it says, "Add Contributors."

What to do on this pag ISBN and cannot be char	e: Enter title information, including title and author. This information is associated with your book ged after you complete the review process.
Title *	* Require Big Tails
Primary Author * What's this?	Prefix First Name / Initial Middle Name / Initial Last Name / Surname * Suffix
dditional Information	I (optional)
Instructions: You can a contributors, such as co-	dd more information about your book, including subtitle, volume number, and additional authors, illustrators, and others.
Description What's this?	Advanced users can <u>use limited HTML</u> instead of plain text to style and format their description.
Add Contributors What's this?	Authored by + Add
Subtitle What's this?	
Volume Number What's this?	•

The description will be the description that will appear in the CreateSpace eStore (if you turn that sales channel on) and will also be the default description that initially appears inside of Amazon once the book's information has made it's way into their catalog. You will want to put a simple description in place that describes the book, but save the advanced formatting for your author central account where you can update the book description to be much more relevant.

As mentioned above, if there are additional authors or if you have any illustrators or editors or any other roles that you'd like to give credit to for the book, then the "Add Contributors" section is where you would do so.

You can also add a subtitle to help describe the book. This is a good place to utilize keyword phrases to be more search-engine friendly, but be aware that they may not approve a keyword-loaded subtitle if it doesn't accurately describe the book in a human-readable format or if it's long enough to belong as part of the description.

If this project is part of a multi-volume project, then you can enter the volume number here which can help with future sales of books once all of the volumes have been created and uploaded. Amazon is great a cross-promotion of other works that their customers may find interesting.

When you are ready to move on, press the Save & Continue button.

Choosing an ISBN

Choosing an ISBN is an important part of setting up your book and there are four options that CreateSpace makes available to you.

The first and most common option that you will want to choose almost every time is the Free CreateSpace-Assigned ISBN number. Choosing this ISBN is free of charge and opens up every distribution channel that CreateSpace offers.

BN	 Back 	Next
What to do on this page: An <u>ISBN</u> is required to publish and distribute a book. <u>Compare ISBP</u> hat's right for you.	l options and fir	nd the one
You can skip this section if you haven't decided which ISBN option to use, but you'll need to c ou can publish your book. <u>Return to your Project Homepage</u>	omplete this pa	ge before
loose an ISBN option for your book:		
Free CreateSpace-Assigned ISBN		
We can assign an ISBN to your book at no charge.		
Custom ISBN	On	y \$10
Set your own imprint to be listed as the publisher.		
Custom Universal ISBN	On	y \$99
Set a custom imprint while keeping your distribution and publishing options open.		
O Provide Your Own ISBN		
If you have an ISBN that you purchased from Bowker [®] or through your local ISBN agen	cy, you can us	e it to

The only disadvantage of using a CreateSpace assigned ISBN number is that CreateSpace will be listed as the publisher rather than your own imprint. For most people, this will not make any difference and is a small price to pay for otherwise getting an ISBN number without having to actually pay for it using cash.

If you do not choose to use a free CreateSpace-Assigned ISBN then I recommend the fourth option, which is to provide your own ISBN number. Depending upon what country you live in (especially if it's the United States) this can be expensive, especially if you only purchase one ISBN number. However, it gives you *complete* control over your book's imprint and as long as you don't change the title or binding allows you to print your book with other printers should you ever decide to do so.

If you choose the Custom ISBN for \$10 or the Custom Universal ISBN for \$99 then you get a blend of having the free CreateSpace-Assigned ISBN but get to list yourself as the publisher imprint. Unfortunately for both of these options, however, you can *not* then print your book elsewhere and it also doesn't make all of the distribution channels available that you would have if you provided your own ISBN or used a free one. I don't recommend that you choose either of these options unless you know exactly what you are getting yourself in for.

Once you assign an ISBN to your project, it can *not* be changed, and once you have submitted the book for review some of the information about your book will be locked and no longer able to be edited.

If you choose to include the ISBN on the copyright page of your book, then now is the time to copy that information into your manuscript. This isn't necessary but is a good idea because it will help categorize your book should a copy ever wind up in a library or bookstore.

Your Book's Interior

The next step is to set up your book's interior. Here is where you will choose the trim size of your book and the material your book will be made out of.

I recommend that you choose a black and white book printed on white paper, especially if your book is non-fiction. Printing in color is usually unnecessary and is much more expensive than black and white. The paper color isn't very important but if you have any sort of graphical elements to your book then it may appear better on white paper than on cream paper.



The trim size of your book is very important because this is the actual size your book will take up on a bookshelf. If you are unsure what to choose, then going with the 6" x 9" option is probably the best because it has the widest distribution options available. Some other popular industry standard sizes are 5" x 8", 5¼" x 8", and 5½" x 8½".

You can also choose a different industry standard trim size or even specify your own trim size to any dimensions that you want, however you will not be able to sell your book through every distribution channel if you don't choose the most popular options. If you want to make your book available in other outlets than that is something you need to keep in mind.

Depending on the trim size you choose, you may have an option to download a Microsoft Word template for that size book that already has the page margins and gutters set up for you. Hopefully you already have your book ready to go, however, so that won't be necessary.

The next step is to create a PDF of the interior of your book. You *could* upload a docx file instead but it is usually best to use a PDF file which will let you specify exactly how you want things to look and which can be verified. A Word document doesn't always look exactly like it would print as when you are looking at it and CreateSpace doesn't always interpret it correctly after you have uploaded it. (In fact, I've *never* gotten it to come out right with a docx file and always upload a PDF instead.)

Once you've chosen the file for your book's interior, you'll have to specify whether the file has an edge that ends *after* the edge of the book or before, otherwise known as the bleed. If you use full page photos, you'll need to include an $\frac{1}{2}$ " to the top, bottom and outside edge of your page (left for even pages, right for odd pages.) Most of the time, you'll just choose no bleed where it ends *before* the edge of the page.

The Automated Print Check

Another advantage of using the Guided Wizard instead of the "expert" 1-page setup process is that you have access to the automated print check during the setup process. You can turn this on when you upload your book's interior by checking the box that says, "Run automated print checks and view formatting issues online."

Subline your book for put	naming, your mea
Automated Print Check	Cancel ×
)
This will take just a few minutes.	
We're checking your file for issues that affect book is printed. You'll be able to see any po online using the Interior Reviewer tool.	t how your tential issues
Resolving potential issues now helps make process go by more quickly.	the file review
 Start working on your book cover whi We'll email you when your check is completed 	<mark>le you wait.</mark> ete.



If you aren't using the Guided Wizard, you'll have to wait until after the review process by CreateSpace in order to check your book using the digital proofer. With the Guided Wizard, you can check out the interior ahead of time and fix any issues with your manuscript before you have to wait for a human to review your files.

You can also flip through and see how the pages are laid out and how they'll look when they are printed.

Here's a screenshot from an example book that I uploaded:



If everything looks all right, then you can continue on to the next step. If there are some obvious problems, then you can upload a new file and then look at the interior review again. This saves you from having to wait for the day or two it can take for a human to review your files if there is a problem.

Your Book's Cover

You have 3 options when it comes to uploading your cover design. You can build you cover using the CreateSpace cover creator, you can hire their design team to make you a cover, or you can upload a printready PDF of your cover.

Depending upon your trim size, you may be able to download a template to use for your cover which will include the location of your spine and front and back covers.

Cover	Back Next
What to do on this page: Choose how to submit your cover file. Select from Cor professionally designed cover, or upload your own print-ready PDF file.	ver Creator (our free design tool), a
*We will superimpose a barcode to your cover at no additional charge	
hoose how to submit the cover of your book:	
Build Your Cover Online	
Cover Creator is our free online tool for designing a professional-quality boo and text. This handy tool automatically formats and sizes your cover based count.	ok cover using your own photos, logos, I on your book's trim size and page
O Professional Cover Design	Starting at \$145
Work with our expert team to design a standout cover for your book. Sele and use your own back cover text and favorite author photo.	ect impactful colors, fonts, and images
Want to learn more about our services and see our examples? Visit our \underline{Int}	eractive Design Center.
O Upload a Print-Ready PDF Cover	
Design your own book cover and format it as a print-ready PDF.	

If you have any talents at image editing or hire somebody to make your cover for you, then that is the best way to create your cover because you'll have complete control over what it looks like.

If you don't have any talent at image editing, and don't have any special needs for your cover such as a wrap-around image that includes the spine, then you can use the cover creator. If you hire the CreateSpace design services, that is basically what they will use at the cheaper price points.

The cover creator includes 30 predesigned covers which allow you to just enter your title and author information and choose from between a few different color schemes. Some also allow you to upload your own image which will fit right into the theme, rather than having to create the entire cover and back page yourself. Different templates will have different options for what can and can't be edited.



You *can* upload just the front and back page (or even the full wrap-around cover) using the Palm or Pine templates from page 4. If you do use one of these options, or upload your own cover PDF and skip the cover creator, then make sure that you remember to

include the title and primary author or they will not approve the cover for you. If your book has a spine, you should also include the title and author on the spine as well.

Complete Setup

The last step before your book gets reviewed by a human being is to visit the "Complete Setup" page and verify your details. Once you submit the book for review, your title will get locked and you will have to stick with your trim size that you chose.

During the review process, you will not be able to make any edits to your interior or cover files or the other properties that you have set up. It can take up to 48 hours for you book to get reviewed, but in my experience it usually takes between 12 and 24 hours.

During the review process, CreateSpace employees will verify that your files are printable. They will not do any copy-editing and will not check to make sure that you didn't forget to leave a chapter out or have an image in the wrong place. They only look to make sure that the files you provided will successfully print.

Once they've verified that, you can go through the digital proofing process and you can order a physical proof if you want.

The review process ends once you accept the proof. If you are going to wait for a physical copy of the book, it can take about a week for it to arrive and I recommend that you have at least your first book or two sent to you as a physical book until you get a hang of how they will print based on the files you provide.

After you accept the proof, then it will take 3-5 days for all of your book's information to appear on Amazon (assuming you choose them as a distribution channel.) However, your book will often appear within 1-2 days on Amazon's website and will be available for sale even though the description and other metadata hasn't appeared in their catalog yet.

Setting up Distribution Channels

While you are waiting for your proof to be approved, you can set up your distribution channels.

By default, your book will be provided for free to Amazon.com, Amazon's European sites, and the CreateSpace eStore.

If for some reason you don't want to sell your book in any of those locations, then you can turn them off here.

You can also pay \$25 for expanded

distribution, which gives you the option to sell your book to bookstores and other online retailors, academic institutions and libraries, and through the wholesale arm of CreateSpace. I recommend that you go with the free options to start and then add the expanded distribution network for your winners.

If you decide to use the CreateSpace eStore, you can customize the look and feel of the site and tie it into your other online shopping carts if you have a website where you sell things already.

Pricing Your Book

No matter where sales are made, you will pay the production costs right off the top. If you are buying books directly, then you just pay the production costs plus the shipping to get your books to you. For sales that you make through the various distribution channels, you will be paid a royalty of the total sales price, and the minimum price that you set will have to be high enough to cover the production costs of the book in CreateSpace's portion of the proceeds.

For sales made in the CreateSpace eStore, you'll get a royalty of 80% of the cover price minus the production costs. If the sales are made through Amazon's websites (either Amazon.com or one of the European Amazon sites) then you will earn a royalty of 60% of the cover price minus the production costs. If the sales are made through the expanded distribution network, you'll only receive 40% of the cover price minus the production costs. These royalties are *still* quite a bit higher than you would get with a traditional publishing deal.

In the example to the right, we have a 6" x 9" black & white book that is 152 pages long. The production costs for that book are \$2.67.

If we price the book at \$9.99 and then sell a copy through Amazon, we earn a royalty of \$5.99 minus the \$2.67 production costs, for a net total of \$3.32.

If we price the same book at \$15.95, then we would earn \$6.90 per sale (at Amazon that's a \$9.57 royalty minus the same \$2.67 production cost.)

5	t Price			Channel	Royalty
	9.99	USD*	Calculate	Amazon.com	\$3.32
	Minimum list price f	or this title is \$4.45	What's this?	CreateSpace eStore	\$5.32
				Expanded Distribution • Not selected - <u>Select Channels</u>	\$1.32
	es, suggest a GBP pri 6.19 Minimum list price fi	ce based on U.S. price GBP** or this title is £3.70	What's this? Calculate	Amazon Europe For books printed in Great Britain	£1.49
	es, suggest a EUR priv 7.70 Minimum list price fi	ce based on U.S. price EUR** or this title is C4.04	What's this? Calculate	Amazon Europe For books printed in continental Europe	€2.20

Just enter what list price you want to set the book at, as well as what price you'd like to charge in other markets, and CreateSpace will tell you how much you will earn for every sale you make in the different distribution networks.

Setting Up Your Book's Description

The last step for getting your book set up and ready for sale is to set the book's descriptive information. You can create a default description here, which will be what initially appears on Amazon's website. (You will probably want to use Author Central to update the description and provide more detail and specialized formatting once all of your book's information has appeared on Amazon.com.)

On this page you can also set up the BISAC category for your book. The Book Industry Standards and Communications categories are used by the book-selling industry to help identify and group books by their subject matter.

Big Tails By Lazarus Lake Description • What's this? BISAC Category • What's this? • Enter a BISAC code Additional Information (option What's this? • Enter a BISAC code Additional Information about your b ertain sales chanels. Author Biography What's this? Book Language What's this? Book Language What's this? Publication Date What's this? Search Keywords	aximum 4000 characters - 4000 characters remaining Vanced users can <u>use limited HTML</u> instead of plain text to style and mat their description Choose_ Choose_ onai) book, including an author biography, book language, and more, which will appear in
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