A finished book needs a home

1. A file on your computer is a manuscript. A book for sale is a product.

2. Publishing is simply putting your book on a shelf buyers can reach.

3. By the end of this lesson, your book has a price and a home.

EXAMPLE

Weeknight Meals Made Simple is written and formatted. Today it stops being a file and becomes a book parents can buy.

YOUR TURN

Say it out loud — "My book goes on sale this week." Then pick the day.

The three shelves

1. Amazon KDP: the biggest bookstore on earth, Kindle and paperback.

2. Draft2Digital: one upload that reaches many stores and libraries.

3. Your own store: a shop like Payhip, where you keep the keys.

EXAMPLE

Weeknight Meals will live on KDP for reach — and in the author's own store for the readers who already follow her.

YOUR TURN

Circle your first shelf. You can add the others later.

Amazon KDP, up close

1. Free to publish; Amazon pays you a royalty on every sale.
2. E-books priced $2.99–$9.99 earn the higher royalty rate.
3. Your book can offer Kindle and paperback from one dashboard.

EXAMPLE

On KDP, Weeknight Meals gets a Kindle edition for phones at the grocery store — and a paperback for the kitchen counter.

YOUR TURN

Create your free KDP account at kdp.amazon.com, or write down that you already have one.

Draft2Digital, the wide road

1. Upload once; your book travels to Apple Books, Kobo, Barnes & Noble, and more.

2. Libraries can carry your book too — readers you would never reach alone.

3. They take a small cut of each sale for doing the traveling.

EXAMPLE

A grandmother with a Kobo reader finds Weeknight Meals through Draft2Digital — a sale the author never had to chase.

YOUR TURN

List three places your readers already buy books that are not Amazon.

Your own store

1. On a shop like Payhip, you set the price and keep most of every sale.

2. No gatekeeper: your book is live the moment you list it.

3. The trade-off: the buyers come from you — your website, your socials, your list.

EXAMPLE

Weeknight Meals sits in the author's own store, linked from her website — her followers buy direct, and she keeps the customer relationship.

YOUR TURN

Write down the one link you would share first if your book went live today.

Your title and subtitle

1. Your title is the hook. Your subtitle is the promise.

2. Buyers search with everyday words — put those words in your subtitle.

3. If a stranger can't tell what the book does in five seconds, rewrite it.

EXAMPLE

"Weeknight Meals Made Simple" — subtitle: "50 Fast Dinners for Busy Parents, Ready in 30 Minutes or Less, Monday Through Friday."

YOUR TURN

Draft your subtitle in one sentence that ends with the result your reader gets.

Description, keywords, categories

1. Your description's first two lines do the selling — the store hides the rest.

2. Keywords are the exact phrases buyers type into the search bar.

3. Categories are the shelves: pick the two where your book truly belongs.

EXAMPLE

Weeknight Meals keywords: "easy weeknight dinners," "meal planning for busy moms," "30 minute meals." Categories: Cooking — Quick & Easy.

YOUR TURN

Write seven keyword phrases your buyer would actually type.

Pricing your first book

1. Look at similar books and price beside them, not beneath them.

2. Very cheap whispers "not worth much." Fair pricing says "real book."

3. You can change a price later — you cannot un-cheap a reputation.

EXAMPLE

Weeknight Meals launches at $6.99 for the e-book — inside the higher-royalty band, beside the cookbooks it competes with.

YOUR TURN

Write your launch price and one sentence on why it is fair.

Upload day, step by step

1. Enter your title, subtitle, description, keywords, and categories.
2. Upload your manuscript file, then your cover.
3. Preview the whole book, set your price, and press publish.

EXAMPLE

On upload day, the Weeknight Meals author previews on a phone first — because that is where her buyers will read it.

YOUR TURN

Make your upload-day checklist from these three steps, in your own words.

Your first day, your first week

1. When your book goes live, open its page like a stranger and read everything.

2. Buy your own book. Read it on a real device. Fix anything that is off.

3. Then tell your people — your list, your pages, your people — with the link.

YOUR TURN

Write your launch post now, while your courage is up. Post it on launch day.

EXAMPLE

The Weeknight Meals launch was one honest post: "I made the cookbook I needed when my kids were small. It's live." Sales followed the story.