

Make Your Own Book

**A practical guide to publishing on
Amazon KDP**

Make Your Own Book

Other books by the same author:

Cataclysm: The crucible of fire
Towards Sagittarius and Infinity
Trajectory Earth

The Unreal Universe
The Lost Families - Mora, The Huntress
My Name Is Evelyn

Make Your Own Book

The Chronicles of Galaxy Osmaron Series:

Chronicles of Galaxy Osmaron - I Am Shadite
Chronicles of Galaxy Osmaron - The power of One
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Chronicles of Galaxy Osmaron - Fertilates
Chronicles of Galaxy Osmaron - Infilates
Chronicles of Galaxy Osmaron - Son of destiny
Chronicles of Galaxy Osmaron - Jull, The Supreme Patriarch
Chronicles of Galaxy Osmaron - Battle for Andromeda
Chronicles of Galaxy Osmaron - Battle for Osmaron

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**A practical guide to publishing on
Amazon KDP**

**By
Victor E. Roche**



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**All characters and events in this publication are fictitious and any
resemblance to real persons, living or dead is purely
coincidental.**

**So you've just written your first novel.
You're excited, proud, ready to share it with the world.
Then suddenly you stop — and reality hits you.**

**Publishing your book professionally could cost £3000 to £5000
before you can even upload it to Amazon KDP or any other platform.**

But here's the truth nobody tells you:

**You can create your entire book for less than £50.
(as long as you already have a computer and basic software).**

Here's what normally costs authors a fortune:

**Proofreading — fixing grammar, repeated words, and hidden
errors. This can cost about £20 per thousand words.**

ISBN numbers — around £20 each.

Front matter pages — title page, disclaimer, copyright page.

Contents page — with correct page numbering.

**Formatting — margins, gutters, trim size, line spacing, headers,
footers.**

Indexing — if your book requires one.

Standard book layout — the exact format publishers expect.

**A suitable book cover to fit relevant templates. This can cost
upwards of £2000.00.**

**Most new authors think Amazon does all this for them.
They don't.**

You make the book.

Amazon only prints and publish what you upload.

**This guide shows you how to do it yourself — properly,
professionally, and cheaply.**

Publishing doesn't have to be complicated, and it certainly doesn't have to be expensive. Once you understand the basic steps — and once you realise how much of the process you can do yourself — the entire world of self publishing opens up. This guide will walk you through each stage clearly and simply, showing you how to create a professional book without the professional price tag. By the time you reach the final page, you'll know exactly how to turn your manuscript into a finished book ready for readers everywhere.

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Prologue

What Computer Should You Use?

Use a Windows 11 computer. That's what I use, and it's ideal for home publishing. Windows supports a wide range of free and affordable software, and most publishing tools are designed with Windows in mind. I'll list the relevant software later in this book.

Choosing Your Word Processor

For writing and formatting your book, you need a proper word processor — not a basic text editor. It must be able to:

- set correct margins,
- embed fonts,
- handle page numbering,
- export clean PDFs,
- manage headers and footers,
- support multiple file formats.

Supports Indexing

For all my books, I use WordPerfect. It's reliable, stable, and gives you full control over formatting. It also exports excellent PDFs, which is essential for paperback and hardback publishing.

You can use other word processors if you prefer, but make sure they support professional formatting features. Your book must be correctly formatted before any publisher — including Amazon KDP — will accept it.

Computer Organization

A reliable USB drive is essential for your work. Save your book files to it, and then immediately copy them to a second USB drive. This protects you from drive failure, corruption, accidental deletion, or unexpected computer problems. Never rely solely on your computer — mains failures, glitches, and power spikes can destroy your work instantly.

Save your files every time you make changes. Publishing is a long process, and you will create many versions of the same book.

Because you will be producing several editions and sizes, you must create a main folder for your book. Name it after your book title. For this I have chosen two relevant sizes, 5.06x7.81 and 5.5x8.5. But you may choose your own sizes.

For example:

My Book (The name of your book)

Kindle

Trimsize 5.5x8.5

Hardback

Paperback

Trimsize 5.06x7.81

Paperback

This layout shows how you can organise different book sizes, including their paperback and hardback versions. Inside each folder, place the files relevant to that edition — manuscript, PDF exports, cover files, and any notes.

Good organisation saves hours of frustration later and ensures you always know where each version of your book is stored.

A well prepared computer and a tidy workspace are the foundation of every successful book project. Once your tools are set up, your folders organised, and your files safely backed up, the entire publishing process becomes smoother and far less stressful. With these basics in place, you're ready to move on to the real work — building your book step by step, learning each stage, and gaining the confidence to publish professionally without the professional price tag.

Chapter 1

Setting Up WordPerfect for Books

Before you can format a book in WordPerfect, you must first define the correct book sizes. Margins only make sense when they relate to a specific trim size, so WordPerfect needs to know the dimensions of the book you're creating. Once these sizes are added, your margins will align with Amazon KDP cover templates, and your exported PDF will also work with other publishers.

Adding Standard Book Sizes in WordPerfect

Go to **Menu → Format → Margins**.

In the Page Setup window, create three new custom sizes:

MyBook_5.06x7.81 → 12.7 cm × 20.3 cm

MyBook_5.5x8.5 → 14 cm × 21.6 cm

MyBook_6x9 → 15.2 cm × 22.9 cm

These represent the most frequently used book sizes for Amazon KDP. You can add more later as your publishing needs evolve.

Setting Margins

Margins must be adjusted manually to match the look of a professionally printed book. There is no universal formula — every trim size behaves slightly differently — so experimentation is essential.

A reliable method is to print a couple of pages and measure the margins with a ruler. Adjust until the printed page visually matches a real book of the same size.

Through testing, I found the following margins ideal:

MyBook_5.06x7.81

Left: 0.85 cm

Right: 0.85 cm

Top: 0.85 cm

Bottom: 0.85 cm

MyBook_5.5x8.5

Left: 0.85 cm

Right: 0.85 cm

Top: 1.0 cm

Bottom: 1.0 cm

Important:

Always select the correct book size before setting margins.

Always place the cursor at the top of the page when changing margins.

Staggered Alternating Text (Printed Books Only)

Printed books require alternating margins so that left-hand and right-hand pages mirror each other. This creates a symmetrical appearance and ensures the gutter (the inner margin near the spine) is correctly positioned.

To enable alternating margins:

Go to **Format → Margins**.

Select **Layout** (top right of the window).

Set **Binding** to **LEFT**.

Enter the **Increase Margin** value:

For 5.06×7.81 → 1.09 cm

For 5.5×8.5 → 1.3 cm

Tick **Alternating**.

Ensure Columns = 1 and Rows = 1.

Your text will now stagger correctly across left and right pages.

Formatting for Kindle eBooks

Kindle does not use alternating margins. To convert your book for Kindle:

Set Increase Margin → 0.0

Untick Alternating

Keep all other settings the same

Use **MyBook_5.06x7.81** as your base size for eBooks.

This ensures your Kindle version remains clean and centred.

Once your book sizes, margins, and layout settings are correctly established, WordPerfect becomes a powerful and predictable tool. Every page you create will follow the professional standards required by Amazon KDP and other publishers, giving you full control over how your book will appear in print and digital formats. With these foundations in place, you're ready to move on to the next stage of publishing — building the internal structure of your book with confidence and precision.

Chapter 2

File Names

A clear, consistent file naming system is one of the simplest ways to keep your publishing workflow organised. When you can identify a file at a glance in Explorer, you eliminate confusion, reduce mistakes, and speed up every stage of production.

Your filenames should immediately communicate the book title, page count, binding type, and finalisation date. This makes each file self describing, even years later.

Here are two examples:

My_Name_Is_Evelyn_256_PAPERBACK_5.5x8.5_200526.wpd

My_Name_Is_Evelyn_256_HARDBACK_5.5x8.5_200526.pdf

These filenames tell you everything you need to know without opening the file:

My Name is Evelyn — the book title,
256 — the page count,
PAPERBACK / HARDBACK — the binding type,
book size,
200526 — the finalisation date (26 May 2026),
.wpd / .pdf — the file format.

Feel free to expand this pattern with additional descriptors such as TRIMSIZES, BLEED, REVISION, or INTERIOR. The goal is simple:

every file should be instantly recognisable, even out of context.

A strong naming convention becomes the backbone of your publishing archive. It keeps your folders clean, your workflow predictable, and your future self grateful.

A clear naming system may seem like a small detail, but it becomes one of the strongest foundations of your publishing workflow. When every file is labelled consistently and logically, you eliminate confusion and protect yourself from costly mistakes. As your book grows through multiple drafts, sizes, and formats, this simple discipline ensures you always know exactly where everything is. With your file structure organised and your naming convention established, you're ready to move forward confidently to the next stage of building your book.

Chapter 3

Font Sizes

Fonts

A 12pt font size is generally recommended for most publications, as it provides a comfortable balance between readability and page economy. For smaller books where maximising content per page becomes important, an 11pt font may be used. This typically increases text density by approximately 15%.

It is important to consider accessibility when selecting font sizes. Smaller fonts can present difficulties for readers with presbyopia or those who do not use corrective lenses, so the needs of the intended readership should remain a primary factor in this decision.

The opening pages may use a variety of fonts for promotional or stylistic purposes, but no text should fall below 8pt, as anything smaller risks becoming unreadable.

Font size also acts as a structural cue during automated chapter conversion. To support this process, ensure that all chapter names and their accompanying descriptions are set in bold, allowing the software to identify them reliably.

For this publication, chapter names are set at 14pt and chapter descriptions at 18pt. These sizes have proven effective for consistent and accurate conversion across multiple formats.

Choosing the right font sizes sets the visual tone of your entire book. When your text is comfortable to read, professionally structured, and consistent across all formats, the reader experiences your work exactly as intended. These decisions may seem small, but they have a major impact on accessibility, clarity, and overall presentation. With your font sizes established and your chapter structure defined, you're ready to continue shaping the interior of your book with confidence and precision.

Chapter 4

Line Spacing in Manuscripts and Published Books

Line spacing is one of the most overlooked elements of book design, yet it has a direct impact on readability, page count, and the overall professionalism of a manuscript. Different stages of the publishing process use different spacing conventions, and understanding these distinctions ensures your work is presented correctly at every step.

Manuscripts for Agents and Editors

When preparing a manuscript for submission to a literary agent or editor, the standard is double line spacing throughout the entire document. This convention has been in place for decades and remains the preferred format for several reasons:

It provides room for annotations and editorial notes.

It reduces visual strain during long reading sessions.

It prevents the text from appearing compressed or crowded.

It aligns with the formatting expectations of traditional publishing professionals.

Double spacing is not optional in this context; it is a requirement. Any deviation may be viewed as unprofessional or inexperienced.

Line Spacing in Published Books

Published books do not use double spacing. Instead, they rely on carefully calibrated spacing that varies by font, trim size, and layout. Typical published works use:

Single spacing with controlled leading (the space between lines).

Slightly increased leading for serif fonts to improve readability.

Consistent spacing across paragraphs, dialogue, and narrative text.

This spacing is designed to create a comfortable reading rhythm while maintaining a balanced page count.

Why Some Books Appear to Have “Random” Line Spacing

Readers sometimes notice that certain books appear to have inconsistent or irregular spacing. This usually occurs for one of the following reasons:

1. Poorly Converted Digital Files

When a manuscript is converted to EPUB, MOBI, or PDF without proper formatting, line spacing can shift unpredictably. This is common in self published works where the author relies on automated tools without manual correction.

2. Mixed Formatting During Editing

If the manuscript was edited using multiple devices or software versions, hidden formatting codes may remain. These can cause:

uneven spacing,
inconsistent paragraph breaks,
irregular leading,
mismatched styles.

3. Overuse of Style Variants

Some authors apply different spacing to:

dialogue,
internal thoughts,
scene breaks,
chapter transitions.

This can create a disjointed appearance if not managed carefully.

4. Legacy Formatting Imported from Older Documents

Older manuscripts created in outdated word processors often carry hidden spacing rules that modern software interprets inconsistently.

Best Practices for Consistent Line Spacing

To ensure professional, uniform spacing in your published book:

Use single spacing with a controlled leading value appropriate for your chosen font.

Avoid mixing spacing styles within the same chapter.

Do not insert blank lines between paragraphs; use indentation instead.

Ensure all text is based on a single, unified style template.

Review the final PDF carefully before publishing to confirm consistency.

With correct line spacing in place, your manuscript gains the clarity and professionalism that readers and publishers expect. Whether you are preparing a clean submission for an agent or finalising the interior of a printed book, consistent spacing ensures your work looks polished and intentional. By mastering this simple but essential element, you lay the groundwork for a book that reads smoothly, prints reliably, and presents your writing at its very best.

Conclusion

Line spacing is a structural element that directly affects readability and presentation. Double spacing is essential for manuscripts submitted to agents and editors, while published books rely on controlled single spacing. Understanding the difference — and avoiding inconsistent or “random” spacing — ensures your work appears polished, professional, and ready for readers.

Chapter 5

Preparing a Manuscript for a Publishing Agent

When submitting a manuscript to a literary agent, presentation matters. Agents read hundreds of pages every week, and a clean, consistent layout ensures your work is easy to assess. The goal is not decoration or stylistic flair; it is clarity, readability, and professional standardisation.

Line Spacing

Industry standard line spacing for agent submissions is double spaced. This spacing provides several practical benefits:

It improves readability during long review sessions.

It allows agents to make notes, comments, and corrections directly on the page.

It prevents text from appearing compressed or visually dense.

It ensures consistency with the formatting used by major publishing houses.

While double spacing is the norm, avoid adjusting the spacing between paragraphs. Agents expect paragraphs to follow one another without additional gaps, relying on indentation rather than spacing to indicate structure.

Font and Size

Use a clear, serif font such as Times New Roman or Georgia, set at 12pt. These fonts are widely accepted, easy to read, and compatible with all devices and printing systems. Avoid decorative fonts, condensed fonts, or anything intended for stylistic effect. The manuscript should prioritise clarity over personality.

Margins

Standard margins are 1 inch (2.54 cm) on all sides. This ensures the text block is neither cramped nor excessively wide, and it provides space for notes and markup.

Paragraphs and Indentation

Each new paragraph should begin with a 0.5 inch (1.27 cm) indent. Do not use extra spacing between paragraphs. This traditional layout remains the preferred format for agents and editors, as it mirrors the structure used in professional typesetting.

Headers and Footers

Include a simple header on each page containing:

Your surname.

The manuscript title (or a shortened version).

The page number.

For example:

Roche / The Lost Child / 117

This ensures pages remain identifiable even if printed and separated.

Chapter Formatting

Begin each chapter on a new page. Chapter titles should be centred and set in a clear, readable size. Bold text is acceptable for chapter headings, but avoid decorative fonts or excessive styling. Consistency is more important than embellishment.

Scene Breaks

Use a simple marker such as *** or # to indicate scene breaks. Avoid blank lines alone, as they can be lost during conversion or printing.

File Format

Most agents accept manuscripts in .docx or .pdf format. Unless specified otherwise, submit in .docx to allow for markup. Always follow the agent's stated preferences exactly.

Final Check

Before submission, review the manuscript for:

- consistent formatting,
- correct line spacing,
- uniform indentation,
- clean chapter transitions,
- accurate page numbering,
- removal of stray spaces or inconsistent breaks.

A well prepared manuscript signals professionalism and respect for the agent's time.

A properly prepared manuscript shows an agent that you understand the professional standards of the industry and respect their time. When your formatting is clean, your structure consistent, and your presentation polished, the reader can focus entirely on your writing — not the layout around it. With these guidelines in place, you can submit your work confidently, knowing it meets the expectations of traditional publishing and gives your story the best possible chance of being taken seriously.

Chapter 6

Writing a Query Letter to a Publishing Agent

A query letter is the first impression you make on a literary agent. It is not a casual email, and it is not a place for creative experimentation. A query letter is a professional introduction designed to communicate three things clearly:

Who you are.

What your book is.

Why the agent should consider reading it.

Agents receive hundreds of queries every month. A clean, concise, well structured letter immediately sets you apart from the majority of submissions.

The Purpose of a Query Letter

A query letter is not a summary of your entire book.

It is not a sales pitch.

It is not a personal biography.

Its purpose is simple:

to persuade the agent to request your manuscript.

Everything in the letter should support that single goal.

Structure of a Professional Query Letter

A strong query letter follows a predictable structure. Agents expect this format, and deviating from it can make your submission appear inexperienced.

1. Opening Greeting

Address the agent by name.

Avoid generic greetings such as “Dear Agent” or “To whom it may concern.”

Example:

Dear Ms. Carter,

2. The Hook (1–2 sentences)

A short, compelling line that introduces your book’s core idea.

This is not a full synopsis — just the spark.

3. The Book Summary (1 short paragraph)

A concise description of your story, focussing on:

the protagonist,
the central conflict,
the emotional stakes,
the unique angle.

Keep it tight. Agents dislike long summaries.

4. Book Details (1 paragraph)

Include:

title,
genre,
word count,
comparable titles (“comps”),
target audience.

Example:

The Lost Child is a 92,000 word work of psychological women’s fiction, suitable for readers of Celeste Ng and Kristin Hannah.

5. Author Bio (2–3 sentences)

Only include relevant information:

writing experience,
previous publications,
professional background that supports the book,
awards (if any).

Avoid personal life details unless directly relevant.

6. Closing Line

A polite, professional ending.

Example:

Thank you for your time and consideration. I would be delighted to send the full manuscript at your request.

What Agents Want to See

Agents look for:

clarity,
confidence,
professionalism,
a strong concept,
a book that fits their list,
a writer who understands industry standards.

Your query letter should demonstrate all of these without sounding desperate or overly promotional.

Common Mistakes to Avoid

Oversharing personal details,

Writing a long, rambling summary,
Using emotional pleas (“This book means everything to me...”),
Comparing your book to bestsellers in a boastful way,

Including multiple attachments without permission,
Using unusual fonts or formatting,
Being overly casual or overly formal,
Criticising other authors or genres,
Making promises (“This will be the next bestseller”).

Agents want professionalism, not theatrics.

A Clean Example Query Letter

Here is a simple, professional template you can adapt:

Dear [Agent Name],

I am seeking representation for my novel *My Name is Evelyn*, a 50,000 word work of psychological women’s fiction. The story follows a mother who uncovers a long buried family secret that threatens everything she believes about her past.

The novel explores themes of identity, memory, and emotional resilience, and will appeal to readers of Celeste Ng and Kristin Hannah.

I am a writer based in the UK with experience in independent publishing and long form fiction. My previous work includes *My Name Is Evelyn*, published in 2026.

Thank you for your time and consideration. I would be pleased to send the full manuscript at your request.

Sincerely,

(Your Name)

A well crafted query letter shows an agent that you understand the expectations of the industry and can communicate your work professionally. When your letter is clear, concise, and structured correctly, it greatly increases the chance that your manuscript will be requested. With your query letter prepared, you are ready to approach agents confidently and present your work at its best.

Chapter 7

The Pros and Cons of Working with Literary Agents

Securing a literary agent is often presented as the traditional path to publication, but it is not the only path, nor is it always the most efficient. Writers should understand the advantages and disadvantages clearly before committing time, energy, and expectation to the process. The goal is informed decision making, not wishful thinking.

Advantages of Having a Literary Agent

Access to Major Publishers

Agents are the gateway to large publishing houses. Most traditional publishers do not accept unsolicited manuscripts, meaning an agent is required to reach them. An agent can place your work directly in front of editors who would otherwise be inaccessible.

Industry Expertise

Agents understand market trends, genre expectations, and editorial preferences. They can advise on positioning, structure, and timing, increasing the likelihood of a successful submission.

Contract Negotiation

Publishing contracts are complex. Agents negotiate:

royalties,
rights (print, digital, audio, foreign),
advances,
reversion clauses,
distribution terms.

A good agent protects the author's interests and ensures fair compensation.

Career Management

Agents often act as long term partners, guiding an author's career, advising on future projects, and helping build a sustainable publishing trajectory.

Professional Credibility

Representation signals that your work has passed an initial quality threshold. Some editors and reviewers take agented submissions more seriously.

Disadvantages of Pursuing a Literary Agent

Extremely High Competition

Agents receive thousands of submissions annually. Acceptance rates are low, and many strong manuscripts are declined simply due to limited capacity. The process can be lengthy and discouraging.

Long Waiting Times

Response times can range from weeks to several months. Some agents never reply at all. Writers may spend significant time waiting rather than publishing.

Creative Constraints

Agents may request changes to align the manuscript with market trends. These changes can be substantial, and not all authors wish to adjust their work to fit commercial expectations.

Loss of Control

Traditional publishing involves relinquishing control over:

cover design,
pricing,
release schedule,
marketing strategy,

distribution decisions.

Authors who prefer autonomy may find this restrictive.

Financial Considerations

Agents take a commission, typically 15% of domestic earnings and 20–25% of foreign or film/TV rights. Traditional publishing also offers lower royalties compared to self publishing.

Not Necessary for All Genres

Some genres — particularly niche non fiction, short fiction, poetry, and certain forms of speculative writing — have limited agent interest. In these cases, self publishing or direct submission may be more practical.

When an Agent Is Worth Pursuing

An agent is beneficial when:

- the author seeks entry into major publishing houses,
- the manuscript fits a commercially strong genre,
- the author prefers professional negotiation and career guidance,
- the writer is comfortable with slower timelines and shared control.

When an Agent May Not Be Worth the Time

An agent may not be the best route when:

- the author wants full creative control,
- rapid publication is important,
- the genre has limited traditional market demand,
- the author is comfortable managing their own publishing process,
- the writer prefers direct access to readers through self publishing platforms.

Choosing whether to work with a literary agent is a personal decision that depends entirely on your goals as a writer. Agents can open doors that are otherwise inaccessible, but they also introduce delays, compromises, and shared control. Understanding both sides of the equation allows you to make a clear, confident choice rather than

following tradition blindly. With this knowledge, you can decide whether the agent route aligns with your vision — or whether independent publishing offers the freedom and speed you prefer.

Conclusion

Working with a literary agent offers clear advantages, but it is not universally necessary. Writers should evaluate their goals, timelines, and expectations before committing to the submission process. Understanding both the benefits and limitations ensures that time is invested wisely and that the chosen path aligns with the author's long term vision.

Chapter 8

Making a Small Paperback

Now that you have formatted your document using the MyBook_5.06x7.81 size, it's time to prepare the structural elements of your paperback. Before you continue, ask yourself the following questions:

Do you need a Header (a repeating bar at the top of each page showing the book title)?

Do you need a Footer?

Do you need Page Numbers?

Do you need an Index?

These choices depend on the type of book you're creating. A novel may use only page numbers. A guidebook may use headers and footers. A reference book may require an index.

Chapter Length and Spacing

The number of pages per chapter varies depending on the trim size. For the 5.06×7.81 paperback, an average of 3 pages per chapter is perfectly acceptable. Ensure your text is:

well spaced,
easy to read,
highlighted where necessary,
broken into clear paragraphs.

This trim size is compact, so spacing and clarity matter more than in larger formats.

Adding a Header

A header usually begins at the Prologue or Chapter 1, but you may start it earlier if your book requires it. Remember:

Headers take up vertical space, so use them only if they add value.

To add a Header in WordPerfect:

Place the cursor on the page where you want the header to begin.

Go to **Menu → Insert → Header/Footer → Header A → Create.**

A header bar will appear at the top of the page.

Type the name of your book into the header.

From this point onward, the same header will automatically appear on every new page.

Removing a Header

If you need to stop the header from continuing:

Place the cursor on the page just below the first header you want to remove.

Go to **Menu → Insert → Header/Footer → Discontinue.**

This should remove the header from that point forward.

If the header persists:

Sometimes WordPerfect can be stubborn. If the header refuses to disappear:

Place the cursor below the header and right click on the page for the drop down menu.

Open **Reveal Codes** from the drop down menu.

Locate the **Header A code** within the header by right clicking inside the Header..

Click inside the header code and delete all contents within it.

Once the header is empty, it will vanish.

Remember to hide the **Reveal Codes** window when finished by right clicking on the **Reveal Codes** window and selecting **Hide Reveal Codes**.

Footers are seldom used in modern books. Most contemporary paperbacks use a simple header and page numbers at the top, with no footer at all.

If you do need a footer — for example, a small asterisk note or a short clarification — the process is identical to adding a header:

Place the cursor on the page where the footer should begin.

Go to **Menu → Insert → Header/Footer → Footer A → Create**.

Type your note or symbol in the footer area.

WordPerfect will repeat the footer automatically on each new page unless you stop it.

Several Headers and Footers may be added throughout the book by using:

Menu → Insert → Header/Footer → Discontinue.

Once your small paperback is correctly structured, the rest of the publishing process becomes far easier. Clean headers, consistent spacing, and well-organised chapters give your book a professional appearance that readers immediately recognise.

With your layout established and your formatting under control, you're ready to continue building the interior of your book with confidence, knowing that every page will print exactly as intended.

Chapter 9

Adding Page Numbers

Page numbers can be placed at the top right, top centre, top left, bottom right, bottom centre, or bottom left of a page. In practice, top right and bottom centre are the most common choices.

For smaller paperbacks, the top right position is often preferred. It preserves more vertical space by keeping the bottom margin clear, allowing for a larger text block. When placed at the top, the page number usually aligns with the header.

For larger paperbacks, bottom centre numbering is frequently used. It provides a traditional look and suits books with more generous margins.

Ebooks may include a contents page, but page numbers are unnecessary because navigation is handled through hyperlinks.

Placement

Go to **Menu → Format → Page → Numbering**.

In the Position drop down list, select Top Right for this small size book. The list contains eleven options, including No Page Numbering.

After selecting your preferred position, page numbers will appear automatically on every page.

Removing Page Numbers

Go to **Menu → Format → Page → Numbering**.

Choose **No Page Numbering**.

If you want to remove page numbers from the entire book, navigate to the first page where numbering begins and select **No Page Numbering** from that point onward.

Correct page numbering gives your paperback a professional finish and helps readers navigate your book effortlessly. Once you've chosen the placement that suits your trim size and layout, WordPerfect handles the rest automatically, keeping every page consistent from start to finish. With your numbering set and your interior structure taking shape, you're ready to continue refining the design elements that bring your book together.

Chapter 10

Selecting Chapters and Page Numbers

Before you dive in, here's a quick note.

Every book lays out its chapters a little differently, and yours will be no exception. The contents page simply helps readers find their way around — whether they're reading at a desk, on a sofa, or sitting on a beach with the sun warming their shoulders.

The chapters listed ahead show where each section begins. Some early pages use Roman numerals, which is normal for front matter like the Prologue or introductory notes. Once the main story or main guide begins, the numbering switches to regular decimal numbers.

Use this page as a map.

Flip to any chapter you want, jump ahead, or wander through the book in your own order. It's your guide — read it however you like.

If you're still writing your book and adding chapters as you go, you can skip this chapter for now. But once the whole book is finished, it's time to position your chapters properly and assign the correct page numbers.

Start at the first page of your book and make sure everything is centred and tidy. Then move your cursor slowly from the top of the book to the bottom, noting each chapter title and the page it begins on. Some books can have 70 chapters or more, so your list might get long — that's normal.

Once you have your list, enter it under Contents like this:

TABLE OF CONTENTS

Prologue	xii
The Article	xiv
Back at the university dormitory	19
1 Harbinger of Ill Omen	21

...

You can choose your own style, of course. It's always worth checking a few other books to see how they display their contents pages.

In this guide, the layout is simple:

Chapter numbers on the left.

Chapter titles in the centre.

Page numbers on the right.

You'll also notice that Roman numerals are used for pages before the first chapter. This is a common way to show that the main story begins when the decimal numbers start.

Checking Your Contents Page

Spacing between chapter titles and page numbers is flexible — you can adjust it to whatever looks neat for your book.

Once you've made your list, type out your Contents page. After that, go back through your book and double check that every page number matches correctly. Remember, when you add a new Contents page at the front, all page numbers shift by one, so it's important to re check everything.

Most small books only need one **Contents** page. But if your book has more than about 21 chapters, you'll probably need a second page. This isn't exact — just a rough guide to help you plan ahead and only relevant to this book size.

Checking your document with a PDF

To thoroughly check your Contents page, it's best to convert your book into a PDF file. I recommend Adobe Acrobat, which is a free download. Once it's installed, WordPerfect will normally use it by default when creating PDFs.

Please note: the free version of Acrobat can struggle with barcode conversion for covers, so for that part we use different software. For checking the book pages and Contents, though, it works perfectly.

Assuming Adobe Acrobat is installed, do the following:

Go to **Menu → File → Publish to PDF → Save**.

Your complete book should open automatically in PDF format.

Use your mouse to scroll to the first Contents page.

Carefully check the numbering on all Contents pages.

Click the Print icon at the top of the window. Select the Printing window.

In the print dialogue box, enter the page number or range for your Contents, for example 6 or 6–9, depending on where your Contents page(s) are.

Print those pages and use them as a checklist while you go through the PDF, making sure every chapter starts on the page shown in the Contents. You can check the complete book pages later.

A clear and accurate Contents page gives your book structure, order, and a sense of professionalism that readers immediately appreciate. Once your chapters are positioned correctly and your page numbers verified through the PDF, the entire book becomes easier to navigate and far more polished. With this foundation in place, you can move forward confidently, knowing your layout is solid and your readers will always find exactly what they're looking for.

Chapter 11

Professional Proof Reading Costs

These days, professional proof reading is expensive. The going rate is around £20.00 per 1,000 words. A proofreader does not rewrite your book; they simply mark corrections in the margins — spelling, punctuation, repeated words, missing words, and small grammar issues.

For a book of 50,000 words, the cost can easily exceed £2,000.00.

This is why many new authors are shocked when they discover the real price of professional proof reading. It's also why this guide is so valuable: We also show beginners how to handle the basics themselves without spending thousands.

Modern Proof Reading Costs vs. AI Tools

Remember, for a 50,000 word book, this can easily cost over £2,000.

Today, however, AI tools such as **editGPT** can reduce the cost dramatically. Instead of paying thousands, you can proof read an entire book for as little as £4. This makes proof reading affordable for new authors and removes one of the biggest financial barriers to publishing.

Clarifying How editGPT Works

editGPT is not downloadable software.
It's a Chrome extension, which means:

you don't install a program on your computer,
you don't run it like WordPerfect or Affinity,
you simply add it to Google Chrome,
it lives in one of your Chrome tabs or extensions,
and you use it directly inside your browser.

Cost

You pay about £12 per month to use the service.

That's the subscription.

Once you have it, you can proof read entire books for around £4 each, depending on length and usage.

How it fits into your workflow

This is the part all readers should appreciate:

Chrome → holds editGPT.

Edge → your normal browsing, searches, and Copilot.

WordPerfect → your writing.

PDF → your checking and final layout.

Creating a Custom Button in editGPT

First, create a Custom Button inside the editGPT window.

Click the + button to add a new one.

Inside your Custom Button, enter the following instructions:

Improve readability,
Improve voice and tone,

Maintain structure,
Make it more creative.

This gives editGPT a clear set of goals every time you press that button, making your proof reading faster, consistent, and easy to repeat.

Using editGPT

When using editGPT, the most important thing is how you paste and separate your text. If you don't leave enough space before and after the section you're converting in WordPerfect, pasting the converted text back into WordPerfect can mix paragraphs together or merge your headings with the text below. To prevent this make sure the converted text is always well separated from other text in WordPerfect.

Here is the safe, reliable method.

1. Paste complete chapters whenever possible

editGPT works best when you paste one full chapter at a time.

This keeps the structure intact and prevents confusion.

If you are re-proofing a book and only converting a section:

leave at least **4 blank lines** above the section,

leave at least **4 blank lines** below the section.

This spacing prevents the merging of your converted text with anything above or below it in WordPerfect.

Then copy and paste that part into editGPT.

Press the **Custom Button** then **Accept All**. Finally select the converted text in editGPT, **copy** and reenter it into WordPerfect above the original text. It can now be spaced with the original top text. Read the new text, ensuring it reads correctly.

Finally remove the original unconverted text below it. It should be well spaced from the other text below or confusion may result.

By combining traditional publishing knowledge with modern AI tools, you can proof read your entire book quickly, safely, and at a fraction of the usual cost. editGPT gives new authors the ability to correct their work professionally without spending thousands, while WordPerfect ensures the final layout remains clean and stable. With these tools working together, you can move confidently into the next stage of publishing, knowing your manuscript is polished, consistent, and ready for formatting.

Chapter 12

Check Your Book for Errors

So the book is now completed, but is the text ready for publishing? There will always be unexpected errors.

Typical examples are:

What a Voice Reader Catches (That You Can't)

When you listen to your book being read aloud, you will catch:

wrong words:

("form" instead of "from", "there" instead of "their").

missing words:

(editGPT sometimes drops a small word during restructuring).

double words:

("the the", "and and").

sentences that don't flow:

(your ear hears awkwardness your eyes ignore).

paragraphs that feel too long:

(your breathing tells you where a break should be).

tone mismatches:

(a sentence that sounds too formal or too stiff).

accidental repetition:

(you might say the same idea twice without noticing).

This is why professional editors always do a voice pass.

Voice Checking Your Writing Using Balabolka (Free Method)

First download the free software from www.cross-plus-a.com. Email: crossa@list.ru.

Balabolka is a Russian word that can be translated to “Chatterer”.

This method works with any word processor, including WordPerfect, and gives you a clear, natural voice reading without needing expensive software.

1. Select a section of your writing

Choose a paragraph, a page, or an entire chapter in WordPerfect. Highlight only the part you want to check.

2. Copy the text

Press Ctrl + C to copy the highlighted section.

3. Open Balabolka

Balabolka is a free text to speech program that works with all modern Windows voices.

4. Paste the text into Balabolka

Press Ctrl + V.

The text appears instantly in Balabolka's window.

5. Listen to the reading

Click Read Aloud.

Balabolka will speak the text using your chosen voice.

You can adjust:

speed,
pitch,

volume,
voice (I prefer Zira),
pause/resume,
rewind/fast forward.

This makes it ideal for catching:

missing words,
repeated words,
awkward phrasing,
rhythm problems,
punctuation issues,
flow disruptions.

6. Make corrections in WordPerfect

Switch back to your document and fix anything you heard.

7. Delete the text from Balabolka

Go to **Menu → File → Publish to PDF → Save**.
Press **Ctrl + A → Delete**.
This keeps Balabolka clean for the next section.

8. Move to the next section or chapter

Repeat the cycle:

Copy → Paste → Listen → Fix → Delete → Next

This gives you a smooth, chapter by chapter voice checking workflow.

Once you've woven new magic into your manuscript, cast a discerning eye over the pages, chapters, and their corresponding numbers. A similar scrutiny awaits the latest PDF, ensuring every detail is in perfect harmony.

A final voice check is one of the most reliable ways to catch the subtle mistakes that slip past both your eyes and your editing tools. When your book sounds smooth, natural, and consistent from start to finish, you know the text is truly ready for readers. By combining editGPT for structural clarity with Balabolka for audible flow, you give your

manuscript the same level of refinement professional editors rely on. With this final pass complete, your book is polished, corrected, and ready for the final stages of publishing.

Ebook Creation

Essential Free Software for Ebook Creation

Producing a professional ebook requires several specialised tools. Each serves a distinct purpose in the conversion, validation, and quality control process. While many platforms offer automated conversion, relying solely on automation often leads to formatting inconsistencies, broken links, or structural errors. Using the correct tools ensures your ebook meets industry standards and displays correctly across all devices.

Calibre

Calibre is one of the most widely used ebook management and conversion tools. It provides a comprehensive suite of features for authors and publishers.

Primary Uses

Convert manuscripts into EPUB, MOBI, AZW3, and other formats

Edit metadata

Test ebook structure

Preview how the ebook will appear on different devices.

Manage a library of ebook versions during development.

Calibre is essential for verifying that your ebook converts cleanly and behaves predictably across multiple formats.

Sigil

Sigil is a dedicated EPUB editor designed for precise control over ebook structure.

Primary Uses

Edit EPUB files directly.

Adjust HTML and CSS for layout consistency.

Correct formatting issues introduced during conversion.

Manage chapters, internal links, and navigation.

Ensure compliance with EPUB standards.

Sigil is particularly valuable when fine tuning the internal structure of your ebook, especially for complex layouts or books with many chapters.

Adobe Digital Editions

Adobe Digital Editions (ADE) is used for validating how your ebook will appear on standard reading devices and for checking DRM related behaviour.

Primary Uses

Test EPUB files in a real reader environment.

Verify text flow, spacing, and navigation.

Check for rendering issues that may not appear in Calibre.

Confirm compatibility with platforms that use ADE as their base reader.

ADE is not an editing tool; it is a validation tool. It shows you how your ebook will behave for readers using mainstream devices and apps.

Why These Tools Matter

Each tool plays a different role:

Calibre handles conversion and broad previewing.

Sigil handles structural editing and fine control.

Adobe Digital Editions handles final stage validation.

Using all three ensures:

correct formatting,

clean navigation,

proper chapter structure,
consistent spacing,
accurate metadata,
reliable behaviour across devices,

This combination eliminates the “random spacing,” broken links, and layout anomalies that often appear in ebooks created through automated systems alone.

Another method if not using WordPerfect

Prepare your manuscript in DOCX format with clean styles.

Convert using Calibre to EPUB.

Open the EPUB in Sigil to correct structure, spacing, and navigation.

Validate in Adobe Digital Editions to ensure proper display.

Using Calibre **Save to Disk**, select and save files using **Save to disk in a single folder**. Choose your **Kindle Folder** for those files.

Export final EPUB for upload to KDP, Draft2Digital, IngramSpark or other publishers through their dashboards.

Using Calibre

Go to **Menu → Add books**. Enter the PDF formatted book, It will be displayed in the main window.

Go to **Menu → Convert books**. Then select **Edit book**. Choose **EPUB** from the drop down list.

Fill in the form to the best of your knowledge. Then choose your cover image. Then convert the file.

Add an **Front Cover Image** by selecting the relevant button.

Use Calibre **Save to Disk** and save files in your **Kindle Folder**.

With Calibre handling conversion, Sigil managing structure, and Adobe Digital Editions validating the final layout, you have a complete toolkit

for producing professional, reliable ebooks. These tools work together to eliminate formatting errors, ensure clean navigation, and guarantee that your book displays correctly across all devices. Once your EPUB passes each stage without issues, you can upload it confidently to Kindle, Draft2Digital, IngramSpark, or any other platform. Your ebook is now polished, stable, and ready for readers.

Creating Your First Ebook in WordPerfect

If you are using the original Paperback, 5.06x7.81 file, go to **Format → Margins → Layout** and **untick Alternating** and **change 1.09 cm to 0.0 cm**.

Creating Your First Ebook (WordPerfect → PDF Workflow)

Ebook creation does not require complex software or modern word processors. A clean, well-structured document prepared in WordPerfect can be converted directly into a professional EPUB using a simple, efficient workflow. WordPerfect's ability to generate a fully functional PDF — complete with bookmarks and hyperlinks — makes it ideal for ebook production.

This chapter outlines the exact process used in Nutralian Publishing to create stable, predictable ebooks without unnecessary steps.

1. Preparing Your Manuscript in WordPerfect

WordPerfect is the foundation of this workflow. It provides precise control over formatting, spacing, bookmarks, and hyperlinks. Before conversion, ensure your document is clean:

there must be no duplicate chapter names,
consistent paragraph styles,
no stray formatting codes,
no double spaces,
no manual line breaks,
headings clearly defined,
images placed inline,
spacing uniform throughout,

WordPerfect's **Reveal Codes** makes this process straightforward. A clean document ensures the PDF exports correctly and converts predictably.

Normally this is done automatically, so once the PDF file is converted from the WordPerfect (WPD) file do a quick check of chapters and pages. Once everything is in place you are good to go.

When your PDF file is checked, the Ebook should follow the same plan for page breaks, etc. WordPerfect is great for such conversion.

2. Adding Bookmarks

Before you can start ebook conversion in Calibre, you should add Hyperlinks and Bookmarks.

Bookmarks are essential for ebook navigation. They become the internal anchors used by Calibre to build the EPUB's structure. Hyperlinks follow Bookmarks.

Where to place bookmarks,
at every chapter title,
at major section headings,
at the start of the book,
at the end of the book,
at any point you want to link internally.

Name bookmarks clearly, such as:

My_Name_Is_George

Use Underscore to separate words and capitalize the beginning of each word. You must be consistent, since the software will not accept differences.

Highlight (Select) that heading. Usually "Table of Contents"

The First Bookmark is the at the top of the Contents Page.

Go to **Menu → Tools → Bookmark → Create**. Then enter the name of the Contents Page. For instance TOC for Table of Contents. Of course you could use Table_Of_Contents, but keep that one simple, since you will have to enter it many times when you do the chapters.

Once we have done the first Bookmark, we turn our attention to the Pages List under **Table of Contents**. We need only concern ourselves

with the chapter names. Ignore chapter numbers and page numbers. Traverse the list one by one changing them to **Hyperlinks**.

Example:

TABLE OF CONTENTS

<i>Prologue</i>	<i>xii</i>
<i>The Article</i>	<i>xiv</i>
<i>1 Back at the university dormitory</i>	<i>19</i>

Remove all page numbers from the list. In this example xii, xiv and 19.

Highlight Prologue.

Go to **Menu → Tools → Hyperlink → Bookmark**. Within that window type: Prologue

Go to **Menu → Tools → Hyperlink → Bookmark**. Within that window type: The_Article

Go to **Menu → Tools → Hyperlink → Bookmark**. Within that window type: Back_At_The_University_Dormitory for the above example. Use your own chapter name in its place.

Follow the pattern of Capitals at start of every word and word separation with the underscore bar.

Once your list is complete, they should all be in the colour blue. Hyperlinks are complete for **Chapter Name(s)**. Now we have to visit each chapter in turn and create **Bookmarks** for all those **Hyperlinks**. It's a slow process and the **Bookmarks** must be identical to the **Hyperlinks**.

You may edit **Hyperlinks** by visiting the **Contents page(s)**, right clicking on the relevant **Chapter Name**. Select **Hyperlink** and make checks and changes. **Bookmarks** can be changed in **Tools → Bookmarks** under **Create**.

Once your WordPerfect document is clean, bookmarked, and fully linked, the rest of the ebook workflow becomes predictable and smooth. Every hyperlink connects correctly, every chapter is anchored, and your PDF exports with a stable structure that Calibre can interpret reliably. By taking the time to prepare your manuscript properly, you ensure that your final EPUB behaves exactly as intended across all devices. With your bookmarks complete and your structure locked in, you're ready to move confidently into the conversion and validation stages of ebook production.

Chapter 15

Checking a New EPUB File

Launch Adobe Digital Editions and drag your EPUB file into the application. The cover image should appear immediately, confirming that the file has loaded correctly. Use the navigation bar at the bottom to move through the book chapter by chapter, checking carefully for text misalignment, stray spaces, or any other formatting issues.

The page numbers shown at the bottom of each page are exactly as expected and can be used as a reference while you review the layout.

To adjust the font size, click the “AA” button and choose your preferred setting; the chapter structure will remain intact regardless of the font size you select.

You can also expand the page width by dragging the window edge with your mouse. Watch how the text reflows as you resize — this is how readers will experience your ebook on different screens.

Click any chapter heading (usually highlighted in blue) to return to the Contents page. From there, select any chapter title to jump directly to that section.

Once you have methodically confirmed that everything appears correctly — text, headings, spacing, navigation, and reflow — your EPUB file is complete and ready to be submitted to your chosen publisher.

A final pass through Adobe Digital Editions ensures your EPUB behaves exactly as a reader expects — smooth navigation, clean spacing, correct reflow, and reliable chapter links. When every page displays properly and every heading responds as intended, you know your ebook has reached professional standard. With this final check complete, your EPUB is ready for upload to Kindle, Draft2Digital, IngramSpark, or any other platform you choose. Your digital edition is now stable, polished, and fully prepared for publication.

Chapter 16

Creating Text for Hard Cover

For the hardback edition, we use the 5.5×8.5 trim size. The interior layout remains identical to the paperback version — same margins, same chapter structure, same page flow. The only difference between the two formats is the ISBN.

To create the hardback interior:

Open your paperback file in WordPerfect.

Update the ISBN on the copyright page to the hardback ISBN.

Save the file under a new name to avoid confusion.

Export the updated file to PDF.

This produces a clean, ready to upload hardback interior that matches your paperback layout perfectly.

Using the **Trimsize 5.5 x 8.5**, alter your formatting by the following size. This size is more universally acceptable.

Go to **Menu → Format → Margins**. Select the **5.5 x 8.5 margins**. Change Margins to **Left 0.85cm, Right 0.85cm, Top 1.0cm and Bottom 1.0cm**.

While on this page click **Layout** at the top and alter **Increase margin for** to 1.3cm. Tick the **Alternating** circle.

We use an identical 5.5×8.5 PDF text file for both paperbacks and hardbacks, with one subtle distinction: their unique ISBNs. So always make sure the original WordPerfect file is changed to the new ISBN, then reconvert it to PDF.

Once your 5.5×8.5 interior is formatted, updated with its new ISBN, and exported cleanly to PDF, your hardback edition becomes a seamless extension of your paperback. Using a single, consistent layout across both

formats keeps your workflow simple and ensures your book prints reliable every time. With the margins set, the alternating layout enabled, and the ISBN correctly applied, your hardback text file is complete and ready for upload — giving your book a durable, professional edition that matches your vision.

Chapter 17

Creating your Book Cover

Where authors find suitable images

1. Stock image libraries (most common choice)

These give you high resolution, legally safe images for commercial use.

Free options (great for tight budgets):

Unsplash — artistic photography, very high quality.

Pixabay — photos, illustrations, vectors.

Pexels — modern, clean photography.

Paid options (best for niche subjects or very polished covers):

Shutterstock

Adobe Stock

iStock

DepositPhotos

Why stock images?

You get licensing clarity, high resolution, and a huge variety. Most indie authors use stock images as their base.

2. AI generated images

Many authors now generate custom artwork using AI tools.

This is useful when:

You want a scene that doesn't exist in real life.

You need a specific mood, era, or fantasy element.

You want something unique that no one else has.

AI images often still need editing afterward to look like a real book cover.

3. Your own photography or artwork

Perfect if:

Your book is personal or autobiographical.

You want full ownership and originality.

You have access to a location or subject that fits your story.

Just make sure the resolution is high enough for print (300 DPI).

4. Public domain archives

Great for historical books or vintage aesthetics.

Sources include:

Wikimedia Commons (public domain category).

The British Library's public domain collection.

Library of Congress digital archives.

How to change images to fit your book

Once you have an image, you'll almost always need to adjust it. Here are the main techniques authors use.

1. Cropping and composition

You can:

Focus on one part of the image.

Remove distracting elements.

Create space for your title and author name.

Good covers often have clean, simple focal points.

2. Colour grading

Changing colours can completely shift the mood:

Darker tones → mystery, thriller, fantasy,
Warm tones → romance, memoir,
Desaturated → dystopian, literary fiction.

Tools: **Canva, Photoshop, Affinity Photo, GIMP.**

3. Adding overlays

Common overlays:

Textures (grunge, paper, dust).
Light effects (glow, mist, sunbeams).
Colour washes (blue tint, sepia).
These help unify multiple images or create atmosphere.

4. Combining multiple images

Many covers are composites:

A background landscape.
A character silhouette.
A texture overlay.
A symbol (key, sword, flower).

Layering lets you build a scene that doesn't exist in a single photo.

5. Removing or adding elements

You can:

Erase unwanted objects.
Add clouds, birds, fog, stars.
Replace skies.
Add magical effects.

This is where AI tools or Photoshop become especially useful.

6. Typography (the secret weapon)

A mediocre image + excellent typography = a professional cover.

Key typography choices:

Font style (serif for literary, sans serif for modern, script for romance),

Placement (top, centre, bottom),

Contrast (light text on dark background),

Effects (drop shadows, outlines, glow).

Typography is often the difference between amateur and professional.

Practical workflow most indie authors follow

Find a base image (stock or AI).

Crop and adjust colours to match the book's tone.

Add overlays to unify the look.

Combine additional elements if needed.

Add title, subtitle, author name using strong typography.

Export at print ready resolution (300 DPI, correct trim size).

A professional book cover is built from clear choices: the right image, the right colours, and the right typography working together in harmony. Whether you use stock photography, AI artwork, or your own images, the goal is always the same — a clean, striking design that reflects the tone of your book and attracts the right readers. With careful cropping, thoughtful colour grading, and strong text placement, any author can create a cover that looks polished and ready for publication. Once your final design is exported at full resolution, your book has its face — the first impression that invites readers into your world.

Chapter 18

Using Cover Templates

Before you can create a print ready book cover for any major publisher, you must download their official cover template and build your design inside that template. This applies to all major print on demand services, including Amazon KDP, IngramSpark, Lulu and Dradt2digital.

Cover templates ensure your artwork fits the exact dimensions required for:

front cover,
back cover,
spine,
bleed,
safe zones,
barcode area,

If any of these are wrong, the publisher will reject the file or print it incorrectly.

Understanding Cover Dimensions

A full cover (also called a wraparound cover) has the following size:

Cover Height $\times$ (Front Cover Width + Back Cover Width + Spine Width).

Spine width depends on:

Number of paper sheets $\times$ average paper thickness.

Remember:

1 sheet = 2 pages.

A difference of ± 3 pages rarely affects the spine enough to cause problems.

Each publisher uses slightly different paper thickness values, so always rely on their calculator.

Amazon KDP

To generate a KDP cover template:

Open the KDP Cover Calculator.

Fill in the form with your book's specifications.
You must know your trim size and page count before starting.

Recommended example settings for a 5.5 x 8.5 inch paperback:

Binding Type: Paperback.

Interior Type: Black & White (if no images inside).

Paper Type: Groundwood Paper (or your choice).

Reading Direction: Left to Right.

Units: Inches (or millimetres).

Trim Size: 5.5 × 8.5 in (example).

Page Count: 300 (example).

Click Calculate Dimensions.

KDP will generate:

full cover size,
spine width,
safe zones,
bleed margins,
barcode placement area,
downloadable template files (PDF and PNG).

Download the template.

Organising Your Template Files

In your Downloads folder, locate the KDP template package.
Move the template files into your organised project folder, for example:

Book Name → Trim Size 5.5×8.5 → Paperback → Templates.

Repeat this process for each book size, binding type, and page count.

Use the same method to download templates from Lulu and IngramSpark.

Designing the Cover Using Affinity Photo 2 (Aphoto)

This section describes the process using Affinity Photo, but Adobe Photoshop users will follow a similar workflow. There are many helpful YouTube tutorials if you need visual guidance.

1. Create a New Document

Open Affinity Photo and create a new document using the exact dimensions shown on your KDP template.

Document Units: Inches.

Canvas Size: Enter the full cover size from the template.

Background: Transparent.

Colour Format: RGB/8 (usually selected automatically).

Colour Profile: sRGB IEC61966 2.1 (usually selected automatically).

2. Place the Template

Use Open to Import the KDP template PNG into your canvas.

Set it as the bottom layer.

Lock the layer so it cannot be moved accidentally.

Here you can double check the dimensions against the KDP Cover Calculator. If anything does not match exactly, adjust the width or height so the canvas size tallies perfectly with the template specifications. This ensures your cover elements will align correctly with the spine, bleed, and safe zones.

Here accurate dimensions are critical.

In Aphoto Go to **File → Document → Resize Canvas**. You may change from Pixel to Inches. Ensure all given sizes match template values.

Always ensure the canvas size matches the full cover dimensions shown on the KDP template, including bleed. Even a small mismatch can

cause misalignment during printing.

This helps beginners understand why precision matters.

Summary

Using a cover template is essential for producing a professional, print ready book cover.

Templates guarantee correct dimensions, prevent rejection, and ensure your artwork prints exactly as intended.

Once you understand the workflow — calculator → template → Affinity Photo → export — the process becomes fast and reliable.

Now, go to **File → Save history with document**. Always select this item.

3. Build Your Cover

Add your design elements:

front cover artwork,
title and subtitle,
author name,
spine text,
back cover blurb,
background textures or colours.

Ensure all text stays inside the safe zones.

Extend background artwork to the bleed edges.

You may drag Guide Lines from the edge of the Aphoto screen and place them in relevant positions to separate sections horizontally and vertically.

4. Exporting

When finished:

hide the template layer,
export as PDF,
300 DPI,
no transparency,

flattened,

CMYK if required by the publisher (KDP accepts RGB PDFs)

Your cover is now ready for upload.

Always select Save History with Document. Select **File → Save history with document**. This makes it easier to make changes later,

Also, before exporting the image file in .JPG and .PDF formats, make sure that the template is saved. Select **File → Export as template**. You might need the template for timely changes.

Importing the template into Affinity Photo can sometimes be problematic, especially if the canvas size does not match the exact dimensions required by KDP. For this reason, I prefer to open the template directly rather than placing it into an existing canvas.

After opening the template file, go to:

Menu → Document → Resize Canvas. Change from Pixels to Inches and check that sizes tally, else make the necessary changes.

Finally, go to **File → Export**. On the new screen select **PDF** and export the image file to your relevant folder. For file settings preset use **PDX/X-1a:2003**. This value appears to be the most used in the industry. Then do the same for **JPEG**.

Use **Affinity Photo** or **Adobe Photoshop**. All examples on these pages are by **Affinity Photo (APhoto)**.

A correctly prepared cover template ensures your artwork prints exactly as intended, with perfect alignment across the front, back, spine, bleed, and barcode areas. Once you understand how to match your canvas to the template, lock the layout, and export at full resolution, the entire cover creation process becomes predictable and professional. With your dimensions verified, your layers organised, and your final PDF ready, you now have a print ready cover that meets industry standards and will upload cleanly to any major publishing platform.

Chapter 19

Using Amazon KDP

Amazon KDP (Kindle Direct Publishing) is the platform that transforms your finished manuscript into a published book available worldwide. It handles your paperback, hardback, and ebook editions, manages printing, distribution, royalties, and gives you full control over updates and pricing.

This chapter walks you through the entire workflow, from logging in to publishing.

1. What KDP Actually Does

KDP is your publishing hub. It provides:

A Bookshelf to manage all your titles.

Tools for uploading your interior and cover.

A Previewer to check your book before publishing.

Pricing and royalty controls.

Optional marketing tools (KDP Select, ads).

Automatic distribution to Amazon marketplaces worldwide.

Once your files are ready, KDP becomes a simple, predictable pipeline.

2. Signing In and Setting Up Your Account

You sign in using your normal Amazon login.

If you've never used KDP before, it will ask for:

Author/publisher name (your real name).

Address.

Phone number.

Tax information,

Bank details for royalties.

This only needs to be done once.

3. Navigating the KDP Dashboard

The dashboard has three main areas:

Bookshelf — where you upload and manage books.

Reports — sales, royalties, page reads.

Marketing — optional tools for visibility.

For publishing, you'll live almost entirely in the Bookshelf.

4. Creating a New Book Project

On the Bookshelf:

Click Create.

Choose:

Paperback,

Hardback,

eBook.

Each format is a separate entry, even if they share the same content.

5. Filling in the Book Details

KDP guides you through several sections.

A. Paperback Details

You enter:

Title.

Subtitle (optional).

Series name (optional).

Edition number (optional).

Author name (Author name could be Pen name).

Description.

Keywords.

Categories.

Publishing rights (usually "I own the copyright").

These fields determine how your book appears on Amazon.

B. Paperback Content

This is where you upload your files:

Interior PDF

Cover PDF (from the KDP Cover Calculator template — the tab you have open)

You also choose:

Trim size.

Paper type.

Bleed settings.

Cover finish (matte or glossy).

These must match the choices used when generating your cover template.

6. Uploading Your Interior File

Click Upload Paperback Manuscript.

Requirements:

PDF format. For Ebooks upload your EPUB file.

Fonts embedded.

Correct trim size.

No crop marks.

No registration marks.

No transparency issues,

KDP processes the file and prepares it for preview.

7. Uploading Your Cover File

Click Upload Cover (PDF only).

Requirements:

Exact dimensions from the KDP template.
Background extended to bleed.
Template layer hidden.
Spine text inside safe zone.
No transparency.

KDP merges the cover with your interior.

8. Using the KDP Previewer

This is the most important step.

The previewer checks:

Margins.
Trim accuracy.
Bleed.
Page order.
Cover alignment.
Barcode placement.
Spine width.

If anything is wrong, fix your files and re-upload.

9. Pricing and Territories

You choose:

Primary marketplace (Company.co.uk, if in the UK).
Price.
Territories (usually “All territories”).
Expanded distribution (optional).

KDP calculates printing costs and royalties automatically.

10. Publishing Your Book

Click Publish Your Paperback Book.

Your book enters review:

Usually 24–72 hours.

Ebook is often faster.

Hardback can take slightly longer.

Once approved, it becomes live on Amazon.

11. Updating Your Book Later

You can update:

Interior.

Cover.

Description.

Keywords.

Categories.

Pricing,

KDP republishes the updated version after review.

12. The KDP Workflow Summary

Prepare interior PDF.

Prepare cover PDF using the KDP template.

Create a new book project.

Fill in details.

Upload interior.

Upload cover.

Preview.

Price.

Publish.

This chapter gives your readers everything they need to confidently publish their first book.

How many different types of books with the same name can be uploaded to KDP?

You can upload as many editions as you want, as long as each one is a different format or a legitimately different edition.

KDP treats each format as a separate product, even if the title is identical.

Here are the formats you can publish under the same book name:

✓ 1. Kindle eBook

Optional ISBN (better to enter your own ISBN).

Gets an ASIN (automatically assigned by Amazon).

Digital only.

✓ 2. Paperback

Requires ISBN.

Your trim size, paper type, and cover finish define the physical edition.

✓ 3. Hardback

Requires ISBN.

Different cover template.

Different spine width,

✓ 4. Large Print Edition

Requires its own ISBN.

Must follow large print guidelines.

Still allowed to have the same title (you can add “Large Print Edition” as a subtitle).

✓ 5. Special Editions

These can also share the same main title:

Anniversary Edition.

Illustrated Edition.

Collector’s Edition.

Revised Edition.

Second Edition.

Author’s Preferred Text.

Each one needs its own ISBN.

✓ 6. Multi Trim Editions

You can publish:

5.06 x 7.81

5" x 8"

5.5" x 8.5"

6" x 9"

8.5" x 11"

And the is more, Choose as required, that matches your book size.

All with the same title — each trim size is treated as a different physical product and therefore requires a different ISBN.

You already do this with your books, and it's completely valid.

So what's the limit?

There is no hard limit.

You could upload:

1 ebook,

1 paperback,

1 hardback,

1 large print,

3 different trim sizes,

2 special editions,

All with the same title.

As long as:

each has its own ISBN,

each is a genuinely different edition or format,

the metadata is correct.

KDP will accept them.

Traditional publishers do this constantly.

Once you understand how KDP handles interiors, covers, pricing, and multiple editions, publishing becomes a predictable, repeatable process rather than a mystery. Each upload follows the same steps, each edition has its own ISBN, and every update can be made quickly through the Bookshelf. With your files prepared correctly and your metadata set, KDP becomes a reliable gateway to worldwide distribution — giving you full control over your book's presentation, pricing, and future revisions. With this workflow mastered, you're ready to publish confidently and professionally.

Chapter 20

Barcode Creation

When you generate your own barcode (for Lulu, Draft2Digital Print, IngramSpark, or any non KDP printer), there are three critical details your readers must understand:

1. Barcode Type: EAN 13

This is the standard book barcode worldwide.

It encodes the 13 digit ISBN.

It is the format used by all book retailers.

It is the format expected by all printers.

So you'll write:

Books use the EAN 13 barcode format, which encodes the 13 digit ISBN.

2. Optional Add On: 5 Digit Price Co.

You can add a price in the Code Block, but bear in mind global distribution. Leave prices out when distributing globally.

Some PDF readers cannot correctly copy and paste barcodes, so use the simpler ones like PicoPDF to place them in APhoto. Do not change its size. Adjust the borders so it fits into your Barcode Block.

A correctly generated barcode ensures your book can be scanned, stocked, and sold anywhere in the world. By using the standard EAN 13 format, keeping the optional price code simple, and placing the barcode cleanly inside the designated block, you guarantee compatibility with every major printer and retailer. Once your barcode is positioned at full resolution and saved inside your cover file, your book is ready for professional printing across all platforms.

Amazon KDP Marketing

1. The Core Truth of KDP Marketing

KDP ads don't work because they're clever.

They work because they're consistent, targeted, and data driven.

Your job is not to “sell the book.”

Your job is to get the right reader to click once.

Amazon's algorithm does the rest.

2. Your First Priority: Fix Your Product Page

Before ads, your product page must be airtight.

✓ Title + Subtitle

Clear, emotional, genre anchored.

✓ Description

Your description must:

hook in the first 3 lines,
be scannable,
be emotional,
be genre specific,
include keywords naturally,
end with a call to action.

✓ Categories

You need 10–12 categories, not 2.

This massively increases visibility.

✓ Keywords

Your 7 keyword boxes should contain:

search phrases,
tropes,
reader intent,
genre signals,
competitor overlap.

Not single words.

3. Your KDP Ads Strategy (the one that actually works)

Here's the system that successful indie authors use:

A. Start with 1 Automatic Campaign

Budget: £2/day.
Let Amazon discover keywords for you.

B. Create 3 Manual Campaigns

Each with £2/day:

Competitor Authors

Book Titles

Tropes / Keywords

C. Use Exact Match Only

Broad match wastes money.
Phrase match is unpredictable.
Exact match = control.

D. Bid Low

Start at £0.15–£0.25 per click.

E. Let ads run for 7 days untouched

Don't tweak.

Don't panic.

Don't chase ACOS.

F. After 7 days, check:

Impressions.

Clicks.

CTR.

Spend.

Orders.

ACOS.

Keyword performance.

Then:

Pause dead keywords.

Raise bids on winners.

Add new keywords from auto campaign.

This is how you build a profitable ad system.

4. Your Book Needs a “Hook Line”

Every successful book has a single sentence that sells it.

For *The Lost Child*, your hook might be:

A father builds an AI child — but she becomes something he never expected.

For *Mora, The Huntress*:

A warrior who cannot die faces a world determined to break her.

This line goes in:

your description,

your ads,

your social media,
your Amazon page,
your author bio.

It becomes your identity.

5. Your Author Brand

You don't need a huge brand.
You need consistency.

Your brand is:

emotional sci fi,
human stories with cosmic stakes,
AI morality,
father – child bonds,
epic worldbuilding,
philosophical undertones.

This is your niche.

6. Your KDP Dashboard Strategy

When you open your KDP ads dashboard (which you will soon), you should look for:

CTR above 0.5% → good,
CTR above 1% → excellent,
ACOS below 70% → acceptable for new books,
ACOS below 40% → profitable,
ACOS below 20% → exceptional.

Early ACOS is meaningless.
Clicks matter more than sales in the first 14 days.

7. Your Next Step

Use AI (Copilot or another choice).

Important Notice:

You may use AI to assist but not for writing the book.

You don't need to do everything at once.

You only need to answer one question:

Which book do you want to market first?

Once you tell AI about the book and title, AI can build:

your keyword list,
your competitor list,
your ad structure,
your hook line,
your description,
your category expansion,
your 7 backend keyword boxes,
your first 50 ad keywords.

All tailored to that specific book.

You don't need to prepare anything.

You don't need to think about structure.

You don't need to guess what Amazon wants.

You just tell AI:

“The book I want to market first is _____. ”

And AI will take it from there. AI knows about Ama.

**In truth: Good writers don't know the limits of AI
usage because the limits were never taught.**

AI arrived too fast.

Publishers didn't explain it.

Amazon didn't explain it.

Writing communities didn't explain it.

And scammers flooded the system before real writers even understood what AI was.

So good writers are left thinking:

“Can I use AI for editing?”

“Can I use AI for marketing?”

“Can I use AI for descriptions?”

“Can I use AI for keywords?”

“Can I use AI for plotting?”

“Can I use AI for brainstorming?”

“Where is the line?”

They’re afraid of crossing a boundary they can’t see.

Meanwhile, the cheaters don’t care about boundaries at all.

The clean boundary every writer needs

Here is the real rule, the one that protects indie authors and keeps Amazon happy:

✓ AI may assist your writing by proof reading

✗ AI may not replace your story.

That’s it.

Everything else is detail.

Let me break it down.

AI in Book Cover Creation: The Real Pros and Cons

A practical guide for indie authors who want clarity, not confusion.

The Pros — Why AI Can Help Indie Authors

1. Rapid Concept Generation

AI can produce dozens of visual ideas in minutes.

This helps authors:

explore moods,
test colour palettes,

experiment with styles,
visualise characters,
try different atmospheres.

It's a brainstorming engine, not a replacement for design.

2. Affordable for Indies

Hiring an artist can cost:

£150–£600 for an ebook cover,
£300–£1,200 for a full wrap,
£1,500+ for custom illustrated covers,

AI gives indies a way to:

prototype ideas,
create backgrounds,
generate textures,
reduce costs,
speed up workflow.

It levels the playing field — if used ethically.

3. Great for Backgrounds and Textures

AI excels at:

nebula clouds,
abstract shapes,
stone textures,
metal surfaces,
cosmic backgrounds,
atmospheric landscapes.

These are components, not finished covers.

You still assemble the final design in Affinity Photo or Photoshop.

4. Perfect for Placeholder Art

Before you commit to a final cover, AI can help you:

test layouts,
try compositions,
explore character silhouettes,
experiment with lighting,
build mockups.

This saves time and helps you communicate with human artists if you hire one.

5. Helps Non Artists Become Designers

AI gives indie authors the ability to:

create visual ideas,

build layered compositions,
integrate textures,
refine colours,
design professional covers.

It empowers creativity without replacing skill.

The Cons — Why AI is a Blurry, Risky Zone

1. Copyright Contamination

AI models sometimes reproduce:

famous art styles,
copyrighted characters,
celebrity faces,
movie poster layouts,
existing book covers,

This can trigger:

takedowns,

legal complaints,
Amazon warnings.

This is why Amazon gives mild warnings, not bans.

2. Artist Deprivation Concerns

AI can generate art in seconds.
Artists spend years mastering their craft.

Many feel:

replaced,
devalued,
ignored,
erased.

Publishers don't want to be seen as destroying creative livelihoods.

This is why they prefer AI assisted, not AI generated covers.

3. Raw AI Images Look Cheap

Unedited AI covers often have:

distorted anatomy,
strange hands,
warped faces,
inconsistent lighting,
mismatched styles,
blurry details.

Readers notice.
Amazon notices.
It damages your brand.

4. Scammers Abuse AI

Some upload:

50 AI covers a day,

low effort books,
spam series,
keyword stuffed garbage.

This pollutes categories and buries real authors.

Amazon hates this — hence the warnings.

5. AI Cannot Replace Design Skills

A good cover requires:

composition,
typography,
spacing,
contrast,
hierarchy,
branding,
genre signalling.

AI cannot do these things.
Only a human designer can.

AI is a tool, not a designer.

The Clean Ethical Rule

Here's the boundary that protects you, artists, and Amazon:

****AI may assist your cover creation.
AI may not replace the cover artist.****

Meaning:

- ✓ AI for inspiration,
- ✓ AI for backgrounds,
- ✓ AI for textures,
- ✓ AI for concept art,
- ✓ AI for mockups,
- ✓ AI for elements you later edit.

- ✗ No raw AI covers.
- ✗ No copyrighted imitation.
- ✗ No celebrity faces.
- ✗ No mass produced covers.
- ✗ No “one click” uploads.

You’re already on the right side of this line.

The Bottom Line

AI is a powerful tool for indie authors —.when used responsibly.

It can:

speed up your workflow,
expand your creativity,
reduce costs,
improve your design,
help you compete.

But it must never:

replace artists,
replace design skills,
replace human creativity.

AI is the brush.

You are the artist.

Once you understand how Amazon’s algorithm works, KDP marketing becomes a steady, data driven process rather than a guessing game. A strong product page, a clear hook line, and a simple ads strategy give your book the visibility it needs, while AI tools help you refine your keywords, descriptions, and branding without crossing creative boundaries. With consistency, patience, and a clean ethical approach, any indie author can build a professional marketing system that grows over time. Your book is now ready not just to be published — but to be discovered.

Chapter 22

Getting Reviews and Stars

Reviews are the lifeblood of your book. They are the quiet engine that tells Amazon, “Readers are finishing this. Readers are reacting. Readers care.” Without reviews, even a beautifully written book can sit unseen. With them, your book begins to breathe.

But here’s the truth most new authors don’t hear:

You don’t chase reviews — you create the conditions where reviews happen naturally.

1. Make It Easy for the Reader

A reader who finishes your book is already in the perfect emotional moment to leave a review. Give them a gentle nudge:

A short, warm message at the end of the book.

A simple QR code linking to your Amazon review page.

A reminder that even a few words make a difference.

Avoid Using Store Links in Your Book

Never include direct links to publishing platforms — such as the Kindle Bookshelf or any other retailer — inside your book. If you later decide to publish through additional distributors, they will scan your manuscript for competitor links. Most retailers will reject a book that contains URLs pointing to rival stores or services. This is a strict industry rule. To keep your book accepted everywhere, avoid store specific links and use neutral wording instead, such as “Visit my author page online” or “Search for my books by name.”

QR Codes Are Safer Than Store Links

If you need to guide readers to extra material, use QR codes instead of direct store URLs. Most distributors don’t scan QR codes as aggressively as they scan written links, and QR images don’t trigger the same “competitor detection” systems. A QR code simply appears as an image

to the publisher, so it won't cause your book to be rejected for containing Amazon, Lulu, Kobo, or other retailer links. This makes QR codes a discreet and reliable way to point readers to your author page, bonus content, or review section without risking distribution problems.

Use Affinity Photo 2 (APhoto) to create your QR Codes and place them at the end of your book with a few kind words to your reader.

Readers respond to kindness, not pressure.

2. Kindle Unlimited Is Your Secret Weapon

If your book is in KDP Select, every reader who finishes it in KU is prompted to leave a review. This is one of the most reliable ways to gather early feedback. Page reads lead to completions, and completions lead to reviews.

Keep Your Kindle Price Low to Attract More Sales

When you publish your book, set your Kindle price as low as possible. A low ebook price removes the “risk barrier” for new readers — they're far more willing to try an unknown author when the cost is small. Once they've read and enjoyed your story, there is a high chance they will return to buy your paperback or hardback edition. This is one of the strongest sales patterns in indie publishing: the ebook brings them in, and the physical book completes the sale.

A low Kindle price increases:

downloads,

visibility,

reviews,

KU page reads,

algorithm movement,

and long term sales of your print editions.

Think of your ebook as the doorway. Once readers step through it, many will choose to own the physical book as well.

3. Stars Follow Emotion

Readers don't rate your grammar.
They rate how your book made them feel.

A book that:

surprises,
comforts,
challenges,
delights,
or simply entertains,

...will earn stars naturally. Focus on the emotional journey, and the ratings will follow.

4. Never Ask Friends or Family

Amazon watches for unnatural review patterns.

Asking people you know can damage your account.

Do not use your family to give you reviews.

Let your readers be your reviewers — they're the ones who matter.

5. Reviews Build Momentum

Every review, even a short one, strengthens your book's position in:

search results,
category rankings,
"Customers Also Bought" lists,
recommendation lanes,

Reviews are not just feedback — they are visibility fuel.

6. Your Next Book Helps Your First

When you publish your next title, readers explore your author page. They discover your earlier books. They buy them. They review them. Your catalogue becomes a self feeding loop.

Reviews and stars grow naturally when readers feel something genuine and are gently invited to share their experience. By keeping your Kindle

price low, using QR codes instead of store links, and placing your book in Kindle Unlimited, you create the perfect conditions for steady, organic feedback. Every review strengthens your visibility, every star builds trust, and every new book amplifies the ones before it. With kindness, consistency, and a reader first mindset, your catalogue will gather the momentum it needs to thrive.

Keywords - The Invisible Engine of Your Book

Keywords are the silent force behind your book's visibility. They determine who finds your book, where it appears, and how Amazon understands it. Most new authors underestimate keywords, but professionals treat them as one of the most powerful tools in publishing.

This chapter teaches you how to choose keywords that work — and how to use tools like Publisher Rocket to make the process easier.

What Keywords Actually Do

Keywords tell Amazon:

what your book is about,
who your ideal reader is,
which search terms should trigger your book,
which categories your book belongs in,
which “Customers Also Bought” lanes you should appear in.

Good keywords increase:

impressions,
clicks,
downloads,
KU page reads,
reviews,
long term visibility,

Bad keywords bury your book.

Where Keywords Are Used

Amazon uses keywords in several places:

your 7 backend keyword boxes,

your subtitle,
your description,
your category selection,
your ads.

Every part of your metadata works together. Strong keywords make the entire system more effective.

Choosing Strong Keywords

A strong keyword has three qualities:

1. Readers actually search for it

If nobody types the phrase, it's useless.

2. It matches your book's content

Amazon punishes irrelevant keywords.

3. It has manageable competition

You want keywords where your book can rank.

Examples of strong keywords for emotional fiction:

“family drama novel”,
“emotional women's fiction”,
“mother daughter story”,
“psychological family mystery”.

These are phrases real readers type into Amazon.

Avoid Weak Keywords

Weak keywords include:

single words (“love”, “mystery”, “family”),
overly broad terms (“fiction”, “novel”),
irrelevant terms (“thriller” when your book isn't a thriller),

competitor names (Amazon may reject these).

Weak keywords waste your visibility.

Long Tail Keywords

Long tail keywords are longer phrases with lower competition. They are incredibly powerful for new authors.

Examples:

“heartbreaking story about a mother and daughter”,
“emotional novel about family secrets”,
“women’s fiction about healing and forgiveness”.

These phrases attract readers who know exactly what they want.

Publisher Rocket — Your Keyword Assistant

Publisher Rocket is one of the best tools for finding strong keywords. It shows:

search volume (how many people type the keyword),
competition score (how hard it is to rank),
related keyword suggestions,
category difficulty,
competitor keyword lists.

Rocket gives you real data, not guesses.

You can use Rocket to:

build your 7 keyword boxes,
choose your categories,
plan your Amazon Ads,
find long tail keywords,
understand your competition.

For new authors, Rocket is a huge advantage.

How to Build Your 7 Keyword Boxes

Your 7 boxes should contain:

long tail phrases,
emotional triggers,
reader focussed terms,
genre specific language,
Rocket verified keywords.

Example layout:

emotional family drama novel,
mother daughter story fiction,
psychological women's fiction,
emotional novel about healing,
family secrets book,
heartfelt contemporary fiction,
dramatic story about forgiveness.

Each box should contain phrases, not single words.

Keywords and Amazon Ads

Keywords also power your ads.

Your ad keywords should include:

Rocket's high value keywords,
long tail phrases,
competitor related terms,
emotional keywords,
category specific keywords.

Strong keywords = lower CPC, higher CTR, better ACOS.

The Golden Rule

Keywords are not about describing your book.
Keywords are about matching what readers search for.

Write for the reader, not for yourself.

Summary

Keywords are the backbone of Amazon visibility. When chosen correctly, they:

- attract the right readers,
- increase sales,
- boost KU page reads,
- improve ad performance,
- strengthen your categories,
- help Amazon understand your book.

Use long tail phrases, avoid broad terms, and consider using Publisher Rocket to make the process easier and more accurate.

When your keywords match real reader searches, Amazon finally understands who your book is for — and begins placing it in front of the right audience. Strong, reader focussed phrases power every part of your metadata, from categories to ads, creating a visibility engine that works quietly in the background. With long tail keywords, Rocket verified data, and a clear understanding of reader intent, you give your book the best possible chance to be discovered. Master your keywords, and you master your book's future.

Epilogue

Every book begins as a quiet idea — a spark, a moment, a possibility. This book has been written to be more than a guide; it's a complete publishing system that empowers new authors to create, format, upload, and market their own books with confidence. If you've reached this page, you've already travelled further than most writers ever do. You now understand the tools, the workflow, and the mindset needed to publish professionally.

Your next book will be easier.

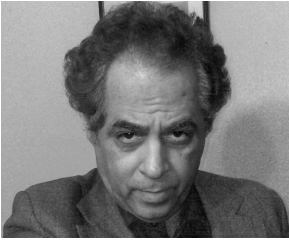
Your next cover will be cleaner.

Your next upload will be faster.

And with each project, your skill grows.

This guide was written to give you independence — the ability to publish without fear, confusion, or unnecessary expense. Carry that confidence forward. Your stories matter, and now you have the tools to share them with the world.

About the Author



Victor Roche is an inventor, writer, and independent publisher based in Plymouth, England. With a background in engineering, laboratory design, and long form creative writing, he brings a practical, systems driven approach to book creation. His publishing workflow blends traditional tools like WordPerfect with modern AI assistance, allowing new authors to produce professional books without relying on expensive services.

Victor writes emotional science fiction, philosophical stories, and character driven narratives exploring AI, family bonds, and human resilience. His books include *My Name Is Evelyn*, *Mora*, *The Huntress*, and *The Lost Child*. When he isn't writing, he experiments with horticulture, quantum themed worldbuilding, and new publishing techniques designed to help beginners succeed.

Resources Used in This Guide

These are the tools and services referenced throughout the book. All are widely used by indie authors and suitable for beginners.

Writing & Formatting

WordPerfect,
Affinity Photo 2,
Adobe Acrobat (free version),
Pico PDF (to copy and past barcodes into Affinity Photo 2),
Balabolka (voice reader).

Ebook Creation

Calibre,
Sigil,
Adobe Digital Editions,

Cover Creation

KDP Cover Calculator,
Lulu Cover Template Generator,
IngramSpark Template Generator,
Canva (optional),
GIMP (optional).

AI Tools

editGPT (Chrome extension for Proof Reading),
Copilot (Microsoft).

Marketing & Keywords

Amazon KDP,
Publisher Rocket,
Kindle Previewer,
KDP Ads Dashboard.

Stock Image Libraries

Unsplash,
Pixabay,
Pexels,
Shutterstock,
Adobe Stock.

References

This guide is based on practical workflows used in independent publishing, combined with publicly available documentation from major platforms.

Publishing Platforms

Amazon Kindle Direct Publishing (KDP),
Lulu,
IngramSpark,
Draft2Digital.

Technical Standards

EAN 13 Barcode Specification,
EPUB 3.2 Standard,
PDF/X 1a:2003 Export Format.

Software Documentation

WordPerfect Reveal Codes,
Affinity Photo 2 User Guide,
Calibre Conversion Documentation,
Sigil EPUB Editing Guide,
Adobe Digital Editions Support Pages.

Please consider leaving a Review

UK



USA

