

A close-up photograph of a typewriter. The word "Writing" is typed in a black, monospaced font on a white sheet of paper. Below the paper, the dark, textured fabric of the typewriter's carriage is visible, along with several silver-colored metal keys. The lighting is soft, highlighting the texture of the paper and the metallic surfaces.

Writing

Resources For Authors

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This is AMAZON's Publishing Platform https://kdp.amazon.com/en_US/

IMPORTANT - You need to have **DIFFERENT Login Credentials** than you use for your Amazon shopping account. At least a different password.

Once you join and are logged in, thoroughly check out this tools and resources page to see what you can do here:

https://kdp.amazon.com/en_US/help/topic/G200735480

TIP!!! - Know before you go on formatting your PAPERBACK book and deciding on how much you will sell it for

When you are using the price and royalty calculator, be sure and compare a 6" X 9" paperback (most popular size) to a 5" X 7" paperback as Amazon recently changed their pricing and royalty structure based on the size of the book you choose to produce and the number of pages your book is. Also read their **ROYALTY** policies here: https://kdp.amazon.com/en_US/help/topic/G202181110

The screenshot shows the Kindle Direct Publishing (KDP) Help Topics page. The top navigation bar includes the 'kindle direct publishing' logo and links for 'Bookshelf', 'Reports', 'Community', and 'Marketing'. A search bar is located at the top right. The left sidebar contains a 'Help Topics' menu with categories: 'Help' (KDP Help Center Home), 'Account & Taxes' (Set up your KDP account, CreateSpace Account, Tax Information), 'Book Formatting' (Format Your Paperback, Format Your Hardcover, Format Your eBook), 'Tools and Resources' (KDP Tools and Resources, Publishing Service Providers & Resources, Kindle Create Help Overview, Kindle Previewer, Kindle Comic Creator, Kindle Kids' Book Creator, Quality Notifications Dashboard, Guide to Kindle Content Quality, Enhanced Typesetting, X-Ray for Authors), and 'KDP Publishing' (Start publishing with KDP, Create a Book, Kindle Vella, Hardcover). The main content area is titled 'KDP Tools and Resources' and includes a breadcrumb trail: 'Book Formatting > Tools and Resources > KDP Tools and Resources'. Below this is a 'Contents' section with a list of links: 'Manuscript formatting resources' (eBook, Paperback and hardcover), 'Cover formatting resources' (eBook, Paperback and hardcover), 'Paperback file setup calculator', 'Printing cost and royalty calculator', 'Previewer tools' (eBook, Paperback and hardcover), 'Upload files', and 'Update files'. At the bottom, there is a section for 'Manuscript formatting resources' with a link for 'eBook'.

SAQs About Publishing Your Book - (SAQs = Should Ask Questions)

Can you get a FREE ISBN from Amazon for your paperback book?

Yes, but if you get a free ISBN for your book on Amazon you CANNOT publish that same book anywhere else. In essence it gives Amazon the EXCLUSIVE RIGHTS to sell your paperback book. [The FREE ISBN, which would cost you \$125 on Bowker, keeps you from earning royalties on other platforms like Barnes & Noble.]

Source: https://kdp.amazon.com/en_US/help/topic/G201834170#Compare_ISBN

What is the lowest number of pages a PAPERBACK book can be on Amazon?

24 pages [from Amazon's paperback submission guidelines]

Source: https://kdp.amazon.com/en_US/help/topic/G201857950#

Do I need an ISBN for my E-book on Amazon?

An ISBN is NOT required to publish an eBook with KDP. Once your content is published on KDP, Amazon will assign it a 10-digit ASIN (Amazon Standard Identification Number), which is unique to the e-Book, and is an identification number for the Kindle eBook on Amazon. [You will need an ISBN for your e-book on other sales platforms like Smashwords.]

What does it mean to enroll in KDP select?

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Source: **KDP Select: Is It Worth It?** <https://www.launchmybook.com/kdp-select-is-it-worth-it/#>

I uploaded my book direct on Amazon (or some other retailer). Can I still work with Smashwords?

Yes. After you publish, click to your Dashboard's Channel Manager and opt out of any Smashwords retail partners you're already reaching direct or through another distributor. This will prevent us from double-distributing your work.

Source: Note: you have to have signed up for a free account to access this page
<https://www.smashwords.com/about/supportfaq#>

How do I choose between Amazon and Smashwords?

This is a common question, and the answer is, "You should work with both of us at the same time!" As an author and publisher, you want to maximize your distribution. The more stores that carry your book, the greater your opportunity to reach readers. When you upload to Amazon, AVOID the mistake of enrolling your book in their optional KDP Select program.

KDP Select requires exclusivity, which means you can't sell your book in other stores such as Smashwords and the retailers and library suppliers Smashwords distributes to such as Apple Books, Barnes & Noble, Kobo, OverDrive, Scribd and others. Amazon only reaches ebook readers in about 14 countries, whereas Apple Books reaches 51 countries (and dominates the Australian ebook market), Kobo reaches about 160 countries and the Smashwords store reaches almost 200 countries.

Source: Note: you have to have signed up for a free account to access this page
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Source: <https://www.smashwords.com/publishing>

What can I use “Author Copies” of my paperback book for?

Marketing! **Hint:** Put your business card in the book sticking out just a little at the top as a bookmark.

- To give to a very hot lead as the final convincing point to hire you
- To give to a customer who buys from you to give to their friend, neighbor or family member who needs what you sell when they want to refer you
- To give away / sell at seminars where you are a speaker
- To give to someone you are already building a good business relationship with PLUS an extra copy for them to pass on to someone they want to refer you to.
- To give to your Mom so she can carry it with her and show it off to her friends because she now has bragging rights that her son/daughter is a PUBLISHED AUTHOR! Trust me, she'll want more than one copy. 😊

IMPORTANT! If you need author copies of your book for an upcoming event, then order early. It can take 2 or more weeks to receive your order!

Book Formatting and Editing Tools For Authors

Here's a list of popular book formatting software and tools for authors, along with their URLs.

NOTE: Some of these tools are free, others may require a one-time purchase or subscription fee. Also, the suitability of each tool may depend on your specific formatting needs and preferences, so it's a good idea to explore their features and try out the ones that align with your project. You can always run your manuscript through more than one.

1. **Scrivener**: Scrivener is a comprehensive writing and formatting tool for authors. While it's primarily known for its writing features, it also offers formatting options for print and e-books.

Website: <https://www.literatureandlatte.com/scrivener/overview>

2. **Vellum [for MAC users]**: Vellum is a macOS-exclusive software designed for e-book and print book formatting. It's known for its user-friendly interface and professional-quality output.

Website: <https://vellum.pub>

3. **Reedsy Book Editor**: Reedsy offers a free online book editor that allows you to format your manuscript into both print and e-book formats. It's user-friendly and offers collaboration features.

Website: <https://www.reedsy.com/write-a-book>

4. **Pressbooks**: Pressbooks is a web-based book formatting platform that specializes in creating e-books and print-on-demand books. It's user-friendly and offers various templates.

Website: <https://pressbooks.com>

5. **BookBaby Book Formatting Services**: While not software, BookBaby offers professional book formatting services for authors who prefer to have their books formatted by experts.

Website: <https://www.bookbaby.com/formatting-services>

6. **Kindle Create**: Kindle Create is Amazon's free book formatting software for creating Kindle e-books. It's relatively simple to use and integrates well with Kindle Direct Publishing (KDP).

Website: <https://www.amazon.com/Kindle-Create/b?ie=UTF8&node=18292298011>

7. **Draft2Digital**: Draft2Digital's free e-book conversion tool allows you to format your manuscript for various e-book retailers, including Amazon, Apple Books, and more.

Website: <https://www.draft2digital.com>

8. **Calibre**: Calibre is a free, open-source e-book management and conversion tool. While it's primarily an e-book library manager, it also offers formatting features.

Website: <https://calibre-ebook.com>

These next ones are free tools and may require more manual effort for formatting compared to dedicated book formatting software. If you're comfortable with handling formatting tasks yourself, they can be cost-effective options. However, if you prefer a more automated and specialized approach, dedicated book formatting software like Vellum or Scrivener may be worth considering, even if they come with a one-time purchase cost.

9. **LibreOffice Writer**: LibreOffice Writer is a free and open-source word processing software that can handle both writing and formatting tasks. It's a powerful alternative to Microsoft Word and includes tools for editing and formatting your book. While it's not specifically designed for book publishing, it can handle various document types, including novels and non-fiction books.

Website: <https://www.libreoffice.org>

10. **Google Docs**: Google Docs is a free, web-based word processor that offers collaboration and editing features. While it doesn't have advanced book formatting tools, you can format your book for e-books and print using its document styles and formatting options. It's a good choice if you're collaborating with others or prefer a cloud-based solution.

Website: <https://www.docs.google.com>

11. **ProWritingAid**: ProWritingAid is a grammar and style checker that integrates with various word processing software, including Google Docs and Microsoft Word. While it doesn't provide direct formatting capabilities, it can help you improve your writing and editing, which is an essential part of preparing your manuscript for formatting.

Website: <https://prowritingaid.com>

12. **Hemingway Editor**: Hemingway Editor is a free online tool that helps you simplify and improve your writing. While it's not a full-fledged formatting tool, it can assist in the editing process by highlighting complex sentences and suggesting improvements for readability.

Website: <http://www.hemingwayapp.com>

Top 3 Methods Used In Writing A Business Book

Authors use a variety of methods to write business books, and the specific approach can vary depending on their personal preferences and writing style. However, here are three commonly used methods:

1. Research and Expertise:

- Many business book authors leverage their expertise and industry knowledge to write books that provide valuable insights and solutions to specific business challenges. They draw upon their years of experience, research, and professional accomplishments to offer unique perspectives and actionable advice.

- Authors in this category often conduct extensive research to support their arguments, citing case studies, statistics, and real-world examples to back up their claims. They may also incorporate interviews with industry experts to provide additional insights and credibility to their work.

2. Personal Stories and Anecdotes:

- Some authors choose to write business books that incorporate personal anecdotes and stories to make their content more relatable and engaging for readers. They share their own experiences, successes, and failures to illustrate key lessons and principles.

- This method can create a more human connection with readers and help convey complex ideas in a more accessible and memorable way. Authors often use storytelling techniques to weave their personal experiences into the broader business context.

3. Frameworks and Models:

- Business books often provide frameworks, models, or step-by-step processes that readers can apply to their own work or businesses. These books are structured around a systematic approach to solving specific problems or achieving goals.

- Authors may develop their own proprietary frameworks or draw upon existing management and leadership theories to create a structured guide for readers. These books typically include practical exercises and actionable takeaways to help readers implement the concepts presented.

In addition to these methods, it's essential for business book authors to have a clear target audience in mind and a well-defined message or thesis. They should also consider the tone, style, and format of their book, as these factors can significantly impact how their content is received by readers. Ultimately, successful business book authors combine their expertise, storytelling abilities, and effective communication skills to create valuable and impactful books for their intended audience.

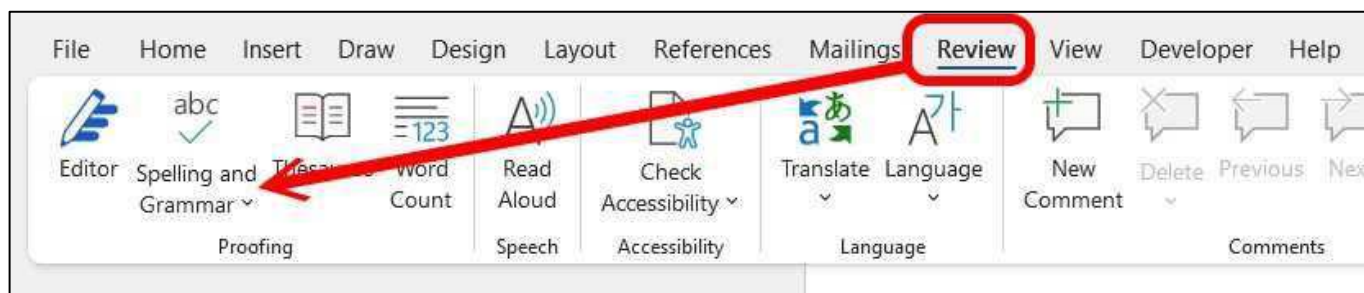
How To Get Your Book's Readability and Reading Level Statistics

What is the current national reading level of the United States?

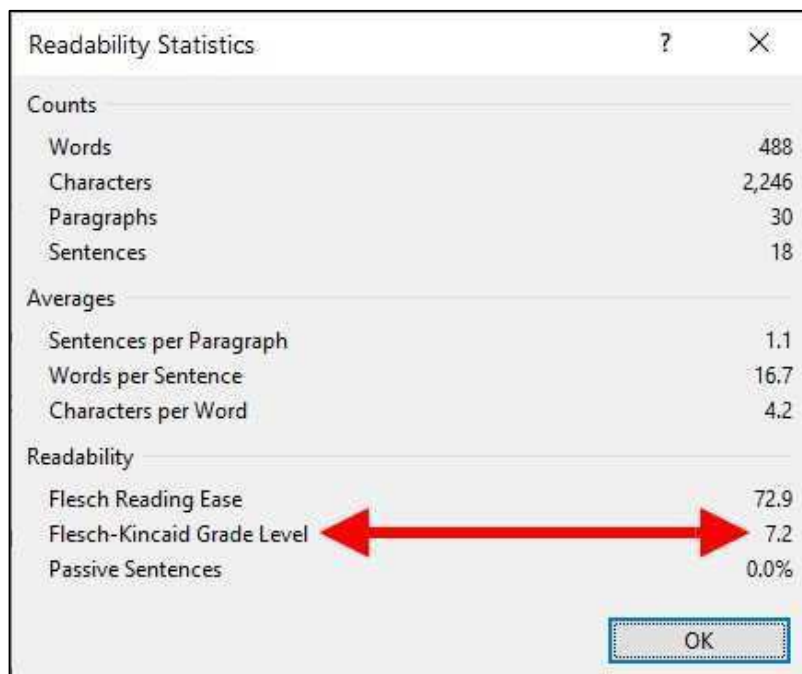
The average American reads at the **7th - to 8th - grade level**, according to The Literacy Project.

If you write your book in a program designed for writing a book instead of Microsoft Word, then copy and paste your book into Microsoft Word. Then go to **File > Options** [at the bottom of the left sidebar]. And select **Proofing**. Under **When correcting spelling and grammar in Word**, make sure to select the **Check grammar with spelling check box**. Select **Show readability statistics**.

Now using the navigation tools at the top of the tools ribbon select **Review** > under **proofing** select **Spelling and Grammar**.



Once you have been through the entire spelling and grammar check and fix what it finds or telling it to ignore some point, the **Readability Statistics Score** will pop up in a window on your screen that looks like this screen capture below.



You want the **Flesch-Kincaid Grade Level to be between 7.0 and 7.9** with a **Flesch Reading Ease between 70.1 to 79.9**

If the Grade level is too high for your book because it has technical words or industry related words or jargon in it, then either simplify the language and add a photo in the book, or add a glossary in the back of your book to define those words in 7th grade level explanations and add a photo if necessary.

The Importance Of Your TOC [Table Of Contents]

You should spend some time working on the chapter titles in your book. It can be a selling incentive to the reader who is considering buying your book if your chapter titles are attention grabbing and make the reader think, "Oh, I have got to find out about that!".



Book buyers can view your TOC in the physical book when they are shopping in a brick & mortar retail book store. Book buyers can also sometimes view your TOC in the "LOOK INSIDE" feature of your book on Amazon.

Compare these two TOCs and you'll get what I am talking about

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Recommended Reading

The Psychology of a Good Book Cover [Blog Post from Draft2Digital.com]

Read It Here: <https://www.draft2digital.com/blog/the-psychology-of-a-good-book-cover/>

DRAFT  DIGITAL

The Psychology of a Good Book Cover

by Kevin Tumlinson | Sep 14, 2016 | Author How-To & Mindset | 8 Comments



How To Protect Your Work:

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10 FAQs on ISBN Every Self-Publishing Author Must Know

<https://www.editage.com/book-editing-services-articles/10-faqs-on-isbn-every-self-publishing-author-must-know>

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Congress

General Things To Consider When Titling Your Book

When it comes to choosing a title for a business-oriented book that will compel readers to buy, tapping into certain emotions can indeed be effective. Here are some emotions and corresponding title examples that tend to sell well:

1. **Curiosity:**

- "Unveiling the Secrets of High-Performing Businesses"
- "The Hidden Strategies Behind Business Success"
- "Cracking the Code: Inside Stories of Profitable Ventures"

2. **Fear of Missing Out (FOMO):**

- "The Ultimate Guide to Staying Ahead in the Business Game"
- "Don't Get Left Behind: Modern Business Tactics You Need"
- "Seizing Opportunities: Strategies Your Competitors Don't Want You to Know"

3. **Hope and Aspiration:**

- "Achieving Business Greatness: Your Path to Success"
- "Ignite Your Entrepreneurial Spirit: Building a Thriving Business"
- "From Startup to Success: Your Journey to Business Triumph"

4. **Problem Solving:**

- "Solving the Revenue Puzzle: Strategies for Sustainable Growth"
- "Outsmarting Business Challenges: A Practical Guide"
- "Turning Setbacks into Success: Navigating Business Obstacles"

5. **Empowerment:**

- "Business Mastery: Unleash Your Inner Entrepreneur"
- "Be Your Own Boss: Crafting Your Entrepreneurial Destiny"
- "Empowering Business Owners: Tools for Leadership and Innovation"

6. Curbing Uncertainty:

- "Navigating Turbulent Markets: Strategies for Stability"
- "Future-Proofing Your Business: Adapting to Change with Confidence"
- "Business Resilience: Thriving Amidst Economic Shifts"

7. Authority and Credibility:

- "The Business Expert's Playbook: Insider Tips for Growth"
- "Strategies of Industry Titans: Lessons from Successful Leaders"
- "Mastering Business Principles: Your Guide to Thought Leadership"

8. Lifestyle Enhancement:

- "Business Rich, Life Rich: Balancing Success and Well-Being"
- "The Entrepreneur's Path to Freedom and Fulfillment"
- "Elevate Your Business, Elevate Your Life: Achieving Work-Life Harmony"

9. Social Proof and Validation:

- "Business Transformation: Stories of Real-World Success"
- "Verified Strategies: How Leading Companies Achieve Excellence"
- "Endorsed by Entrepreneurs: Proven Tactics for Growth"

Remember that the title should align with the content of your book and the emotions you want to evoke. It's also important to consider your target audience and the specific pain points, desires, and aspirations they have within the business context. A compelling title that resonates with your readers' emotions can be a powerful way to capture their attention and drive book sales.

B2B Industry Specific Things To Consider When Titling Your Book

When titling a business book for a business owner or workers within a specific industry who are your target audience, it's important to tap into the emotions and concerns that are prevalent within that industry. Here are some emotions and corresponding book title examples for different industries:

For Plumbers:

1. Emotion: Problem Solving

- "Mastering Plumbing Puzzles: Solutions for Common Issues"
- "From Leaks to Luxuries: The Plumber's Guide to Home Comfort"

2. Emotion: Expertise and Authority

- "The Art of Plumbing: Unveiling Pro Techniques"
- "Plumbing Prodigy: Building a Reputation as the Go-To Expert"

3. Emotion: Efficiency and Cost-Saving

- "Streamlined Plumbing: Boosting Efficiency for Profit"
- "Savings in the Pipes: Cutting Costs with Smarter Plumbing"

For Electricians:

1. Emotion: Safety and Reliability

- "Wired for Safety: A Comprehensive Guide to Electrical Systems"
- "Shocking Truths: Navigating Electrical Hazards with Confidence"

2. Emotion: Innovation and Technology

- "Electrical Evolution: Harnessing the Power of Smart Tech"
- "Wired for the Future: Staying Ahead in Electrical Innovation"

3. Emotion: Energy Efficiency

- "Bright Ideas: Mastering Energy-Efficient Electrical Solutions"
- "Eco-Electricity: Reducing Costs and Carbon Footprint"

For Online Marketing Agencies:

1. Emotion: Growth and Success

- "Digital Domination: Strategies for Explosive Online Growth"
- "Marketing Mavericks: Paving the Path to Unstoppable Success"

2. Emotion: Adaptation and Change

- "Navigating Digital Tides: Adapting Your Marketing for Today's Landscape"
- "Marketing Metamorphosis: Thriving Amidst Online Evolution"

3. Emotion: Results and ROI

- "Conversion Chronicles: Maximizing Returns from Online Campaigns"
- "Marketing Metrics Unleashed: Measuring Success Like a Pro"

Remember that your title should resonate with the challenges, goals, and emotions of your target audience within the specific industry. A compelling title that speaks to their needs and aspirations can greatly enhance your book's appeal and its ability to drive sales.

B2C Industry Specific Things To Consider When Titling Your Book

When customers are hiring professionals to perform services in various industries, their emotions are often driven by factors like trust, quality, convenience, and cost-effectiveness. Here are some emotions and corresponding book title examples that could compel customers to buy a book:

For Hiring a Plumber:

1. Emotion: Confidence in Hiring

- "Plumber Picker's Guide: Finding the Perfect Plumbing Professional"
- "Plumbing Peace of Mind: How to Choose the Right Plumber"

2. Emotion: Avoiding Disasters

- "No More Leaks: Your Homeowner's Guide to Plumbing Excellence"
- "Plumbing Pitfalls: A Homeowner's Handbook to Preventing Disaster"

3. Emotion: Transparent Pricing

- "Pricing Plumbing Projects: A Homeowner's Guide to Fair Estimates"
- "Plumbing Bills Decoded: Understanding Costs and Quotes"

For Hiring an Electrician:

1. Emotion: Safety and Peace of Mind

- "Wiring with Confidence: Your Guide to Hiring a Reliable Electrician"
- "Electric Dreams: Choosing the Right Expert for Safe Home Wiring"

2. Emotion: Seamless Experience

- "Electrical Excellence: How to Find an Electrician Who Gets It Right"
- "From Sparks to Brilliance: Your Journey to Stress-Free Electrical Hiring"

3. Emotion: Energy Efficiency

- "Eco-Electric: Hiring an Electrician for Sustainable Home Solutions"
- "Switching to Savings: How to Find an Electrician for Energy Efficiency"

For Hiring an Online Marketing Agency:

1. Emotion: Growth and Success

- "Marketing Partnerships: Choosing an Agency to Elevate Your Brand"
- "Online Marketing Oasis: Selecting a Marketing Agency for Unstoppable Growth"

2. Emotion: Unlocking Digital Potential

- "Digital Marketing Destiny: Hiring a Marketing Agency to Unleash Your Online Presence"
- "Marketing Agency Alchemy: Transforming Your Business with the Right Marketing Partner"

3. Emotion: Return on Investment (ROI)

- "Marketing Metrics Demystified: Finding an Agency That Delivers Results"
- "Marketing ROI Roadmap: Hiring a Marketing Agency for Profitable Online Campaigns"

Titles that speak to the emotions and desires of customers when seeking professional services can make your book resonate deeply with your audience. Providing insights, guidance, and practical tips on hiring the right professionals can position your book as a valuable resource that customers would be eager to invest in.

How To Write A Compelling Book Description For The Potential Book Buyer

Your book description does NOT need to contain your KEYWORDS. You will enter keywords in a specific place during the actual publishing of your book, just as you will enter your description in a special place during publishing.

What your description does need, is to enter the conversation the book buyer is already having inside their head when they are shopping for a particular book whether it is to solve a problem, learn something new, do research, or purely for entertainment.

Your description needs to tell the reader that this book is the one they have been looking for.

BONUS TIP!! Use the [MyAI Chat](#) on the [NowSite Platform](#) and type in this prompt, or a similar one, to find out what buyers of your book subject are looking for.

Type In this prompt depending on whether your customer is a business owner or a regular consumer:

What descriptive phrases would **a business owner** who is looking for a book about _____ [enter your book subject] type into google or Amazon when searching for a book to read.

Example of book subjects: innovative ways to increase new patients counts in my dental practice

What descriptive phrases would **a consumer** who is looking for a book about _____ [enter your book subject] type into google or Amazon when searching for a book to read.

Example of book subjects: ways to get out of debt, ways to re-purpose my furniture

Hint!! If you aren't happy with the answers you get, either regenerate or ask for more answers so you get different answers or change the wording of the prompt you gave it

Advice from Amazon

How To Write / Format your description on the Amazon publishing platform:

https://kdp.amazon.com/en_US/help/topic/G201189630#how_to_add

Reputable Book Self-Publishing Platforms Online

There are several reputable self-publishing platforms besides Amazon that you can consider for publishing your business book. IMPORTANT: Read their terms and conditions carefully so they don't end up owning/controlling your book.

Here are some popular ones:

#1 Site - **Amazon** - https://kdp.amazon.com/en_US/

Requires having your finished book in the PDF format with a separate cover to upload for both Amazon paperbacks and Kindle electronic versions. Kindle Direct Publishing offers manuscript formatting for both paperback and hardcover as well as electronic e-Books for a fee. Note: in the setup of your book, you are asked where the majority of sales will come from. If you are using Amazon exclusively, and say Amazon, the book royalty % they pay you is much higher than if you publish on a lot of other sites online. However, other sites have loyal readers who never shop for books on Amazon, so you have to weigh the benefits of a higher royalty if your book sells to a broader audience who will see your book and possibly buy it.

#2 **Smashwords**: <https://www.smashwords.com>

While primarily focused on e-books, Smashwords is a platform that helps you distribute your e-book to multiple online retailers and libraries, including major players like Apple Books, Barnes & Noble, and Kobo. Smashwords is primarily focused on e-books. They offer free e-book conversion and distribution services, but they take a percentage of your book's sales (usually around 15%). Premium distribution to certain retailers may also involve a fee.

Smashwords and Draft2Digital have MERGED! YAY!

#2A **Draft2Digital**: <https://www.draft2digital.com>

Similar to Smashwords, Draft2Digital is an e-book distribution platform that can help you get your business book onto various online stores and libraries. Draft2Digital is free to use, and they take a small percentage of your e-book sales for their services.

3. **Lulu**: <https://www.lulu.com>

Lulu provides easy-to-use tools for creating and publishing print books and e-books. They offer distribution to various online retailers and bookstores. Lulu offers free publishing tools, but there are costs associated with printing physical copies and purchasing additional services such as professional formatting and cover design. Distribution to online retailers may also come with fees.

4. **BookBaby**: <https://www.bookbaby.com>

BookBaby offers a comprehensive suite of self-publishing services, including editing, formatting, cover design, and distribution to various online retailers. Their services come with costs, and the exact pricing depends on the services you choose.

5. **Blurb:** <https://www.blurb.com>

Blurb offers tools for designing and self-publishing a wide range of books, including business books. They have both print and e-book options. Blurb offers a variety of services, including book creation, printing, and distribution. While you can create and share books for free, there are costs associated with printing and distributing physical copies. The exact costs depend on factors like book size, format, and quantity.

6. **IngramSpark:** <https://www.ingramspark.com>

IngramSpark is known for its extensive distribution network, making your book available to bookstores and libraries around the world. They offer both print and e-book options. IngramSpark charges fees for title setup and distribution services. These fees cover both print and e-book formats. Keep in mind that these costs are often a one-time setup fee per format.

7. **Barnes & Noble Press:** <https://press.barnesandnoble.com>

If you're interested in targeting the Barnes & Noble audience, their self-publishing platform allows you to create and sell print books and e-books. Barnes & Noble Press is free to use, and you can set your own book prices. They provide authors with a percentage of the list price as royalties.

8. **Kobo Writing Life:** <https://www.kobo.com/writinglife>

Kobo's self-publishing platform is especially valuable if you're looking to reach an international e-book market. Kobo Writing Life is free to use, and authors earn royalties based on book sales.

9. **FastPencil:** <https://www.fastpencil.com>

FastPencil offers tools for writing, formatting, and publishing both print and digital books. They provide various distribution options. FastPencil offers both free and paid publishing options. Paid services may include professional formatting, cover design, and distribution.

10. **BookRix:** <https://www.bookrix.com>

BookRix is a free self-publishing platform that allows you to create and distribute e-books.

IMPORTANT NOTE: When choosing a self-publishing platform, consider factors such as distribution reach, formatting options, royalties, fees, and the level of control you have over your book's production and distribution. Additionally, read user reviews and check out the platform's guidelines to ensure it aligns with your goals and requirements for publishing your business book.

Online Platforms to Create Flipbooks To Sell

Flipbooks are beautiful and interactive. Here are online resources that can help you convert a PDF file of your book into a flipbook format and provide you with the ability to download and sell the flipbook from your website. Here are a few options:

1. Issuu: <https://www.issuu.com> Issuu is a platform that allows you to upload and convert your PDF files into interactive flipbooks. You can customize the appearance, embed the flipbook on your website, and even sell access to it. They have both free and paid plans with varying features.
2. Flipsnack: <https://www.flipsnack.com> Flipsnack is another platform that lets you turn PDFs into flipbooks. It offers various customization options, including templates, and you can embed the flipbook on your website. Flipsnack also provides options for selling access to your flipbooks.
3. Yumpu: <https://www.yumpu.com> Yumpu is a digital publishing platform that converts PDFs into flipbooks. It offers features like customization, embedding, and sharing options. Yumpu also allows you to sell your flipbooks directly from their platform or embed them on your website.
4. AnyFlip: <https://www.anyflip.com> AnyFlip is a digital publishing platform that lets you convert PDFs into interactive flipbooks. It offers customizable templates, embedding options, and the ability to sell your flipbooks online.
5. FlipHTML5: <https://www.fliphtml5.com> FlipHTML5 is a versatile platform that allows you to create interactive flipbooks from your PDFs. It offers customization, embedding, and online publishing options. You can also integrate e-commerce features to sell your flipbooks.

Before choosing a platform, make sure to review their features, pricing plans, and terms of use to ensure they meet your specific needs. Additionally, consider factors like customization options, ease of use, and the platform's reputation. Always test the flipbook on various devices and browsers to ensure a smooth and engaging reading experience for your customers.

Online Platforms to Sell Your Flipbooks

Selling your flipbooks online can be a great way to reach a wider audience and generate revenue. In addition to your website, here are some popular platforms and marketplaces where you can sell your flipbooks:

1. Amazon Kindle Direct Publishing (KDP): If your flipbook is in e-book format, you can publish and sell it on Amazon's Kindle platform. KDP is a well-known platform with a vast audience.

Website: <https://kdp.amazon.com>

2. Apple Books: For e-books, you can publish and sell your flipbook through Apple Books. It's a popular platform among Apple device users.

Website: <https://www.apple.com/apple-books>

3. Barnes & Noble Nook Press: Sell your e-books on the Barnes & Noble Nook platform, which is popular among Nook device users.

Website: <https://www.nookpress.com>

4. Google Play Books: Publish and sell e-books on Google Play Books, which is accessible to Android users and users of other platforms.

Website: <https://play.google.com/books/publish>

5. Etsy: Etsy is a popular platform for selling digital products, including e-books and digital publications. It can be a good choice if your flipbook has a creative or niche audience.

Website: <https://www.etsy.com>

6. Payhip: Payhip is a platform that allows you to sell digital products, including flipbooks, directly to your audience. You can embed Payhip on your website for seamless transactions.

Website: <https://payhip.com>

7. Gumroad: Gumroad is another platform that lets you sell digital products. It's user-friendly and provides tools for marketing and selling your flipbooks.

Website: <https://gumroad.com>

8. **Selz:** Selz is an e-commerce platform that enables you to sell digital products, including flipbooks, through your website or social media channels.

Website: <https://www.selz.com>

9. **Your Own Website:** If you have your own website, you can set up an e-commerce system to sell your flipbooks directly to your audience. Use platforms like WooCommerce (for WordPress), Shopify, or other e-commerce plugins to facilitate sales.

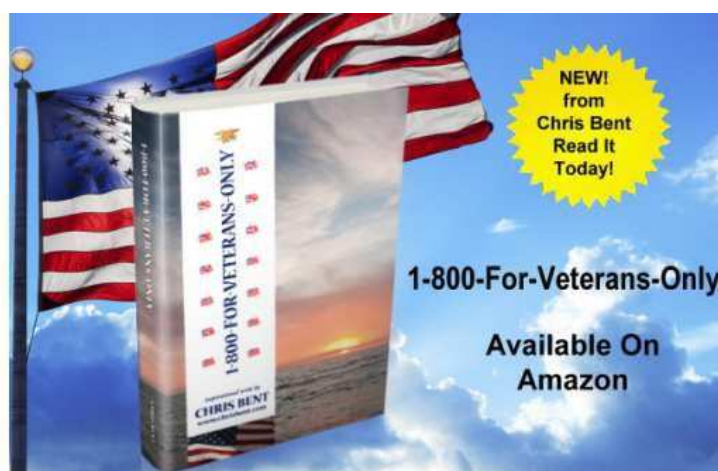
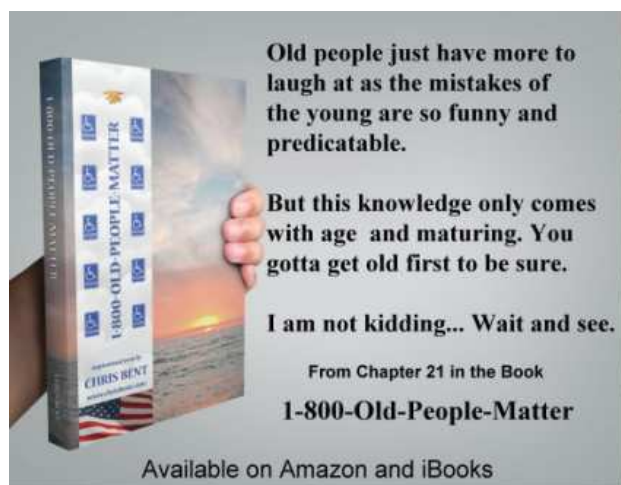
Remember to consider your target audience and distribution strategy when choosing where to sell your flipbooks. Each platform may have its own fee structure, terms of service, and audience, so it's important to evaluate which one aligns best with your goals and marketing strategy.

Make Posting Photos of Your Book On Social Media Easy

I highly recommend you hire an online freelancer to produce **3-D photos** of your book for you to use on social media postings. Make sure their package includes a variety of photos including some you can add text to and ask for the finished photos to be a minimum resolution of 300 dpi

Here are some examples of 3-D book photo jobs I booked years ago for a client on

Fiverr <https://www.fiverr.com/>



There are several online platforms similar to Fiverr where you can find talented freelancers to complete small graphics tasks at a reasonable price. These platforms offer a wide range of services, including graphic design, illustration, logo creation, and more. Here are some popular alternatives:

1. Upwork: <https://www.upwork.com> Upwork is one of the largest freelance marketplaces. It offers a diverse pool of graphic designers and allows you to post jobs or search for freelancers based on your specific needs.

2. Freelancer: <https://www.freelancer.com> Freelancer is another popular platform that connects businesses with freelancers. You can find graphic designers with various skills and expertise.

3. Guru: <https://www.guru.com> Guru is a marketplace for freelancers in various fields, including graphic design. It's known for its user-friendly interface and options for hiring freelancers.

4. PeoplePerHour: <https://www.peopleperhour.com> PeoplePerHour specializes in connecting businesses with freelancers for various tasks, including graphic design. You can browse profiles and proposals from freelancers.

5. 99designs: <https://www.99designs.com> 99designs is a platform specifically for design projects. You can run design contests or work directly with a designer based on your requirements.

6. DesignCrowd: <https://www.designcrowd.com> DesignCrowd is another platform for design contests. You can create a design brief, and multiple designers will submit their concepts for your project.

7. Toptal: <https://www.toptal.com> Toptal is known for connecting businesses with top freelancers. While it's more focused on high-level talent, you can find skilled graphic designers here.

When hiring freelancers for graphic design tasks, be sure to review their portfolios, check reviews and ratings, and communicate your project requirements clearly to get the best results. The pricing and quality of work can vary, so it's important to choose a freelancer who matches your needs and budget.