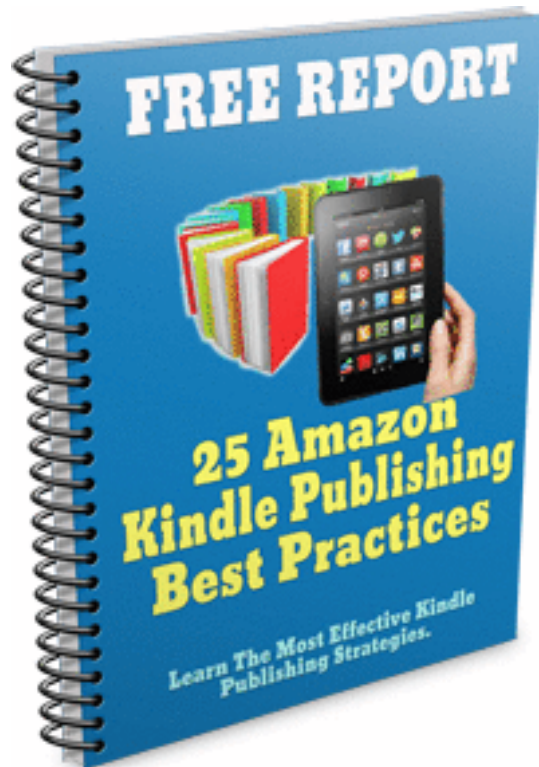


# 25

## Amazon Kindle Publishing Best Practices



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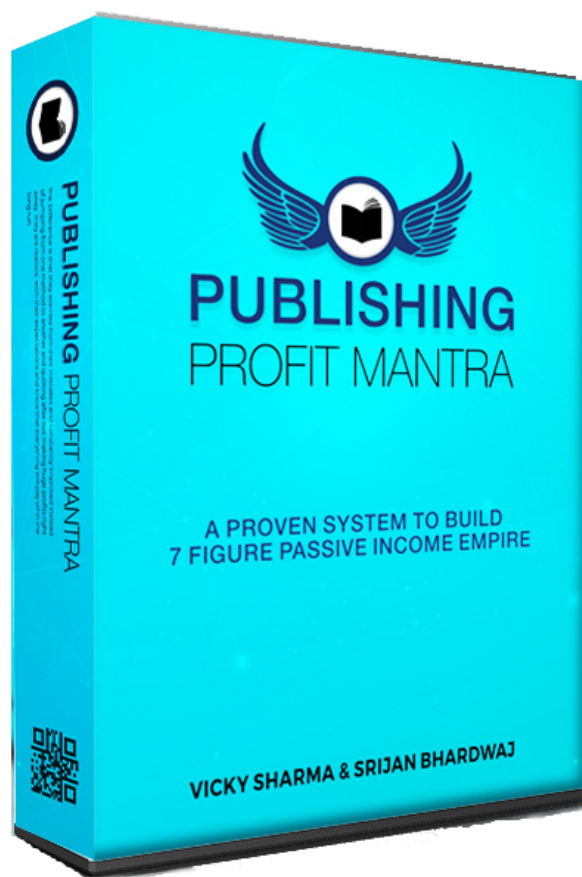
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# **Publishing Profit Mantra**

## **How to Build a Truly Passive Income Stream using Kindle**



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## 25 Amazon Kindle Publishing Best Practices

Ready to serve as your own publisher? Amazon Kindle Publishing provides an excellent opportunity for you to publish your own e-Book in exactly the way you want. But publishing is no easy feat to succeed at.



It may be a long road ahead, but the light at the end of the tunnel is your own published work! To make the process as efficient and pleasant as possible, become familiar with these top 25 Amazon Kindle Publishing best practices:

### **1. Choose the Right Software for You**

Many software programs exist that are capable of formatting a Kindle Book, each with its own set of advantages and disadvantages. If you already have a wealth of experience with Adobe Indesign or HTML documents, you might want to consider formatting with them.



On the other hand, if you lack the necessary software experience for these programs come

second nature for you, there is no problem with keeping it simple and formatting your document in a basic word processor like Microsoft Word. When the simple guidelines set out below are followed, Word or other modern word-processors work extremely well for formatting Kindle books.

## **2. Take Advantage of Formatting Styles**

If you do choose to use a simple word processor for formatting your Kindle book, it is absolutely necessary for you to spice it up a bit and take advantage of formatting styles.



Word, Open Office, or any recent word-processor will have formatting styles ready to go for you. Formatting styles are packages that group together aesthetically pleasing combinations of attributes in your document. They are very simple and easy to use. Even though they will take some getting used to at first for newbies, they will add a professional, well-designed gloss over your work.

## **3. Use Headers for New Chapters**

One example of a benefit of formatting styles is the use of headers instead of simply increasing the font of a part of text. Far down the road, this will translate well into the HTML code underlying your final Kindle book.



Within the formatting styles, chapter titles **MUST** always be labeled “Heading 1.” Select to “add a page break before” with each new chapter. By using headers and page breaks correctly at each chapter, Kindle Direct Publishing (KDP) crucially understands every point at which one chapter has ended and another begun, and they will signify the same to readers.

## **4. Table of Contents**

Non-fiction books should always include a table of contents, whereas fiction books should not. Make sure your table of contents is “click-able” so your readers can easily navigate through the material of your book. Keep it simple and restrict your table of contents to chapters only.



Your table of contents should NOT include page numbers since pages are fluid in Kindle and depend on factors like font size of the user and screen size of their device. Since your table of contents is clickable, remember that page numbers are not necessary and are only confusing for a Kindle reader.

## 5. Bookmarking Tool

The Kindle Software allows readers to jump from anywhere in the book to the cover, the table of contents, and to the beginning of your first chapter through bookmarks.



Add a table of contents bookmark labeled “TOC”. Also add a bookmark labeled “Start” at the title of your first chapter. KDP will take care of the rest.

## 6. Do Not Align Text



Do not worry about aligning your text in any specific way. When you convert to Kindle, your text will be justified.

## **7. Take out Page Numbers**

When your text is converted, page numbers are automatically added to it. Remember that page numbers are fluid in Kindle, so you should not include them in your Table of Contents.

This means TURN OFF page numbers in your word processor before sending to Kindle. This one little feature holds the potential to massively interfere with the formatting of the rest of your text during conversion—so leave page numbers out.

## **8. Avoid Fancy Formatting**

Better safe than sorry. Keeping it simple will save you much hassle. As aforementioned, formatting styles programmed into word processors provide for consistent formatting while also spicing up the appearance of your document—to ensure your text does not look dry or unprofessional.



Do not try to reinvent the wheel with your own original formatting: you risk mixing a variety of attributes that might not work well together and do not convert easily to Kindle.

## **9. Remove Traditional Headers and Footers**

Unfortunately, the Kindle format does not allow for headers and footers. There is no direct or straightforward way of getting around this. If you leave headers and footers in your book, they will either (a) be removed by the KDP (to their expense and annoyance) during conversion or (b) completely ruin the rest of your formatting, making your text impossible to read. Do KDP a favor and follow instructions: no headers and footers!

## **10. Use Third-Party Utility Kindle Notes for Footnotes**

But, you NEED footnotes! Footnotes are a valuable asset to many different books, and oftentimes completely necessary for academic work. A third-party utility exists that greatly streamlines the pain of maintaining footnotes and citations in your e-book. This utility is “kindle-notes” and can be found at <http://www.kindlenotes.net> By a longshot, this application is the best method for maintaining footnotes. It will still take effort and dedication on your part to learn.



Experience with coding, technology, and troubleshooting will be greatly beneficial—not to mention patience! If you are intimidated by the level of tech-savviness required, consider hiring an assistant to format your footnotes in the application. Check out this invaluable excerpt from the Kindle Publisher's Guide on how to use "kindle-notes":

<http://www.kindlenotes.net/excerpt.html.processed.html>

### **11. Use Footnote and Endnotes Sparingly**

Endnotes are another alternative to footnotes for Kindle. Remember that most citation formats prefer limited use of both footnotes and endnotes anyway, so use them sparingly. Remember to keep endnotes simple: endnotes are discouraged for the use of explanation or digressions and more suited for the purpose of providing bibliographic information for readers to consult. With Kindle formatting as difficult as it is, this advice is more applicable than ever.

### **12. Format Images Properly**

You want to embed your images to the text, not link them. This means that you do not want the image data pulled from wherever else you have it stored in your computer. Rather, embedding the images places the data in the document itself. You also want to reformat your picture to the actual size it will be in the text **BEFORE** you embed it. Resizing the picture once it is already embedded leads to annoying formatting issues.



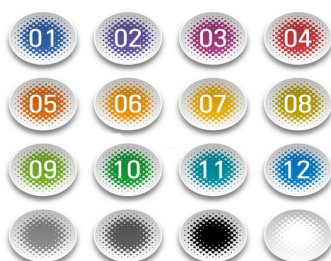
You also need to make sure your images will not move around during the conversion process. Know that you cannot wrap text around an image in Kindle. The best way to properly format an image for Kindle is to use the Insert function, and also make sure they are positioned as Inline with Text.

### 13. Check For Extra Hard Returns

Extra hard returns add extra white space to your document and can cause errors when converting to Kindle. You may have accidentally accumulated them when writing. To identify them, click the formatting button. It is the backward-looking P symbol at the top of Word and visualizes all non-printed characters. Remove all extra hard returns that you identify. They should stick out as sore thumbs.

### 14. Beware of Bulleted Lists

Even if they look perfect in the original format, something magical happens during the conversion project and they often show up as misaligned to Kindle readers.



However, if you really need a bulleted list, than there is no harm in hoping you get lucky with formatting, but be ready to make adjustments later if things do not work out.

### 15. Save Tables as Images



Older versions of Kindle cannot display tables. Therefore, if you would like to ensure all readers can visualize your tables, then save your tables as JPG files and insert them into your text as images.

### 16. Keep Content Linear

Avoid sidebars. Avoid horizontal organization of content when you can easily keep it linear. Vertical display of content, all other factors equal, will translate into easy formatting more often than horizontal will.



Even if it takes up more space, it may save hassle for you and future readers by following this simple advice. Find a further explanation about switching horizontal content to linear here: <http://blog.liberwriter.com/2012/03/13/the-one-thing-about-kindle-formatting/>

## 17. Catch Their Attention with Cover Art

When browsing through the Kindle store, cover art will be make-it-or-break-it for your book. The cover is the first thing your readers will see so you need to make a good first impression. Make sure you catch their attention with your cover. You can find experienced [Kindle cover designers in Fiverr](#).



Do not crowd the cover with too much information because reading on Kindle devices is already difficult enough as it is. Minimize the information on the cover to the absolute essentials, but be sure for the art and overall aesthetic of the cover to be visually exciting and striking! Ask for feedback. Create a few potential covers and ask for input from others.

## 18. Preview Your Book

The Preview function on Kindle will help you to identify conversion errors, such as page break errors.

# Preview

You cannot preview your book enough: take advantage of this great function.

## **19. Provide Details about Your Book**

In the details section, do not forget to include the title, author name, descriptions of your book, and the genre of your book. Missing any of these details will compromise your credibility

## **20. Proofread, Proofread, Proofread!**

All writers should know that the MOST essential best practice of writing is none other than proofreading! Proofreading comes with patience. Be truly careful about proofreading. If you get too close to your work, your eyes will play tricks on you. The familiarity you have with your work will cause your eyes to gloss over mistakes—because your mind will “fills in the gaps” that are not really there.



Beware: without a traditional publisher slowing things down, you probably will be tempted to publish prematurely because of your excitement. This is a rookie mistake that will only compromise the quality of your work. You will definitely end up regretting it and wishing you had waited, feeling a pang of embarrassment, shame, and regret when you see typos scattered throughout your work. So be sure to proofread until you are absolutely certain nothing needs to change. Repeat proofreading your work a million times over and nothing less.

## **21. Have others proofread for you**

They will have an even fresher pair of eyes than you, and most likely catch many more mistakes and errors! Value and appreciate the input of others. Take their advice seriously, especially if they are similar to potential readers.

## 22. Be a perfectionist in every way

Be a perfectionist because every last detail matters: the readers do not deserve *any* mistakes. After all, if your writing truly has value, than the last thing you would want to do is distract the reader with silly errors—losing your credibility to boot.



Extensive proofreading may be miserable at times, but it is worth the sweet satisfaction of knowing your hard work and dedication have paid off to perfection.

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Once your book is published, the process has just begun. Here are some tips for making your product successful:

## 23. Set the Right Price



Set a fair price. Remember that readers invested a large sum of money in the Kindle. An exorbitant price may be crushing your sales.

## 24. Market Your Book and Get Positive Ratings

Investing your time and efforts in marketing your product. Use various forms of social media. A main way of marketing is getting as many positive, detailed reviews and high ratings as possible. Tell all your friends and family to review and rate your book. Reviews are a quick metric that indicates to potential buyers and readers of your credibility as a writer.



Great reviews will substantially increase sales—so establishing good reviews should be one of your first priorities in marketing. If you followed all of the above guidelines for professionally and effectively formatting your Kindle ebook, writers will be much more likely impressed by your presentation and leave great reviews. Appearance really matters.

### **25. Stay positive and enjoy the process**

Best of luck with your Kindle Publishing endeavors! If you have your mind set on self-publishing and a dedicated attitude, surely you will succeed.



Hopefully these best practices help you to become a guru in self-publishing, and make the process more enjoyable and efficient!

## **Highly Recommended**

- **[Publishing Profit Mantra](#)**
- **[Endless Kindle Story Ideas](#)**
- **[Build Your own Kindle Publishing Empire](#)**
- **[Kindle Spy Software](#)**