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September 12, 2015  
The Key Room, Novato, California

**David Kudler**



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**HOW TO MANAGE YOUR MOST  
IMPORTANT PUBLISHING RELATIONSHIP**

# EVERYTHING AMAZON

- **Amazon**—Opportunity and Controversy: What's all the fuss about?
- **CreateSpace**—Your Amazon Print-on-Demand Book: Tips on submission and marketing.
- **KDP**—Your Amazon Ebook: A quick map of the great KDP Select divide (exclusive or non-exclusive?), and the consequences, including KindleUnlimited and the new subscription payment system.
- **Kindle Scout**—A new offering from Amazon. Kindle Scout is reader-powered publishing for new, never-before-published books. It's a place where readers help decide if a book gets published.
- **AuthorCentral**—Your Amazon Author Page: Why you need one, and how to improve what you've got.
- **Amazon Affiliates**—Your Amazon Associates Relationship: Earn a little for every customer you send to Amazon. Is your own A-store helpful?
- **Amazon Reviews**—Best practices for getting them
- **Amazon Advantage**—How to sell your offset-printed books on Amazon.
- **Amazon Seller Central**—How can you sell autographed copies of your books and other merchandise on the world's largest marketplace?
- **Audible Creative Exchange (ACX)**—How Amazon creates and controls the development and distribution of audiobooks.

# **AMAZON—OPPORTUNITY AND CONTROVERSY: WHAT'S ALL THE FUSS ABOUT?**

**amazon.com**<sup>®</sup>

The Amazon logo, featuring the word "amazon.com" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and ends under the 'm', pointing to the right.

# AMAZON—OPPORTUNITY AND CONTROVERSY: WHAT'S ALL THE FUSS ABOUT?

- **World's largest marketplace**
  - Over 200 million products available in 35 departments
  - Over 15 million print books for sale

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  - Over 200 million products available in 35 departments
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- **Hub for book, ebook, and audiobook retailing in  
US and the World**
  - Over 15 million print books for sale
  - Over 3 million ebooks for sale
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- **Con: Anti-competitive — the devil we know**



**CREATESPACE—  
YOUR AMAZON PRINT-ON-DEMAND BOOK:  
TIPS ON SUBMISSION AND MARKETING**

- **Createspace is your best path to getting your print book up on Amazon**

URL: [CreateSpace.amazon.com](https://CreateSpace.amazon.com)





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- **Con: Bookstores won't even talk to you if all you have is your CreateSpace edition**

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**KDP**

**YOUR AMAZON EBOOK**

**EXCLUSIVE OR NOT?**

- **You have to release through KDP to get your ebook on Amazon — NOT exclusive**

URL: [KDP.amazon.com](https://kdp.amazon.com)



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  - Amazon Marketing Services — advertising ([ams.amazon.com](https://ams.amazon.com))
- **KS Cons:**
  - Exclusive (90 day term — renewable)
  - KindleUnlimited/KOLL payout much lower than it used to be
  - Freebie promotions difficult to translate into sales



# **KINDLESCOUT**

## **READER-POWERED PUBLISHING**

- **Amazon's "reader-powered" program for new, never-before-published books**

URL: [KindleScout.amazon.com](https://KindleScout.amazon.com)

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- Amazon’s “reader-powered” program for new, never-before-published books
- Submit an unpublished MS — readers vote on whether or not it should be published
- **Pros:**
  - If you win, you get a 5-year Kindle and Audible contract, \$1500 advance
  - If your book doesn’t earn \$25,000 in five years, you can terminate
  - If you lose, you’ve exposed your book to potential readers — and the book is still yours

kindlescout

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- **Cons:**
  - No editing or design
  - No guarantee of marketing

URL: [KindleScout.amazon.com](https://KindleScout.amazon.com)

kindlescout

**AUTHORCENTRAL**  
**WHY YOU NEED AN AUTHOR PAGE, AND**  
**HOW TO IMPROVE WHAT YOU'VE GOT.**

- **Owning your brand on Amazon — your books are YOURS**

URL: [AuthorCentral.amazon.com](https://AuthorCentral.amazon.com)



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- Create a landing page — add blogs, events, Twitter feed, videos

David Kudler

Following

A native of Sonoma, California (famous mostly for being the town at the north end of the Golden Gate Bridge, and for having a locale named after it), David Kudler is an author, editor and performer.

He is the founder, publisher, and editor-in-chief of Billquist Digital Press. Since 1995, he has overseen the publications program of the Joseph Campbell Foundation, where he has served as the managing editor of the *Collected Works of Joseph Campbell* series. He is honored to be serving as the current vice president of the Bay Area Independent Publishers Association (BAIPA).

He lives in the Valley, California (the next town north from Sonoma) with his wife, teacher and author Maurea Vaughn, their two author-to-be daughters, and their non-literary cats.

He's excited that his young-adult historical-adventure novel *Riseur* will be coming out in June, 2016!

Want to keep up with him? Sign up at [@DKUDLER](#)

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|  | Kindle Edition |         | \$6.22  |

URL: [AuthorCentral.amazon.com](https://AuthorCentral.amazon.com)

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- **Edit your book info (indie or not!)**
  - Track title & author sales rank
  - Track and respond to reviews
  - Edit book description, “About the Author”, add editorial reviews

### Editorial Reviews

From School Library Journal

Kindergarten-Grade 3. A lively adaptation of small possessions into town, hoping to sell them in the market, so they exchange their items for dry.” This act of kindness reaps a generous reward in which an elderly man is the protagonist. The characters celebrate the fabric designs and folk art of Japanese readers. Margaret A. Chang, North Adams St. Copyright 1997 Reed Business Information, Inc.

From Kirkus Reviews

### More About the Author

[Visit Amazon's David Kudler Page](#)



#### Biography

A native of Sausalito, California (famous mostly for being the

He is the founder, publisher, and editor-in-chief of Stillpoint Co., editor of the Collected Works of Joseph Campbell series. He

He lives in Mill Valley, California (the next town north from San Francisco)

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- **Cons: NONE!**



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# AMAZON REVIEWS

## BEST PRACTICES FOR GETTING THEM

- Can be critical to people deciding to buy your book

Customer Reviews



4.2 out of 5 stars ▾

URL: [amazon.com](https://www.amazon.com)

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- **Cons: Having to market your book**

Customer Reviews



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# **AMAZON ADVANTAGE SELLING YOUR OFF-SET PRINTED BOOK**

- **A way for non-Amazon vendors to sell goods on Amazon — including printed books**

URL: [Advantage.amazon.com](https://Advantage.amazon.com)



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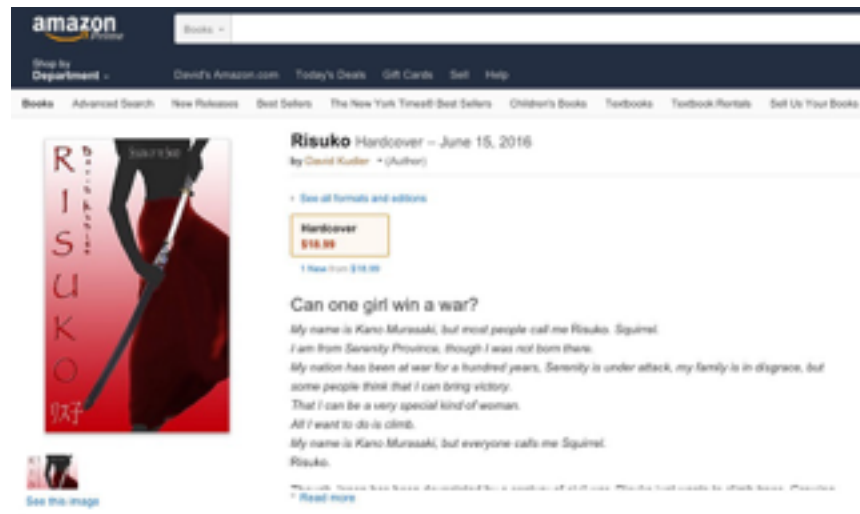
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- **Con: Amazon keeps no inventory (often); you have to ship to warehouse as sales occur**

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**AMAZON SELLER CENTRAL  
SELLING AUTOGRAPHED COPIES OF  
YOUR BOOKS AND OTHER MERCHANDISE**

- **Source of “More Buying Choices” listings**

URL: [SellerCentral.amazon.com](https://sellercentral.amazon.com)

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- **Cons: Not always easy to navigate, and may not be worth the time it takes to set up product**

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# **AUDIBLE CREATIVE EXCHANGE (ACX) THE DEVELOPMENT AND DISTRIBUTION OF AUDIOBOOKS**

- **Creative Exchange: audition and hire a narrator/  
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  - Royalty share: sales are split 50/50 by Audible between you and producer
  - Per finished hour (PFH): You pay narrator based on finished length of book, keep all royalties

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- **Pro: Only way to get your audiobooks onto  
Audible, iTunes, & Amazon — 90% of market**

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- **Pro: Only way to get your audiobooks onto Audible, iTunes, & Amazon — 90% of market**
- **Con: Audible/Amazon holds a monopoly, so royalties aren't great**
  - Exclusive: 40% of sales — split with producer if royalty sharing
  - Non-exclusive: 25% of sales — split with producer if royalty sh.

URL: [ACX.com](https://www.acx.com)



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