

**For entrepreneurs ready to grow with intention
Start you E-publishiing business today.
A step by step guide with tips and tricks**

The logo for Kindle Unlimited, featuring the word "kindle" in orange and "unlimited" in white, set against a black rectangular background.

kindle
unlimited

**Your Step-by-Step Guide to
Amazon Publishing**

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Your Step-by-Step Guide to Amazon Publishing
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Section 1 – Setting up your KDP account

Step 1: Setting Up Your Amazon KDP Account (Deep Dive)

So you're ready to start the journey, first things first, you need your KDP (Kindle Direct Publishing) account.

Official portal: <https://kdp.amazon.com/>

TIP: Use a laptop, not a phone

While the KDP dashboard can be accessed on mobile, it's not optimised. uploading manuscripts, covers, and filling forms is smoother on a laptop or desktop.

tip: Open KDP in Google Chrome or Microsoft Edge for fewer glitches.

Before you start

Amazon account login (personal or a new one just for publishing).

Bank account details for receiving royalties.

Taxpayer ID number (TIN)(this is needed for the tax form. In Trinidad, you do not need this)

Wise or Payoneer account (optional but recommended) these, provide you with a US or UK bank account number, making it easier to receive Amazon's direct deposits. You can sign up for Wise or Payoneer.

Step 1: Setting Up Your Amazon KDP Account (Deep Dive)

W-8BEN form, this is the IRS form you'll fill out electronically inside KDP's tax interview. It's smart to download and read it first so you're not lost when the questions pop up.

W-8BEN Form PDF (IRS official site)

W-8BEN Instructions (IRS official site) –
<https://www.irs.gov/pub/irs-pdf/iw8ben.pdf>)

Banks that work with Amazon in Trinidad & Tobago

Amazon KDP pays authors by EFT (direct deposit) where possible. In Trinidad, some banks can process these deposits, but not all. You can also be paid via cheque, but this takes a little longer. Here's what's most used:

Republic Bank — accepts international transfers, but may charge higher fees for wires.

Scotiabank Trinidad — accepts ACH/wire transfers.

First Citizens Bank (FCB) — accepts USD wire transfers, but often requires you to have a USD account.

RBC Royal Bank (Trinidad & Tobago) — accepts EFT/wires into USD accounts.

Tip: many authors in the region prefer Wise or Payoneer because:

- They give you a US bank routing + account number (Amazon likes this).
- transfers from Wise/Payoneer → local bank usually have lower fees than Amazon wires directly to Trinidad banks.

Filling in your bank info on KDP

Once you log in to KDP:

- Click your Account (top right).

Scroll to Payment & Banking.

- Click Add a Bank Account.

You'll need to enter:

- Account holder name (must match your KDP profile or Wise/Payoneer details).
- Bank country (choose US if using Wise/Payoneer's US bank details).
- Account type (checking is safest).
- Routing number
- Account number

If you're using a Trinidad local bank, choose Trinidad & Tobago as the country, then enter your USD account details.

Completing the tax interview (W-8BEN)

This step tells Amazon how much tax to withhold.

In your KDP account, go to Account » Tax Information.

Select Individual (unless you're publishing under a registered company).

Amazon will guide you through the W-8BEN form digitally.

- Enter your full name (legal).
- For foreign tax ID (FTIN), use your TIN from Trinidad.
- Check the box that says you're claiming a tax treaty.
- Choose Trinidad & Tobago » treaty benefit reduces US withholding on royalties from 30% to 15%.
- sign electronically.

Save a copy of your completed W-8BEN for your records.

detailed IRS W-8BEN form: <https://www.irs.gov/pub/irs-pdf/fw8ben.pdf>

pro tips

- Double-check bank info: if details are wrong, payments will bounce and be delayed by months.

keep a digital folder with:

- W-8BEN PDF
- Wise/Payoneer account info
- copy of your KDP tax interview confirmation

Don't panic if you don't see "Trinidad" EFT option if EFT isn't available, KDP offers wire transfer or cheque, but these have higher fees and longer wait times.

Once this setup is complete, you'll never have to touch it again (unless you change banks). after this, you can move straight into uploading your first book.

How to Fill Out the W-8BEN Form (for Amazon KDP)

This is the form that tells the U.S. IRS you're not a U.S. resident and you want to claim the Trinidad & Tobago tax treaty to reduce withholding from 30% » 15% on book royalties.

Note: this is general guidance, not legal/tax advice. if in doubt, confirm with a tax professional.

Part I – Identification of Beneficial Owner

- Line 1 – Name of individual who is the beneficial owner enter your full legal name (must match your passport / tax ID).
- Line 2 – Country of citizenship write: Trinidad and Tobago
- Line 3 – Permanent residence address your full home address in Trinidad.

do not use a P.O. Box.

- Line 4 – Mailing address (if different) if your mailing address is different (e.g. P.O. Box), list it here. If it's the same, leave blank.
- Line 5 – U.S. taxpayer identification number (SSN or ITIN) leave blank (you don't have one if you're not a U.S. resident).
- Line 6 – Foreign tax identifying number (FTIN) enter your Trinidad & Tobago TIN number. If you don't know it, check your BIR documents or bank paperwork. (This is your BIR number)
- Line 7 – Reference number(s) optional. Amazon may use your KDP publisher ID here, but you can leave it blank.
- Line 8 – Date of birth format: MM-DD-YYYY

Part II – Claim of Tax Treaty Benefits

This is the part that gets you reduced withholding.

- Line 9 – I certify that the beneficial owner is a resident of...
write: Trinidad and Tobago

- Line 10 – Special rates and conditions
check the box. write: “The beneficial owner is claiming the provisions of Article 12 of the tax treaty between the United States and Trinidad and Tobago to claim a 15% rate of withholding on royalties.” then, in the percentage space, put: 15%- This can be automatically be entered once filling this form on the platform.

Part III – Certification

- Sign your full name.
- Print your name again.
- Enter the date (MM-DD-YYYY).
- Check the box that says you’re signing as the beneficial owner.

Pro Tips for KDP

Save a copy of the completed PDF for your records before uploading it or completing the online tax interview.

In KDP, you don’t actually send the paper form you fill it online through their tax interview. This guide just helps you understand what each question means. If KDP asks for “TIN” and you don’t have a U.S. ITIN or EIN, just enter your Trinidad TIN. Once approved, Amazon applies the 15% withholding rate automatically.

Once this step is done, you’re officially compliant, and you won’t need to do it again unless your tax situation changes.

Section 2 – Kindle Create App

Section 2 – Kindle Create App

So, you have researched your niche, you have figured out your title and you've finished your manuscript congratulations!

But raw Word or PDF files won't cut it on Amazon. You need your book to look professional on Kindle, tablets, and phones.

That's where Kindle Create comes in.

download it free here:

https://kdp.amazon.com/en_US/help/topic/GYVL2CASGU9ACFVU

This is Amazon's official tool for turning your manuscript into a clean, polished KPF file (Kindle Publishable Format) that's ready to upload to KDP.

Kindle Create Book Types — Full Breakdown

Reflowable Books (Default & Most Popular)

What is the Reflowable type?

This is the standard Kindle format for text-heavy books. It's called "reflowable" because the text flows to fit any screen size. Readers can change font size, style, and spacing, and the book adapts automatically.

This option is great for novels, non-fiction, poetry, memoirs, essays, self-help, biographies.

Key features inside the Reflowable editor

- Chapter Detection: auto-finds chapter titles from Word's "Heading" styles.
- Table of Contents (TOC): clickable and auto-updated.
- Themes: apply a professional look (fonts, headers, drop caps).
- Insert Images: place photos/illustrations inline with text.
- Add Hyperlinks: link to websites, email addresses, or other book sections.
- Preview Mode: test on phone, tablet, and Kindle reader.

Kindle Create Book Types — Full Breakdown

Pro tips for Reflowable authors

- Write in Word/Google Docs and use **Heading 1** for chapters. Kindle Create picks these up.
- Don't make your own manual Table of Contents; let Kindle Create generate it.
- Use images sparingly. (also some images just do not read correctly in Kindle Create- I would avoid in this book type)
too many = **higher Amazon delivery fees (affects royalties).**
- Keep formatting simple. **No fancy fonts (I personally wasted a lot of time here)** — Kindle overrides them to ensure accessibility.
- Test poetry or scripture carefully ➤ line breaks can behave differently on small screens.

Kindle Create Book Types — Full Breakdown

Print Replica (Overflow Books)

What is the Print Replica type? (The type I wish I knew about before choosing reflowable!!!!)

This is for books where the page design is the star. think of it as a “frozen PDF” — the text and images stay exactly where you placed them.

Best for cookbooks, textbooks, workbooks, travel guides, design-heavy or photo-rich books.

Key features inside the Print Replica editor

- **Exact Layout Preservation:** every page looks like your PDF.
- **Zoom & Pan:** readers can pinch/zoom on tablets and apps.
- **Multi-column Support:** keeps sidebars, charts, and graphics intact.
- **Hyperlinks:** add links within the PDF.
- **Preview Mode:** see how pages display on larger devices.

Pro tips for Print Replica authors

- Start with a PDF designed at your exact trim size. mismatched sizes = rejection.
- Use bigger fonts (at least 12–14pt) since text won’t resize.
- best for tablets/computers — small-screen readers may struggle.
- Don’t overload with large images; optimise file size to avoid high delivery costs.
- Think about a print version too; most cookbook/textbook buyers prefer physical copies.

Kindle Create Book Types — Full Breakdown

Comics (Guided View)

what is the Comics type?

Made for comics, manga, and graphic novels, this option lets you control how panels appear. Amazon's Guided View technology zooms in panel by panel, creating an immersive reading experience.

Key features inside the Comics editor

- Import Pages: load your comic as PDF, JPG, or PNG.
- Set Reading Direction: left-to-right (Western) or right-to-left (Manga).
- Define Panels: draw boxes around panels so readers zoom panel-by-panel.
- Two-Page Spreads: set up double-page artwork.
- Preview: test on phone vs. tablet to see flow.

Pro tips for Comic authors

- keep speech bubble text large enough for phone reading.
- export pages at 300 dpi but optimise size — too big will inflate costs.
- don't forget to mark two-page spreads (common in manga/graphic novels).
- test the Guided View navigation: make sure the panel order matches the story flow.
- also consider a print paperback , comics often sell well in print.

Children's Books (Portrait or Landscape)

What is the Children's Book type?

A fixed-layout format for picture books. text stays in place alongside illustrations — essential for read-aloud books. Best for picture books, bedtime stories, ABCs, first readers.

Orientation options

Portrait (single page): one illustration + text per page. perfect for board books and toddler books (ages 0–4).

Landscape (two-page spread): illustrations flow across both pages, like a traditional storybook (ages 3–7).

Key features inside the Children's Book editor

- Import Pages: upload art as PDF, JPG, or PNG.
- Add Text Boxes: place text anywhere (top, bottom, inside illustrations).
- Font Tools: limited, but enough to keep text big and readable.

Navigation: set page turning and orientation.

Preview: test on Kindle Fire and tablets (kids' books perform best here).

Pro tips for Children's Book authors

- Design artwork in the final trim size (e.g., 8.5×8.5" square, 10×8" landscape). mismatches = rejection.
- Use large fonts (16–24pt) so kids/parents can read comfortably.
- Optimise file size: keep images 300 dpi but compressed. big files = higher delivery costs.

always consider a print edition (paperbacks sell better than eBooks for kids' books).

Match format to age group: portrait » toddlers, landscape » early readers.

Quick recap (choose your type)

Reflowable » text-driven, flexible, most common.

Print Replica (Overflow) » design-heavy, exact layout.

Comics » panels with Guided View.

Children's Books » fixed layout for illustrations (portrait or landscape).

Core features in all Kindle Create projects

No matter which option you pick, these are the tools you'll use:

- Table of Contents builder » adds a clickable table of contents.
- Formatting Themes » applies consistent styles (fonts, headers, drop caps).
- Insert Images & Captions » embed visuals in your text.
- Add Hyperlinks » link to websites, email, or other sections of your book.
- Preview Mode » see how your book looks on different devices.
- Export as KPF » your final Kindle-ready file.

Pro setup tips before importing

- clean up your manuscript: remove double spaces, extra tabs, or manual page breaks.
- use styles in Word (Heading 1 for chapters, Heading 2 for sub-heads).
- don't create your own TOC — Kindle Create will generate it.
- if you're mixing images + text (cookbooks, children's books), keep fonts large and readable.
- always test with Kindle Previewer to see how it looks across devices.

Kindle Create Decision Tree — Which Book Type Should You Choose?

What kind of book are you publishing?

1. Is your book mostly text-based (like a novel, memoir, poetry, or non-fiction)?

✓ yes » choose Reflowable: works on all devices (Kindle, tablet, phone) text size can be adjusted by readers. Best for fiction, non-fiction, essays, short stories, poetry collections

2. Does your book have a heavy design layout (like a cookbook, textbook, travel guide, or workbook)?

✓ yes » choose Print Replica (Overflow): preserves exact layout great for tables, sidebars, charts, multiple columns text does not resize » best read on tablets/laptops, not small phones

3. Is your book a comic, manga, or graphic novel with panels?

✓ yes » choose Comics (Guided View) lets you define panel-by-panel reading flow supports left-to-right or right-to-left layouts immersive for visual storytelling.

4. Is your book a children's picture book (illustrations + short text)?

✓ yes » choose Children's Book Portrait (single page) » good for board books, toddler books, ABCs
Landscape (two-page spreads) » good for ages 3–7, immersive illustrations, storybooks

Pro tip: if you're ever unsure » go with Reflowable, because it's the most device-friendly, easiest to format, and gives you access to the widest Kindle audience. Only pick the others if your book needs fixed layouts or illustrations.

Section 3 – Choosing the right book size

When you set up a paperback or hardcover on KDP, the first thing you'll need to choose is your trim size (that's the industry word for the final cut dimensions of your book).

Standard trim sizes & what they're used for

- 6" × 9" (portrait) » the most common size for novels, non-fiction, biographies, memoirs.
- 5.5" × 8.5" (portrait) » a little smaller and lighter; good for fiction, short stories, poetry.
- 8.5" × 11" (portrait) » standard for workbooks, manuals, textbooks.
- 8.5" × 8.5" (square) » often used for children's picture books or art books.
- 10" × 8" (landscape) » great for children's storybooks with big illustrations or two-page spreads.

portrait = taller than wide (traditional look).

landscape = wider than tall (used for kids' books, photo-heavy books).

square = equal sides (eye-catching for art & kids).

tip: think about your reader's hands. Will they be holding a novel? working through exercises in a workbook? reading to a child? The format should match the experience.

Choosing Paper & Print Options

Amazon gives you a few print choices that affect quality and cost.

Black & White Interior, White Paper (cheapest) crisp white pages. best for novels, non-fiction, text-heavy books. This option has the lowest print cost which means higher royalties.

Black & White Interior, Cream Paper slightly off-white, softer look. preferred for fiction & memoirs (easier on the eyes). Same cost as white paper.

Premium Colour vivid, high-quality colour printing. Best for children's picture books, cookbooks, photography, comics. This option has the highest printing cost.

Standard Colour (less common now) cheaper than premium, but colours can look dull. Good if you want colour but need to save on cost. **TIP Order a proof copy to see if you like it BEFORE you publish**

Rule of thumb:

- If your book is mostly text, stick to black & white (white or cream).
- If your book is image-driven (kids, cookbooks, art), go with premium colour — yes, it costs more, but the quality is worth it.

Cover Size & Bleed Requirements

Your cover file must match the exact size of your book interior (trim size + spine width + bleed).

Use the KDP Cover Calculator & Template Generator:

<https://kdp.amazon.com/cover-calculator>

What is bleed? - bleed = extra margin (0.125" / 3 mm) around the edges. It ensures artwork extends to the edge when the book is trimmed; without bleed, you risk ugly white borders.

Cover requirements

- File type: PDF (print-ready)
- Resolution: 300 dpi
- Colour space: RGB (KDP converts internally for print)
- Full wrap: front cover + back cover + spine in one file
- Barcode space: leave blank at the bottom right of the back cover (KDP adds this automatically)

Very important: Amazon will reject your file if...

- The dimensions don't match the selected trim size
- Your spine width is off (calculated by KDP based on page count & paper type)
- The bleed area isn't included
- Resolution is too low (blurry images, <300 dpi)
- Fonts aren't embedded in your PDF
- Crop marks / printer marks are left on

Pro tip: always download and design on top of the KDP template (from the Cover Calculator). This guarantees your cover fits perfectly.

So in summary:

Pick your trim size (based on book type + reader experience).

Choose paper & colour (black & white for text, premium colour for illustrations).

Design your cover with bleed » export as PDF (print-ready, 300 dpi).

Use the KDP template to avoid rejection.

Section 4 – Creating your product page.

Your product page (this is where discoverability happens)

In the KDP interface you need to click create new tilte or sries, this lanuches the page for you to upload and create your Ebook

When you click “Create” » “Kindle eBook” in the KDP dashboard, you’ll complete three tabs:

1) Details title + subtitle (keep titles tight; subtitles carry keywords naturally).

- Author name (pen names ok).
- Description — you can use basic HTML (bold, italics, lists) via the editor’s “Source” toggle. Keep it scannable and benefit-led.
- Categories — you can choose up to 3 that fit your primary audience/marketplace.
- Keywords — 7 slots for **phrases** readers actually type. KDP’s official guidance explains best practices and keywords to avoid (e.g., “bestseller,” other authors’ names, KU/KDP Select, brand names you don’t own).
- AI content disclosure — KDP now requires you to disclose AI-generated (not AI-assisted) text/images/translations when you publish or update.

2) Content

- Upload your manuscript (EPUB/KPF/DOCX; MOBI not accepted anymore) and your cover. Run the KDP Previewer to catch layout issues before publishing.

3) Rights & Pricing

- Choose territories (usually “Worldwide” if you own the rights).

royalty plan:

- 70% in eligible territories if your list price is in the required range (and minus a small delivery fee based on file size). Otherwise 35%.
- The 70% option has rules — check price bands and territories.

Pricing That Actually Works

Pricing can make or break your book launch. too high, and readers scroll past. Too low, and you leave money on the table (or worse, they assume your book isn't valuable). Here's how to approach it smartly as a first-time author.

The sweet spot for eBooks

For most new authors, the best starting range is \$2.99–\$4.99. Why?

- It qualifies you for the 70% royalty band (instead of just 35%).
- It's competitive — many indie authors launch here, so you're right in the mix.
- Readers are more willing to take a chance on a new name at this price.

Delivery cost tip:

- Reflowable eBooks (mostly text) are cheap to deliver, just a few cents or even free.
- Image-heavy books (children's, cookbooks, comics) cost more per MB, so don't price too low or your royalties will shrink.
-

Regional rules

In markets like Brazil, Japan, Mexico, and India, you'll only get the 70% rate if you're enrolled in KDP Select. Everywhere else, you can hit 70% as long as your book is priced between \$2.99 and \$9.99.

Flexibility & promotions

The good news? You're not locked in forever.

You can change your price at any time.

If you join KDP Select (90-day exclusivity with Amazon), you also unlock:

- Kindle Countdown Deals (temporary discounts).
- Free Book Promotions (great for exposure and reviews).
- Kindle Unlimited (you get paid per page read).

Key takeaways

Start at \$2.99–\$4.99 for most first-time eBooks.

Keep delivery costs in mind, especially for image-heavy books.

Remember regional rules (BR/JP/MX/IN need KDP Select for 70%).

You can always adjust your price later and test promotions.

Pricing isn't one-and-done — it's part of your strategy. think of it as flexible, not permanent.

■ Self-Publishing on Amazon KDP — Final Checklist

■ *Account & Setup*

- Signed up for KDP account on a laptop (not mobile).
- Entered bank details (local USD account or Wise/Payoneer).
- Completed W-8BEN tax interview and saved a copy.
- Confirmed royalty payments will be deposited into your account.

■ *Manuscript Preparation*

- Chosen the right trim size (6×9, 5.5×8.5, 8.5×11, square, landscape, etc.).
- Decided on interior print type (black & white cream/white, premium colour).
- Formatted manuscript using Word/Google Docs styles.
- Cleaned up extra spaces, tabs, or manual TOCs.
- Saved manuscript as DOCX, EPUB, or PDF (depending on book type).

■ *Kindle Create Formatting*

- Downloaded and installed Kindle Create.
- Selected the right book type (Reflowable, Print Replica, Comics, Children's).
- Previewed book on multiple devices.
- Exported KPF file for upload.

■ *Cover Design*

- Chosen paperback vs. hardcover (or both).
- Used KDP Cover Calculator to get exact size template.
- Designed cover in Canva or Cover Creator with bleed included.
- Checked resolution = 300 dpi, fonts embedded, no crop marks.
- Left space for barcode on back cover.

■ *Uploading to KDP*

- Filled in title, subtitle, author name.
- Added book description (with keywords and strong hooks).
- Selected categories (up to 3) and 7 keyword phrases.
- Uploaded manuscript file (KPF, EPUB, or PDF).
- Uploaded cover file (PDF or JPG, with bleed).
- Previewed book with KDP previewer.

■ *Pricing & Publishing*

- Set eBook price between \$2.99–\$4.99 to hit the 70% royalty band.
- Reviewed delivery costs if image-heavy.
- Set paperback/hardcover pricing (factor in print cost + reader expectations).
- Considered enrolling in KDP Select (90-day exclusivity → promos + Kindle Unlimited).
- Ordered a proof copy (optional but recommended).

■ *Ready to Publish*

- Double-checked everything for errors.
- Clicked Publish! ■
- Noted that Amazon takes up to 72 hours to review and approve.

final note

If this guide helped you publish your first book, my heart is full. I'd love for you to explore my other works and continue this journey of growth with me.

Because the truth is: every book you write, read, or share is another step in your growth story