

Amazon Masterclass: Chances offered by self-publishing to journalism

**International Festival of Journalism
Perugia, 18 April 2015
Alessio Santarelli
EU Director of Kindle Store**

Agenda

- **Why self-publishing should be interesting for journalism?**
- How to maximize the success of your KDP book

What do these four people have in common?

**All journalists
publishing on KDP!**



Guia Soncini
La Repubblica



Mike Powelz
TV Digital, Hoerzu
Wissen



Susann Remke
Burda Publishing
(Focus, In style,
etc)



Peter Hitchens
Express and Mail
on Sunday



How many times you had a scoop?



...and your work is burned in one article



...when you had piles of material that you could make a great book...



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"Carol, if you're in there, I need that report from last week."

...but you trashed it as it would have taken way too much time to get it published?



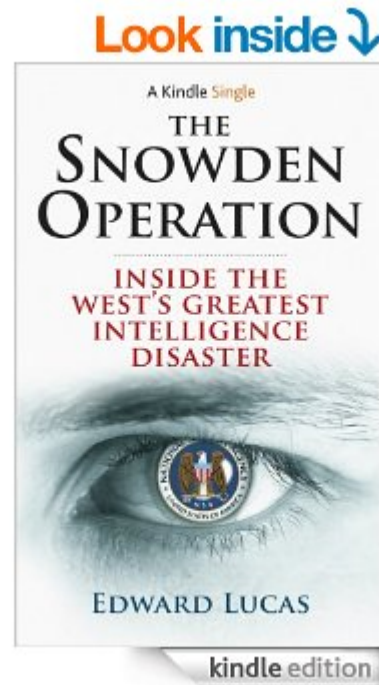
You are missing opportunities...

Alan Rusbridger (former Guardian Editor-In-Chief) says “We have Published only 1 Percent Of Snowden Files”



Few
Week
s after

Edward Lucas
(Senior Editor of
the Economist)
writes a book



Book makes
the top of the
non-fiction
category



100% FREE

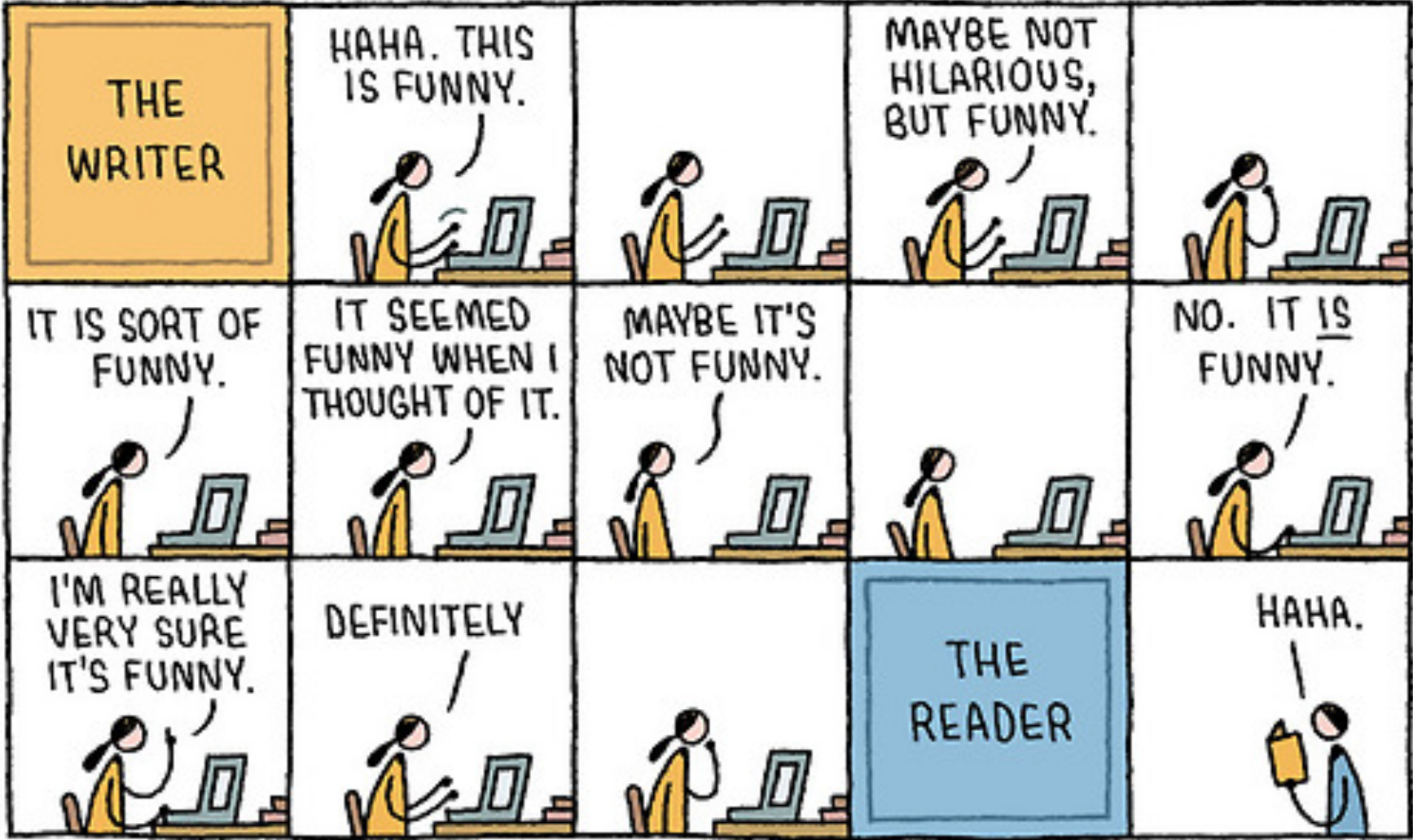


**KEEP
CALM
AND
KEEP IT
SIMPLE**



To go
live with
your
ebook
when
you
publish it

Connects you with your readers



TOM GAULD



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by the
authors

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Retain rights and control of your book

©opyright

Have full visibility on your sales



And we also have built a program that is specifically for journalists!

Kindle
Singles

Compelling
Ideas Expressed at
Their Natural Length

Should you think about self-publishing?

kindle | direct
publishing



Agenda

- Why self-publishing should be interesting for journalism?
- **How to maximize the success of your KDP book**

What success looks like...

First published on
kindle | direct
publishing

**These three
pictures are
famous for
what?**



What success looks like

What do these three people have in common?

**>1M copies sold
with self-
publishing**



Poppy J.
Anderson




John Locke




Sheila Rodgers

How to maximize the success of your KDP book

<p>Prepare a great product</p> <ul style="list-style-type: none">• Write a great book! 😊• Ensure great quality on the format• Work on your metadata• Create a great «cover»• Enable pre-order	<p>Price it correctly</p> <ul style="list-style-type: none">• Price it correctly<ul style="list-style-type: none">– keep on experimenting relentlessly
<p>Make the most of Amazon</p>  <p>Kindle Owners' Lending Library</p>	<p>Promote it</p> <ul style="list-style-type: none">• On Amazon:<ul style="list-style-type: none">– with deals: «count down» and «free»– with Amazon Author page• On any other channel



How to maximize the success of your KDP book

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Metadata

Metadata is the key information you provide about your book to help readers find it within Amazon catalog (can be changed any time)

- **Core metadata:**
Title, Author, Book description (which should be properly written), Language, Genre
- **Optional metadata «improve marketing»:**
Series/Collection name and number, Edition, Reading age, etc...
... or even more that would drive SEO optimization: location of the book, key characters or keywords used to search a given genre

Create a great cover

direct publishing Heart of the Raven: Mini Prologue Collection. Short

How to Use Cover Creator

1 Choose Design

2 Style & Edit

3 Preview

Select an initial design concept for your cover

Customize the layout of your cover by changing the position of elements, colors, and typefaces.

Preview how your cover will look on Kindle devices and in the Amazon Store.

Got it. Don't show me this again.

Continue

Preorder

- A feature that allows you to promote your book 90 days before launch on your network
- Build sales rank and help book discovery



Pre-order with 1-Click®


Deliver to your Kindle or other device

This title will be auto-delivered to your Kindle and you will be charged on 29 May 2015.

Add to Wish List

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How to maximize the success of your KDP book

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Customers are not only comparing book prices...



...and books need to compete



Free



Free (with Prime)



Free



€9.99



Free



Free

Kindle Daily Deal


[Learn more](#)

From €0.99



Free

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Bookselling has fundamentally changed



Offline

- Am I in the right locations?
- Can customers find my book on the shelf?
- How do I compare to other book choices?



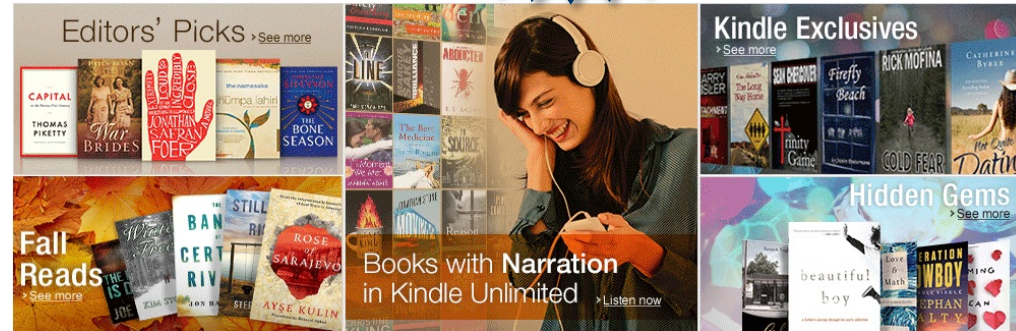
Online

- How do I get a customer to think about books (given the other entertainment choices)?
- How do customers hear about and find my book among all that selection?

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KDP Select
authors

- Unlimited reading and listening on any device
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- **Authors make a pro rata share of the monthly global fund** calculated based on each time a customer reads more than 10% of your book
- **Books get a boost in discoverability** leading to incremental a la carte sales

Kindle Owners' Lending Library

Only for
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authors

Prime members who own a Kindle device can check out one book at a time, once-a-month, at no additional cost.

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- Customers who use the KOLL program purchase **30% more books** after they have tried KOLL than customers who did not use KOLL.

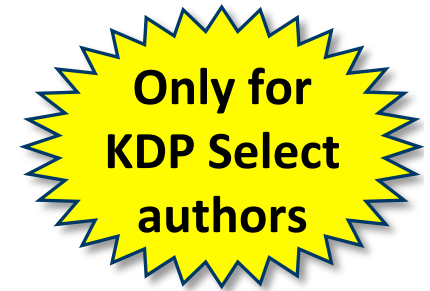
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[Heather Topham Wood](#) (Author)

★★★★☆ (84 customer reviews)

Digital List Price: ~~\$2.99~~ [What's this?](#)

Print List Price: ~~\$9.99~~

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1 day, 05:22:45

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- Length: 221 pages (estimated)

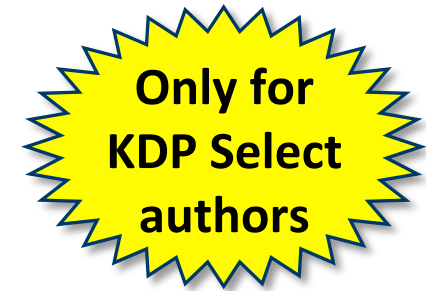
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- Kindle Unlimited Eligible (1,902)

Whispersync for Voice

- Whispersync for Voice (35)

Avg. Customer Review

- ★★★★☆ & Up (859)
- ★★★★☆ & Up (959)
- ★★★★☆ & Up (971)
- ★★★★☆ & Up (986)

Kindle Countdown Deals

Limited-time discounts on Kindle-exclusive books

Featured Authors

 The Savage Blood > Tamara Rose Blodgett ★★★★★ (40) List Price: \$42.99 Kindle Price: \$1.99	 Rainwater Kisses: A Billionaire Love... > Krista Lakes, Mei Finefrock ★★★★★ (215) List Price: \$14.99 Kindle Price: \$0.99	 Truman's Spy: A Cold War Spy Story > Noel Hynd ★★★★★ (135) List Price: \$47.99 Kindle Price: \$0.99	 Saltwater Kisses: A Billionaire Love... > Krista Lakes ★★★★★ (587) List Price: \$14.99 Kindle Price: \$2.99	 Champagne Kisses: A Timeless Love Story > Krista Lakes ★★★★★ (183) List Price: \$14.99 Kindle Price: \$0.99	 The Savage Principle > Tamara Rose Blodgett ★★★★★ (15) List Price: \$6.95 Kindle Price: \$1.99	 The Belial Stone > R.D. Brady ★★★★★ (684) List Price: \$14.99 Kindle Price: \$0.99
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Science Fiction & Fantasy

 THE BELIAL STONE R.D. BRADY	 THE ROBOT HUGH HOWEY, MATTHEW MATHER, SAMUEL...	 TRUMAN'S SPY NOEL HYND	 THE CATS THAT CHASED THE STORM KAREN ANNE GOLDEN	 MASTER EVERNOTE S.J. SCOTT
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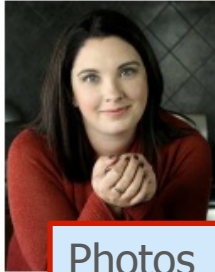
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- The Robot Chronicles Hugh Howey, Matthew Mather, Samuel... Kindle Edition \$0.99
- Truman's Spy: A Cold War Spy Story > Noel Hynd Kindle Edition \$0.99
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Author Page on Author Central

Steenaa Holmes



Photos

NY Times & USA Today Bestselling Author

Growing up as a small town Canadian girl, there wasn't much to do but ride your bike, hang out with friends on the beach and daydream. I always wanted to write but never dreamed it was something I could do as a career. I love love with the sheep I castles and Scotland and about waking up in small town shops in the south of France with my husband, of placing my toes in the ocean and experiencing history first hand. As a mother with three daughters, I'm learning that teaching them to pursue their dreams is a lasting legacy. I love to wake up to the Rocky Mountains, will forever enjoy the taste of coffee and chocolate and can't imagine the day when a story doesn't unfold in my heart. Living a life with passion and pursuing dreams is a life well lived.

DON'T MISS:
The Finding Emma Series: Finding Emma, Dear Jack, Emma's Secret & Dottie's Memories.
The Memory Child

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Recommendations



Author Updates



Blog post
Reader Reelpe – Amish Sugar Cream Pie
Thank you reader, Shawna Griffith, for submitting your Grandma's Amish Sugar Cream Pie recipe!
Amish Sugar Cream Pie Print Prep time: 15 mins Cook time: 20 mins Total time: 35 mins
2 hours ago [Read more](#)

Steenaa Holmes
I need some fun and sweet bachelorette games for my story. Any ideas? And then some that couples can play. Help!
3 hours ago

Steenaa Holmes
Step one to making a great turkey dinner: defrost turkey in oven at least 2 days in advance. Check. Normally I screw up at this point :)
4 hours ago

Bloggs, Twitter, Videos

Books by Steena Holmes

Showing 1 - 12 of 25 Results

All Formats: Kindle Edition Paperback Audible Audio Edition Audio CD

Book Title	Release Date	Price	New	Used
The Memory Child by Steena Holmes	(Mar 18, 2014)	\$10.99	\$7.94	\$3.37
Finding Emma by Steena Holmes	(Feb 26, 2013)	\$10.99	\$8.13	\$3.58
Emma's Secret: A Novel by Steena Holmes	(Jun 25, 2013)			

Bibliography

Promote on all channels

Promoting your book requires lots of work, but it is worth it to help its success



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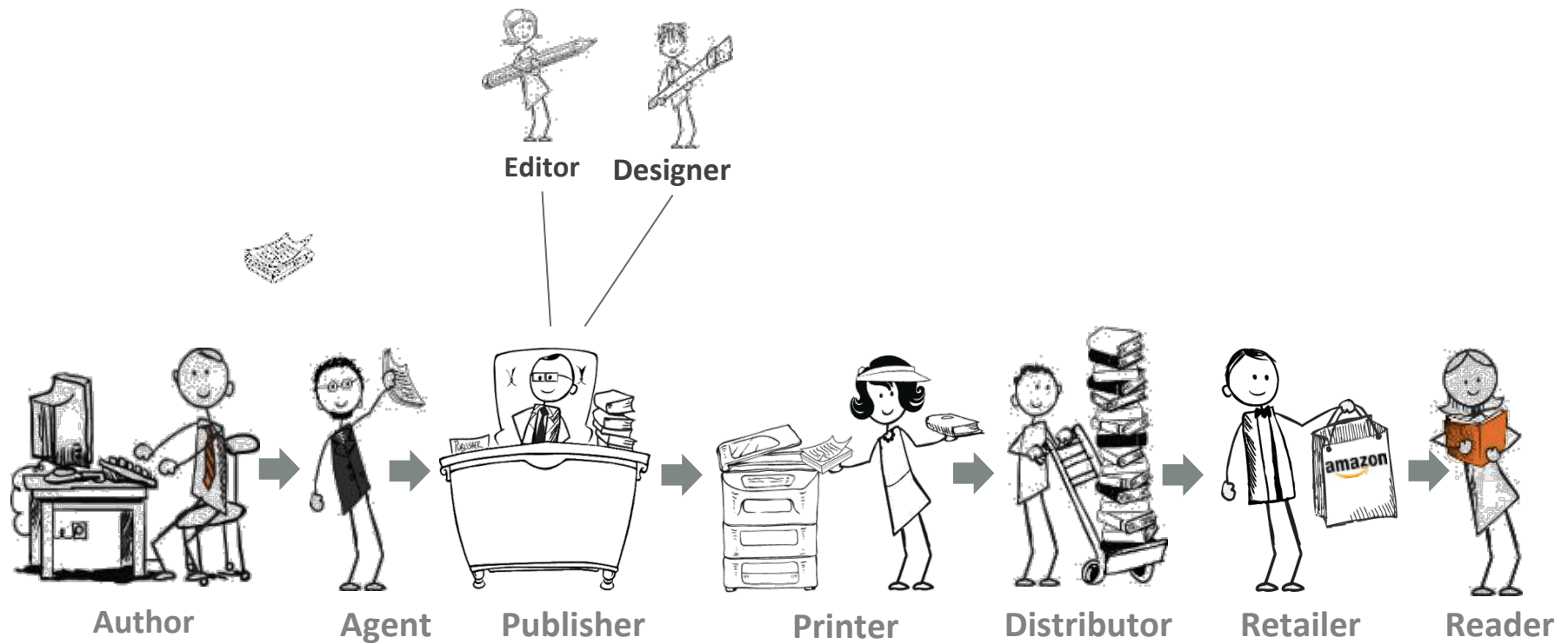




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