

FREELANCING & BUSINESS SKILLS

Selling E-books on Amazon (KDP)

How to self-publish through Kindle Direct Publishing - narrative e-books and low-content books, AI-assisted production, formatting, cover design, pricing, launch, and a 30-day plan to your first published book.

10 Chapters

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Generated with Claude

CHAPTER 1: THE OPPORTUNITY

Selling E-books on Amazon (KDP)

Course 1 · Chapter 1 · The Opportunity

Kindle Direct Publishing is Amazon's own self-publishing platform — upload a manuscript or a set of interior pages, and it goes live on Amazon's marketplace worldwide, with no publisher, no printing run, and no upfront cost. This chapter covers what that actually means in practice, and sets realistic expectations before the rest of the course gets into the mechanics.

\$0

START-UP COST

Days–Weeks

TO FIRST LIVE BOOK

35% / 70%

ROYALTY TIERS

Global

DISTRIBUTION, NO SHIPPING

Why This Model Removes the Usual Barriers

Traditional publishing needs a manuscript accepted by a publisher, an advance against future royalties, and a print run committed to before a single copy sells. KDP removes all three: there's no gatekeeper deciding whether your book gets published, no upfront printing cost since paperbacks are printed one at a time only once ordered, and no inventory sitting unsold in a garage. The trade-off is that everything traditional publishing would normally handle — editing, cover design, marketing, discoverability — is now the author's own job, which is exactly what the rest of this course covers.

Two Very Different Products, Two Very Different Efforts

Low-Content Books

- Planners, journals, logbooks, coloring books

Narrative E-books

- Fiction or non-fiction, genuinely written content

- Little or no written content — mostly page layout/design
- Fast to produce, often one built in a day or two
- Lower price point, lower royalty per unit
- Success depends on volume — many titles, not one bestseller

- Takes real drafting/editing time even with AI assistance
- Higher perceived value, higher price ceiling
- Can build an ongoing backlist and a genuine author brand
- Success is more concentrated — a strong book can outsell dozens of weak ones

Chapter 2 breaks both paths down properly and helps you pick which one actually fits your own strengths.

Who Actually Buys Self-Published Books

Genre fiction readers

Romance, thriller, and fantasy readers are the largest and most active self-published fiction market on Amazon.

Non-fiction "how-to" buyers

Practical, specific guides solving one problem well outsell broad, generic non-fiction.

Planner & journal buyers

Habit trackers, gratitude journals, and specific-niche planners (fitness, budgeting, teacher planning) sell steadily year-round.

Parents buying for children

Coloring books and simple activity books remain one of the most consistent low-content categories.

SET EXPECTATIONS HONESTLY

Self-publishing income is genuinely long-tail: a large share of published books sell only a handful of copies, while a small number do very well. This isn't a reason to avoid it — the cost of trying is close to zero — but treat any single book as one attempt in a portfolio, not a guaranteed payday. Low-content books typically earn modest per-unit royalties but can be produced fast enough to build real volume;

narrative books earn more per sale but need genuinely more effort to write and market well.

A note on platform-specific figures

Royalty percentages, category rules, and KDP's own policies (including around AI-generated content) change over time. Treat the numbers in this chapter, and the rest of this course, as a realistic starting reference, and re-verify current KDP terms directly on Amazon before publishing anything.

Coming up next

Chapter 2 compares narrative e-books and low-content books in real depth — what each one actually is to produce, and how to decide which path fits you.

CHAPTER 2: NARRATIVE E-BOOKS VS. LOW-CONTENT BOOKS

Selling E-books on Amazon (KDP)

Course 1 · Chapter 2 · Two Paths: Narrative E-books vs. Low-Content Books

Chapter 1 introduced these as two different products. This chapter goes deep on what each one actually involves to produce, so the choice isn't a guess — and most of the rest of this course (Chapters 3, 6–10) applies to whichever path you pick.

Low-Content Books, In Detail

What it actually is

Interior pages that are mostly template and layout, with little or no original written text: daily/weekly planners, gratitude and habit-tracker journals, blank logbooks (fitness, budget, gardening), lined notebooks, and coloring or puzzle books.

- **Production:** designed page-by-page in a layout tool, then repeated/varied across the interior — often built and published in a day or two once you have a working template
- **Skills needed:** basic layout/design ability (Canva or similar), attention to consistent formatting
- **AI's role:** generating page/cover graphics, varying template designs quickly, brainstorming niche angles
- **Repeat production:** once a template exists, new titles in the same format come fast

Narrative E-books, In Detail

What it actually is

A genuinely written book: genre fiction (romance, thriller, fantasy are the largest self-published categories) or non-fiction — typically a specific, practical how-to

guide rather than a broad survey.

- **Production:** outline, draft, multiple editing passes — genuinely takes real time even with AI assistance, since a full-length manuscript is far larger than any single AI-generated draft can responsibly be trusted to produce unedited
- **Skills needed:** the judgement to guide, edit, and fact-check AI-assisted drafting — the same quality-control discipline this site's own Freelance AI-Assisted Content Writing course teaches for shorter-form writing, applied at book length
- **AI's role:** outlining, drafting individual sections/chapters, editing support — never a substitute for a real human edit pass on the finished manuscript
- **Repeat production:** slower per title, but each finished book adds to a genuine backlist and author brand

Side-by-Side Comparison

	LOW-CONTENT	NARRATIVE
Typical production time	Hours to a couple of days	Weeks to months
Core skill	Layout/design	Writing/editing judgement
AI's role	Graphics, template variation	Drafting support, never the final edit
Price ceiling	Lower	Higher
Path to income	Volume across many titles	Fewer, stronger titles + backlist

Which Path Fits You?

- Do I actually enjoy sustained long-form writing, or would I rather work visually?
- Am I comfortable guiding and heavily editing AI-drafted content, rather than publishing it as-is?

- Do I want fast, repeatable production, or am I willing to trade speed for a higher-value single asset?
- Would I rather build a portfolio of many small titles, or a smaller, deeper backlist under one author name?

A COMMON HYBRID PATTERN

Many self-publishers do both: low-content titles for fast, near-immediate cash flow while learning the KDP mechanics (Chapters 3, 7–9), and a narrative project built slowly alongside it as the higher-value, longer-term asset. Starting with the faster path is a reasonable way to learn the platform before committing to a longer manuscript.

Coming up next

Chapter 3 covers choosing a profitable niche and category — the research step that applies to both paths equally.

CHAPTER 3: CHOOSING A PROFITABLE NICHE AND CATEGORY

Selling E-books on Amazon (KDP)

Course 1 · Chapter 3 · Choosing a Profitable Niche and Category

Whichever path you chose in Chapter 2, the same research step comes next: finding a niche with genuine demand that isn't already dominated by a wall of established competitors. Amazon actually exposes several free demand signals directly — you don't need expensive tools to get started.

Reading Amazon's Demand Signals

Best Sellers Rank (BSR)

A relative measure of sales velocity within a category, not an absolute sales count. A consistently low (better) BSR across several similar titles in a category signals real, active demand there.

Search autocomplete

Typing a partial search into Amazon's own search bar surfaces its real autocomplete suggestions — free, direct evidence of what people are actually searching for.

"Customers also bought"

Shows genuine related-demand patterns — useful both for spotting a related underserved angle and understanding who's already competing in a niche.

Dedicated keyword tools

Paid tools built specifically for KDP research (e.g. Publisher Rocket) go further than manual searching once you're ready to research more systematically.

Choosing Categories

KDP lets you select a small number of categories directly during publishing, and additional categories can typically be requested afterward through KDP support. A book's category placement directly affects which bestseller list it can rank on and who sees it browsing that category — picking a narrower, more specific category (rather than the broadest possible one) makes ranking well genuinely achievable rather than competing against every book in a massive parent category.

Signs a Category Is Oversaturated

- Searching your intended keyword returns page after page of nearly identical covers and titles
- The top-ranked books in the category are from established publishing imprints, not independent authors
- Every top result has hundreds or thousands of reviews already — a genuinely hard wall to break through as a new title

- Can I find a specific angle within this category that existing top sellers don't cover?
- When I search my intended keyword, is there a reasonable number of results — not zero (no demand), not overwhelming (no differentiation)?
- Are the current top sellers independent authors I could realistically compete with, or large publishers?

A SPECIFIC, WELL-CHOSEN CATEGORY BEATS THE BIGGEST ONE

A narrow category with genuine, findable demand and a reasonable competitive bar is consistently more achievable than the broadest category available, where you'd be ranking against every established title on the platform at once.

Category rules and tools change over time

The number of categories available at publish time, how additional categories are requested, and which third-party research tools are current all shift periodically. Verify the current KDP category and keyword process directly before publishing.

Coming up next

Chapter 4 covers actually producing the content once a niche is chosen — the AI-assisted workflow for each path from Chapter 2.

CHAPTER 4: WRITING AND DESIGNING WITH AI ASSISTANCE

Selling E-books on Amazon (KDP)

Course 1 · Chapter 4 · Writing and Designing with AI Assistance

A whole manuscript or a full interior page set is too large to responsibly hand entirely to an AI tool in one request — the same "don't ask for the whole thing at once" discipline this site's own Freelance AI-Assisted Content Writing course applies to a single article applies here at book scale, just stretched across many more steps.

The Narrative Workflow

1

Outline chapter by chapter first

Build a full chapter-level outline before drafting a single chapter — the same principle as Chapter 3 of Freelance AI-Assisted Content Writing, just at a much larger scale.

2

Draft one chapter at a time

Generate and review each chapter separately rather than the whole book in one pass, keeping the AI's own context focused and each section genuinely reviewable.

3

Track consistency as you go

Keep a running note of character names, timeline, and established facts (fiction) or terminology and claims already made (non-fiction) — AI has no persistent memory of chapter 3 by the time it drafts chapter 12 unless you actively feed it back in.

4

A full human edit pass, every chapter

Read and edit every chapter for voice, pacing, and accuracy — the same "human layer" principle from Freelance AI-Assisted Content Writing, non-

negotiable at book length.

5**Fact-check non-fiction claims**

Any specific fact, statistic, or claim in a non-fiction manuscript must be verified against a real source before publishing — an AI-fabricated "fact" in a published book is far more damaging than one in a single article.

6**One full read-through before publishing**

Read the finished manuscript start to finish as a reader would, not just chapter by chapter in isolation — this is the only step that catches issues that only show up across the whole book.

The Low-Content Workflow

1**Build one working template**

Design a single page layout in a tool like Canva — the header, spacing, and repeated structural elements — before committing to a full interior.

2**Use AI for graphic elements and concepts**

Generate icons, decorative line art, or cover concept images with an AI image tool, then bring them into your layout tool rather than generating full finished pages directly.

3**Vary the template across related titles**

Once one template works, reuse its structure for related niche variations (Chapter 3) — this is where the low-content path's real production speed comes from.

4**Proof every page before publishing**

Check every single interior page for layout errors, missing elements, or misalignment — a repeated template error appears on every page of the finished book, not just one.

KDP requires disclosing AI-generated content

Amazon's KDP publishing process asks authors to declare whether a book's text and/or images were AI-generated or AI-assisted, and has content guidelines governing what's acceptable. This applies to both paths in this chapter. Disclosure requirements and content policies change over time — check the current KDP content guidelines directly before publishing, rather than assuming what applied previously still does.

THE AI DOES VOLUME, YOU DO JUDGEMENT

In both workflows above, AI's actual job is removing the blank-page problem and speeding up mechanical work — outlining, first drafts, graphic elements. The judgement work — editing, fact-checking, consistency, final proofing — stays entirely yours, and it's what separates a finished, sellable book from a rough AI output with a cover slapped on it.

Coming up next

Chapter 5 covers formatting the finished content for KDP — the technical requirements that trip up more first-time publishers than the writing or design itself.

CHAPTER 5: FORMATTING FOR KDP

Selling E-books on Amazon (KDP)

Course 1 · Chapter 5 · Formatting for KDP

Formatting is where a genuinely good book can look embarrassingly unprofessional in the finished product. It's a separate skill from writing or design, and KDP treats e-book and paperback formatting as two distinct sets of requirements.

E-book vs. Paperback Formatting

Kindle E-book

- Reflowable text — no fixed page numbers, since text reflows to the reader's own screen and font size
- Avoid manual tabs/line breaks for paragraph spacing — they break inconsistently across devices
- Standard front matter order: title page, copyright page, table of contents, dedication, then chapters
- Built with a tool that outputs a proper e-book file format, not a plain Word document

Paperback (Print)

- Fixed page layout — a specific trim size (6×9" is common for most books; 8.5×11" for planners/workbooks)
- Margins that scale with page count — a thicker book needs a wider inner ("gutter") margin so the spine curve doesn't eat into the text
- Bleed settings required for any image or color that extends to the page edge
- Front matter can differ slightly from the e-book version (e.g. no live table-of-contents links)

Formatting Tools

TOOL	BEST FOR	NOTES
Kindle Create	Narrative e-books	Free, Amazon's own tool, straightforward for standard manuscripts

TOOL	BEST FOR	NOTES
Vellum	Narrative e-books and paperbacks	Paid, Mac-only, widely used by independent authors for polished output
Atticus	Narrative e-books and paperbacks	Paid, cross-platform alternative to Vellum
Canva / Affinity Publisher	Low-content interiors	Better suited to page-by-page layout design than manuscript-flow tools

The Most Common Formatting Mistakes

- Margins too narrow for the final page count, causing text to disappear into the spine curve
- Inconsistent fonts, sizes, or spacing between chapters, especially when content was assembled from several AI-drafted sections
- Missing or incomplete front matter (no copyright page, no working table of contents)
- Low-resolution images that looked fine on screen but print blurry
- Finalizing print margins before the manuscript's actual page count is locked

PRINT FORMATTING DEPENDS ON A LOCKED MANUSCRIPT

Because paperback gutter margins scale with total page count, you generally can't finalize print formatting until the content itself is essentially done — formatting for print is one of the last steps, not something to set up early and forget about.

Exact requirements change

Specific margin measurements, trim size options, and file format requirements are set by KDP directly and do get updated. Check KDP's current formatting requirements before finalizing a manuscript rather than relying on previously-known specifics.

Coming up next

Chapter 6 covers cover design — the single element most responsible for whether a browsing shopper even clicks on your book.

CHAPTER 6: DESIGNING A COVER THAT SELLS

Selling E-books on Amazon (KDP)

Course 1 · Chapter 6 · Designing a Cover That Sells

A shopper almost never sees your cover at full size first — they see it as a small thumbnail in a search results grid, next to dozens of others. Whatever the cover looks like at that tiny size is the entire first impression, and it's the single biggest factor in whether anyone clicks through at all.

Design for the Thumbnail, Not the Poster

The title needs to stay legible when shrunk down to roughly the size of a postage stamp. Busy, detailed artwork that looks impressive full-size often turns into indistinct noise at thumbnail size — a bold, simple, high-contrast design almost always outperforms a more intricate one in actual click-through terms.

Follow Genre and Category Conventions

Readers subconsciously read a cover's visual style as a genre signal before they read a single word of the title. A romance cover, a thriller cover, and a business non-fiction cover all look genuinely different by convention — matching that convention helps a browsing shopper correctly recognize and trust what kind of book it is at a glance. A technically prettier cover that breaks genre convention often performs worse, since it reads as mismatched or unprofessional rather than distinctive.

DIY vs. Hiring

DIY (Canva / AI tools)

Fast and free or low-cost. Works well for low-content books, where the cover is simpler and genre convention is looser.

Hiring a Cover Designer

A real cost, but often worth it for narrative books specifically — a professional, genre-appropriate cover

For narrative books competing against traditionally-published covers, DIY needs real design skill to avoid looking amateur.

competing on the same shelf as major publishers is one of the highest-leverage investments in the whole process.

Paperback Cover Layout

A print cover is one continuous wraparound file: front cover, spine, and back cover together. Like the interior margins from Chapter 5, spine width depends directly on final page count — the cover, like the interior, can't be fully finalized until the manuscript itself is locked.

- Does the title read clearly when I shrink this to thumbnail size?
- Does the overall style match what readers expect from this genre/category?
- Have I compared it side by side against the current top sellers in my chosen category (Chapter 3)?
- Have I checked spine width and back-cover layout against my manuscript's actual final page count?

Generic AI-looking covers hurt credibility

A cover that reads as obviously AI-generated — a recognizable "AI art" style, warped text, or generic stock-photo composition — signals low effort to a shopper before they've even read the title. If using AI-generated art, treat it as a raw element to refine and compose deliberately (per Chapter 4), not a finished cover on its own. Also revisit Chapter 4's disclosure requirement, since it applies to cover art as well as interior content.

Coming up next

Chapter 7 covers how a book with a strong cover actually gets found on Amazon in the first place — keywords, categories, and Amazon's own discovery mechanics.

CHAPTER 7: KEYWORDS, CATEGORIES AND AMAZON SEO

Selling E-books on Amazon (KDP)

Course 1 · Chapter 7 · Keywords, Categories & Amazon SEO

Chapter 3 covered choosing which niche and category to enter. This chapter covers making sure Amazon's own search actually surfaces your book once it's live — the difference between a good book that never gets found and one that does often comes down to this.

The Seven Backend Keyword Slots

KDP provides seven keyword/phrase fields at publish time. These aren't shown to shoppers — they're fed directly to Amazon's search index, and they're one of the most underused levers new publishers have.

Use full phrases, not single words. "budget planner for beginners" is more useful than "budget," "planner," and "beginners" as three separate slots — a phrase captures how people actually search.

Don't repeat words already in your title or subtitle. Amazon already indexes those — a keyword slot repeating them is wasted space that could capture a different search instead.

Avoid irrelevant or stuffed keywords. Cramming in unrelated high-traffic terms to try to get extra visibility violates KDP's content policies and risks the listing being suppressed rather than boosted.

Your Subtitle Is Also Searchable

The subtitle field is indexed by Amazon's search, not just decorative — a well-chosen subtitle can genuinely capture additional keyword real estate beyond the seven backend slots. It still has to read naturally to a human browsing search results, though; a subtitle

that's obviously a keyword dump undermines the professional impression the cover (Chapter 6) is trying to create.

WORKED EXAMPLE: A BUDGET PLANNER

Title: The 90-Day Budget Reset

Subtitle: A Simple Weekly Planner for Paying Off Debt and Building Savings

Backend keywords:

debt payoff tracker

personal finance journal

savings goal planner

weekly expense log

money management workbook

financial planner for beginners

budgeting for women

Notice none of the seven keyword phrases simply repeats "budget" or "planner" alone — each one captures a genuinely different way someone might search for this exact book.

How Discovery Actually Compounds

KEYWORDS GET YOU FOUND; SALES AND REVIEWS KEEP YOU FOUND

Amazon's own algorithm doesn't just reward keyword accuracy — sales velocity, click-through rate, and conversion rate all feed back into how prominently a book is shown over time. Good keywords earn the first few views; Chapter 9's launch and review strategy is what turns those early views into the sales signal that keeps a book visible afterward.

Keyword stuffing risks suppression, not just a wasted slot

Using misleading, irrelevant, or trademark-infringing keywords is a policy violation, not just a wasted opportunity — KDP can suppress or remove a listing over it. Keyword and category rules do get updated; check the current KDP content guidelines before publishing.

Coming up next

Chapter 8 covers pricing and royalty structures — KDP's own royalty tiers, and how to price low-content and narrative books differently.

CHAPTER 8: PRICING AND ROYALTY STRUCTURES

Selling E-books on Amazon (KDP)

Course 1 · Chapter 8 · Pricing & Royalty Structures

KDP's royalty structure isn't a single number — it's a set of tiers and options with real tradeoffs, and paperback royalties work on a genuinely different mechanic from e-book royalties. Getting this wrong is a common way a book quietly earns far less per sale than the author expected.

E-book Royalty Tiers

TIER	ROYALTY	TYPICAL REQUIREMENTS
35% option	35% of list price	Available at any price point, no restrictions
70% option	70% of list price, minus a delivery fee based on file size	Only available within a specific price band (roughly \$2.99–\$9.99 in most marketplaces) and other eligibility rules

The 70% tier's own delivery fee matters more for image-heavy books (like low-content interiors) than for plain-text narrative manuscripts, since file size scales with images — it's worth checking the actual fee against your specific file before assuming the full 70% applies.

Paperback Royalties Work Differently

A paperback's royalty is roughly: list price, minus the printing cost, minus a percentage taken by KDP. Printing cost itself scales directly with page count and trim size — a longer book or a larger page size costs more to print, which eats directly into the per-unit margin. This is the same page-count dependency Chapters 5 and 6 already flagged for formatting and cover spine width, showing up again here in pricing.

Pricing Low-Content vs. Narrative Differently

Low-Content Books

Typically priced lower per unit — buyers expect a modest price for a mostly-template product. For paperback, watch the printing-cost floor closely, especially at larger trim sizes or higher page counts, since it can eat a large share of a low list price.

Narrative Books

More pricing flexibility, especially for the e-book edition. A well-reviewed, well-positioned narrative title can sustain a higher price than a low-content book of the same page count.

Kindle Unlimited & Page-Read Royalties

Enrolling a book in KDP Select makes it exclusive to Amazon, but eligible for Kindle Unlimited — instead of a per-sale royalty, KU pays a per-page-read royalty from a monthly fund shared across every enrolled book. This is a genuinely different income model, and it matters far more for narrative books (where readers actually read through many pages) than for low-content books (which typically have very little "read-through" behavior to earn KENP royalties from at all).

EXCLUSIVE (KU) VS. WIDE DISTRIBUTION IS A REAL TRADEOFF

KU exclusivity can genuinely boost a narrative book's visibility and income through Amazon's own KU readership, but it means giving up distribution on other platforms (Apple Books, Kobo, etc.) while enrolled. Low-content books, which earn little from KU's read-based royalty anyway, usually have less to gain from exclusivity and more to gain from being available everywhere.

Exact figures change

Royalty percentages, price bands, delivery fee formulas, and the KU per-page rate are all set and adjusted by Amazon directly. Verify the current numbers on KDP before pricing a book, rather than relying on previously known figures.

Coming up next

Chapter 9 covers launching a finished, priced book — a launch-week strategy and building reviews the right way.

CHAPTER 9: LAUNCHING AND BUILDING REVIEWS**Selling E-books on Amazon (KDP)**

Course 1 · Chapter 9 · Launching and Building Reviews

Chapter 7 explained that early sales velocity feeds directly into how visible a book becomes afterward — which makes launch week genuinely more important than any single day after it. This chapter covers making that first week count, and building reviews in a way that actually stays within Amazon's rules.

Before Launch Day

- Title, subtitle, and all seven keyword slots finalized (Chapter 7) — don't launch and optimize afterward
- Cover tested at thumbnail size and compared against category top sellers (Chapter 6)
- Formatting fully proofed, front and back matter complete (Chapter 5)
- Category selection confirmed (Chapter 3)
- A plan for who you'll tell on launch day, ready to go the moment the book is live

Making changes to keywords, category, or cover right after a book starts gaining early momentum can reset that momentum — it's worth getting the listing itself right before launch, not treating launch day as a first draft to be adjusted afterward.

Building Reviews: Compliant vs. Risky**Compliant**

- A simple "if you enjoyed this book, a review helps other readers find it" request in the book's own back matter

Risky (violates KDP policy)

- Paying for reviews, in cash or in kind

- Building an email list of genuine readers who opt in to hear about future releases
- Sharing the book honestly in relevant communities (per Chapter 3's own research sources)
- Letting real, unincentivized purchases generate real reviews organically over time

- Offering a free copy or discount specifically in exchange for a review
- Asking friends or family with a financial connection to the book to review it
- Joining review-swap groups or services

Review manipulation risks the whole account, not just one listing

Unlike most policy issues, which affect a single title, review manipulation is treated as a serious violation that can lead to suspension or termination of an entire KDP publishing account — every title, not just the one involved. It's a genuinely higher-stakes risk than it might first appear, and not worth the shortcut.

REVIEWS COMPOUND THE SAME WAY SALES VELOCITY DOES

A handful of genuine early reviews, gathered compliantly, feeds back into the same discovery mechanics Chapter 7 described — social proof for future buyers and a positive signal to Amazon's own ranking. Patience with real reviews beats any shortcut, since the shortcut risks the account the reviews were meant to help.

Coming up next

Chapter 10 — the final chapter — turns everything from Chapters 1–9 into a concrete 30-day plan from choosing a niche to a published, live first book.

CHAPTER 10: YOUR 30-DAY PUBLISHING PLAN

Selling E-books on Amazon (KDP)

Course 1 · Chapter 10 · Your 30-Day Publishing Plan

Everything from Chapters 1–9 comes together here as one sequence. Thirty days is a realistic full cycle for a low-content title from a standing start; for a narrative book it's realistically enough to reach a published, live shorter work or to complete the full publishing-mechanics practice run while a longer manuscript continues alongside it — the mechanics themselves (Chapters 5–9) apply identically either way.

Days 1–5

Choose your path and niche

Decide between narrative and low-content using Chapter 2's self-assessment, then research a specific, right-sized category and niche using Chapter 3's demand signals.

Days 6–15

Produce the content

Follow Chapter 4's narrative or low-content workflow — outline and draft chapter by chapter, or build and vary your template — with real human editing or proofing at every stage, not raw AI output.

Days 16–20

Format the interior and design the cover

Format for your target format(s) per Chapter 5, then design a cover tested at thumbnail size against your category's current top sellers per Chapter 6 — remembering both depend on your final, locked page count.

Days 21–24

Set up the listing

Write your title, subtitle, and seven backend keywords per Chapter 7's worked example pattern, then choose a royalty tier and decide on KU exclusivity per Chapter 8.

**Days 25–
27**

Final proof and publish

Run Chapter 9's pre-launch checklist end to end — keywords, cover, formatting, category all locked — before hitting publish, since changes right after launch can reset early momentum.

**Days 28–
30**

Launch week

Tell your network and relevant communities, request reviews the compliant way from Chapter 9, and watch your BSR movement — the early signal Chapter 7 explained keeps compounding into longer-term visibility.

THE MOST IMPORTANT THING TO DO TODAY

Pick a specific niche and run it through Chapter 3's demand-signal check today — even a rough first pass. A concrete niche in hand, however imperfect, is what makes every later step (production, formatting, keywords) something real to work on rather than an abstract plan.

Course complete

That closes all ten chapters — the opportunity and realistic income expectations (Ch.1), the two paths compared (Ch.2), niche and category research (Ch.3), AI-assisted production for each path (Ch.4), formatting (Ch.5), cover design (Ch.6), keywords and Amazon SEO (Ch.7), pricing and royalties (Ch.8), launch and reviews (Ch.9), and this 30-day plan tying it all together. A combined, portable PDF of the full course is available for offline reference.

This course is intended for educational and exploration purposes. Royalty rates, price bands, category rules, and content/disclosure policies represent typical KDP mechanics at the time of writing and are set and changed by Amazon directly. Always verify current KDP terms and guidelines before publishing anything.