

# **PLR Publishing Machines**

## **How to Publish Your Ultimate Business Card to CreateSpace.com**

**By Jay Boyer**

# PLR Publishing Machines

## Contents

How to Publish Your Ultimate Business Card to CreateSpace.com .....	1
Introduction.....	3
Getting Started at CreateSpace.com.....	3
Cover Art Options.....	9
Using CreateSpace Cover Creator .....	10
Creating a Custom Book Cover.....	11
What Specifications Do You Need to Give Your Designer?.....	12
Calculating Your Book's Thickness and Spine Width.....	14
Your Book's ISBN Number .....	15
Submitting Your Book to CreateSpace .....	16
How to Get Your Book Listed on Amazon .....	23
Your Amazon.com Product Page.....	24
How to Boost the Sales of Your Book.....	24
How To Order Copies of Your Book.....	27

# PLR Publishing Machines

## How to Publish Your Book to Amazon Using Createspace

### Introduction

Welcome and thank-you for purchasing PLR Publishing Machines.

The purpose of this manual is to give you the skills and knowledge to take an original manuscript, an existing ebook, or private label rights materials, and publish it as a physical book on Amazon.com to increase exposure, boost credibility, and provide you with an additional stream of income.

I have included the many screen capture images in this manual in order to make the process of getting your first book published at Amazon as smooth as possible.

So without further ado, let's get started!

### Getting Started at CreateSpace.com

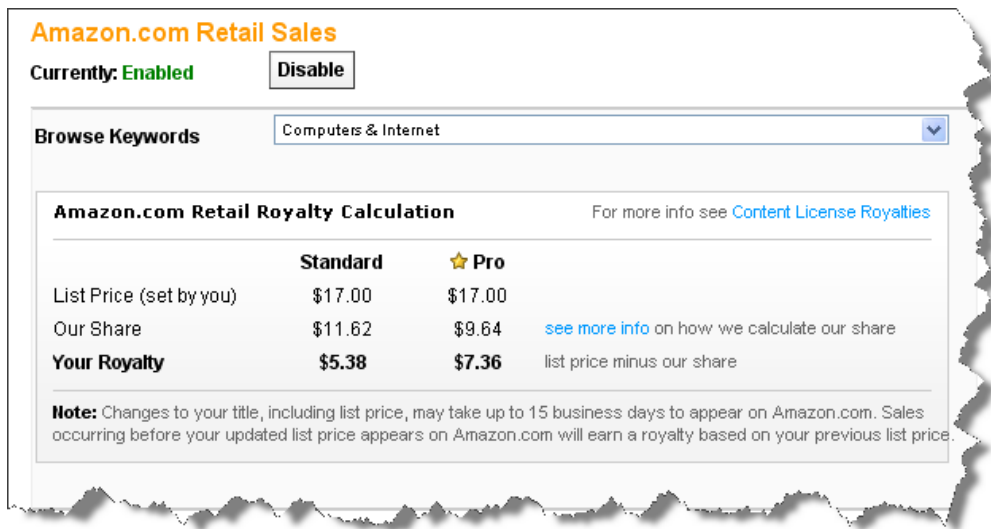
Are you ready to become a published author on Amazon? Well you've come to the right place. Like any other skill, there is a learning curve involved and your first book may take you a little time to get the hang of it, but once you learn the ropes and get your systems in place it is very "doable" to start cranking out these books in less than a day!

The good news is this isn't going to cost you an arm and a leg, and you won't need to invest in a print-run of tens of thousands of books to get started. There is

# PLR Publishing Machines

technology called Print on Demand, or POD that you can take advantage of to only print the books that get ordered from your Amazon.com sales page. In addition, POD publishers will not charge you a setup fee, and will only take a cut of the sale to cover their costs of printing the books as they are ordered.

Here is an example of what I am talking about: for a \$17 book on Amazon, here is the breakdown of how the revenue is distributed:



The screenshot shows the 'Amazon.com Retail Sales' settings page. It is currently 'Enabled' and has a 'Disable' button. A dropdown menu for 'Browse Keywords' is set to 'Computers & Internet'. Below this is the 'Amazon.com Retail Royalty Calculation' section, which includes a link for 'Content License Royalties'. The calculation table compares 'Standard' and 'Pro' plans. For a \$17.00 list price, the Standard plan results in \$11.62 for Amazon and \$5.38 for the author, while the Pro plan results in \$9.64 for Amazon and \$7.36 for the author. A note at the bottom explains that changes to the list price may take up to 15 business days to appear on Amazon.com.

	Standard	★ Pro	
List Price (set by you)	\$17.00	\$17.00	
Our Share	\$11.62	\$9.64	<a href="#">see more info</a> on how we calculate our share
<b>Your Royalty</b>	<b>\$5.38</b>	<b>\$7.36</b>	list price minus our share

**Note:** Changes to your title, including list price, may take up to 15 business days to appear on Amazon.com. Sales occurring before your updated list price appears on Amazon.com will earn a royalty based on your previous list price.

You will note that there are a number of different payment plans that we will cover in more detail later in this Ebook. If we take the Pro plan as our example, for the \$17 book, you as the author will receive \$7.36 for every sale. The remaining \$9.64 will be split between your book printer and Amazon.com. Please note that this example is for a 166 page book.

There are a number of Print on Demand companies that you can choose to publish your book through. Some of the more popular and reputable ones are:

<http://www.lulu.com>

<http://www.lightningsource.com>

<http://www.iuniverse.com>

<http://www.createspace.com>

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If the company you choose to publish your print on demand book does not have an exclusivity clause, you can in fact use more than one publisher at a time. Be sure to check the terms and conditions of your contract to ensure you retain the copyright to your ebook before you sign with any POD company.

I use [www.CreateSpace.com](http://www.CreateSpace.com) for my POD publishing. They allow you to retain the copyright on your book or ebook, and have a direct relationship with [www.Amazon.com](http://www.Amazon.com) and will get you listed on Amazon.com without any fees or additional work on your behalf. Once your book is setup with CreateSpace.com and approved, they will submit it to Amazon.com on your behalf.

Here's a great video to give you an overview of the publishing process at CreateSpace:

<https://www.createspace.com/Special/Help/Videos/BookOverview.jsp>

To create a free account at [www.CreateSpace.com](http://www.CreateSpace.com) navigate to their home page and select 'create a new account'.



You will then be required to fill in your details for your new account as shown below:

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**Create a New Account**

**The Basics** All fields are required.

**Email Address**   
This will be used as your Login ID.

**Password**

**Re-Enter**   
Let's make sure you typed that right.

**First Name**

**Last Name**

**Country**  
 ▼

**Send me Updates and Promotions**

We won't sell your contact information. [Privacy Policy](#)

Then click the 'Create My Account' button.

You will be required to agree to the Membership agreement then click continue:

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## Member Agreement

Please read the Membership Agreement contained on this page, and signify you agree to all its terms and conditions using the radio buttons below, then press Continue at the bottom.

### SERVICES AGREEMENT

This Services Agreement (the "Agreement") contains the complete terms and conditions that apply to your use of the CreateSpace Services (the "Services"), described at <http://wwwcreatespace.com/specifications>. As used in this Agreement, "we" and "CreateSpace" means On-Demand Publishing LLC, d/b/a CreateSpace, and "you" means the person or entity accepting this Agreement. In order to use the Services you must:

- agree to the terms and conditions in this Agreement by clicking the button at the bottom of this page;
- register for an account at our web site, the homepage of which is at [wwwcreatespace.com](http://wwwcreatespace.com) (together with any successor or replacement website, the "Site") by providing your real name, address, phone number, e-mail address and other required information; and
- be able to lawfully enter into contracts. For example, minors are not allowed to register for or use the Services.

#### 1. Amendment; Notice of Changes.

We reserve the right to change the terms and conditions contained in this Agreement or any policies or guidelines governing the Services, including without limitation, any of the information posted on the [Products](#) and [Help](#) sections of the Site, at any time and in our sole discretion. Any changes will be effective upon posting of the revisions on the Site. Notice of changes to this Agreement will be posted on the Site for thirty (30) days. You are responsible for reviewing the notice and any applicable changes. Changes to referenced policies and guidelines or any other information in any Products, Help, or other web pages may be posted without notice to you. YOUR CONTINUED USE OF THIS SITE AND THE SERVICES FOLLOWING

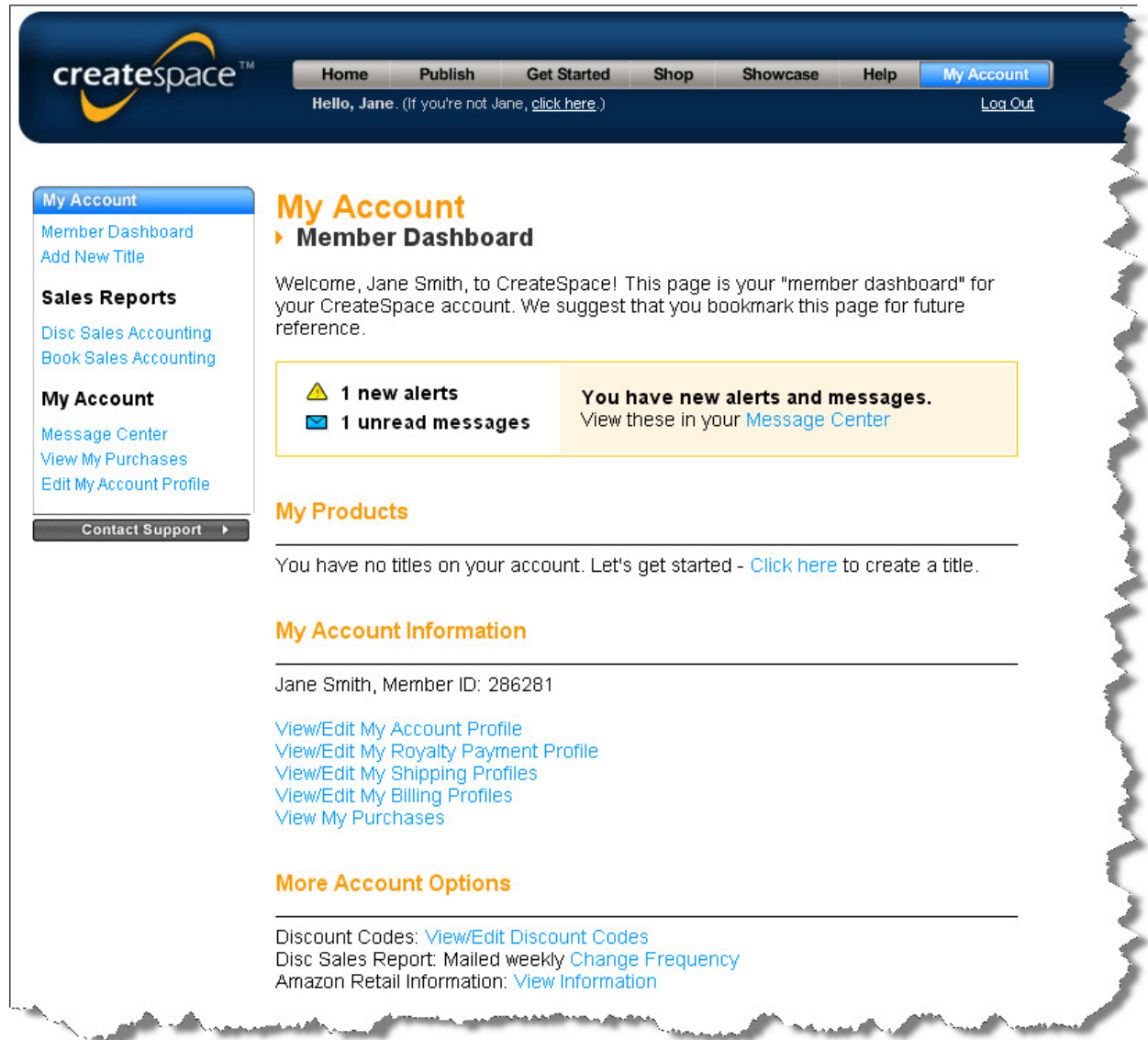
I agree to all terms and conditions of this Membership Agreement and agree to comply with them at all times.

I do not agree to these terms.

**Continue**

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You will be immediately taken to your CreateSpace Account Page – more on this later:



The screenshot shows the 'My Account' page on the CreateSpace website. At the top, there is a navigation bar with links for Home, Publish, Get Started, Shop, Showcase, Help, and My Account. Below the navigation bar, a personalized greeting reads 'Hello, Jane. (If you're not Jane, [click here.](#))' and a 'Log Out' link is visible. On the left side, there is a sidebar menu with sections for 'My Account' (containing links for Member Dashboard, Add New Title, Sales Reports, and My Account), 'Sales Reports' (with links for Disc and Book Sales Accounting), and 'My Account' (with links for Message Center, View My Purchases, and Edit My Account Profile). A 'Contact Support' button is located at the bottom of the sidebar. The main content area features a 'My Account' heading followed by a 'Member Dashboard' section. A welcome message for Jane Smith explains that this page is her member dashboard and suggests bookmarking it. A yellow alert box indicates '1 new alerts' and '1 unread messages', with a link to the Message Center. Below this, the 'My Products' section states that Jane has no titles on her account and provides a link to create one. The 'My Account Information' section lists Jane Smith's Member ID (286281) and provides links to view/edit her account profile, royalty payment profile, shipping profiles, billing profiles, and purchases. Finally, the 'More Account Options' section includes links for discount codes, disc sales reports, and Amazon retail information.

**createspace™** Home Publish Get Started Shop Showcase Help **My Account**  
Hello, Jane. (If you're not Jane, [click here.](#)) [Log Out](#)

**My Account**  
[Member Dashboard](#)  
[Add New Title](#)  
**Sales Reports**  
[Disc Sales Accounting](#)  
[Book Sales Accounting](#)  
**My Account**  
[Message Center](#)  
[View My Purchases](#)  
[Edit My Account Profile](#)  
[Contact Support](#)

## My Account

### ▶ Member Dashboard

Welcome, Jane Smith, to CreateSpace! This page is your "member dashboard" for your CreateSpace account. We suggest that you bookmark this page for future reference.

**1 new alerts**  
**1 unread messages**

**You have new alerts and messages.**  
View these in your [Message Center](#)

### My Products

You have no titles on your account. Let's get started - [Click here](#) to create a title.

### My Account Information

Jane Smith, Member ID: 286281

[View/Edit My Account Profile](#)  
[View/Edit My Royalty Payment Profile](#)  
[View/Edit My Shipping Profiles](#)  
[View/Edit My Billing Profiles](#)  
[View My Purchases](#)

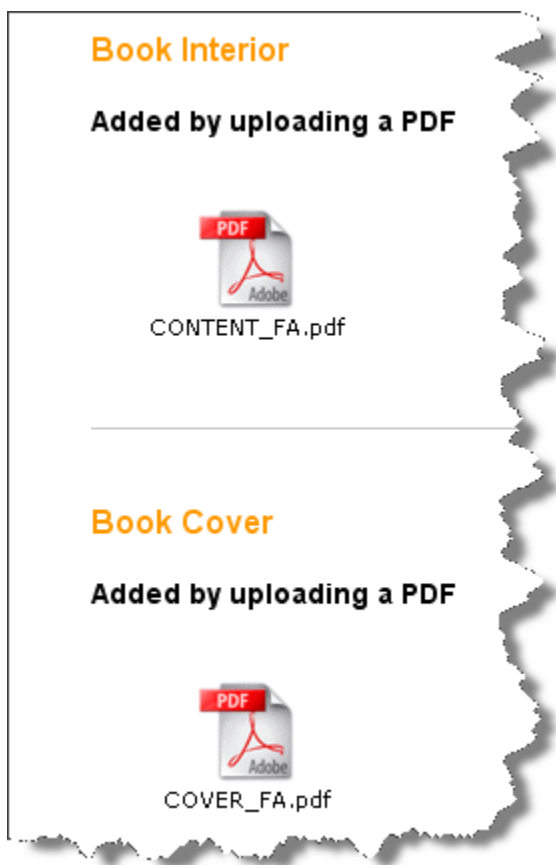
### More Account Options

Discount Codes: [View/Edit Discount Codes](#)  
Disc Sales Report: Mailed weekly [Change Frequency](#)  
Amazon Retail Information: [View Information](#)

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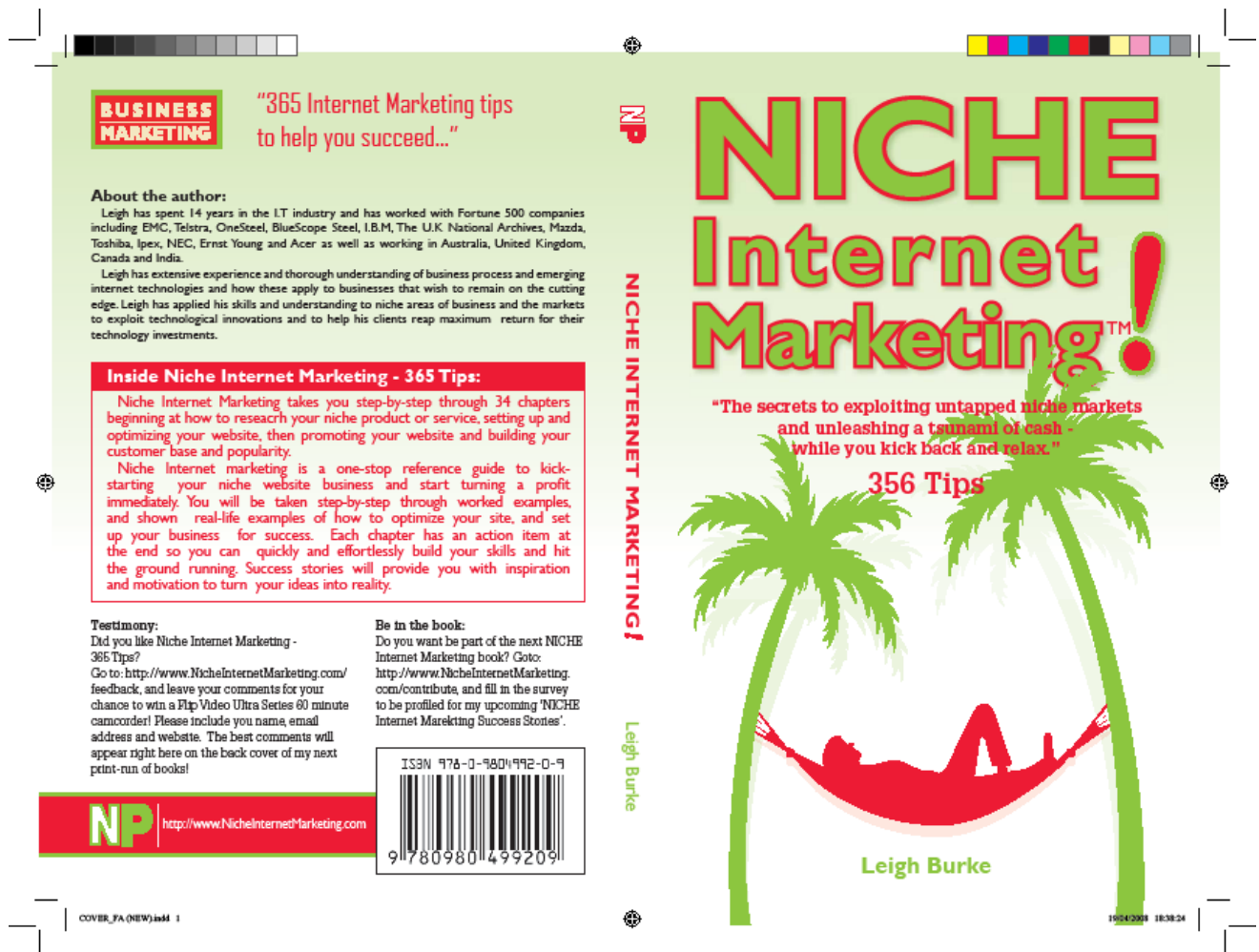
## Cover Art Options

Your finished, printed book will consist of both a cover file and an interior file. Both of these will need to be uploaded to your CreateSpace account to be reviewed, and then made active once you approve the proof.



Your cover file is a wrap-around file that consists of your front cover, back cover, as well as the spine of the book. Here is an example of what a finished cover file will look like:

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## Using CreateSpace Cover Creator

It's actually very easy to create your own cover using the tools that you find at the CreateSpace Cover Creator, and it is the only way to go if you want to get your book up in a hurry without too many headaches. There are over 2000 images to choose from, and it's very simple and user-friendly to navigate. Another advantage of using their Cover Creator is that you don't have to worry about getting all the formatting issues ironed out on your own, because they will do it automatically for you will. I recommend that you use the Cover Creator tool in order to get your "Ultimate Business Card" published as quickly as possible, so

# PLR Publishing Machines

that you can start using it to promote yourself and your business right away & crank out big paydays fast.

Another option is to go to a site like Fiverr or ODesk and outsource these covers...Believe it or not, I have created very professional looking covers for my books and my customer's books for a measly 5 bucks by outsourcing it at these websites. Just understand that you may have to "test" a couple different contractors before you find one that will be able to create an awesome design for your book. That's okay...it's only 5 bucks, and a "professional" book designer will charge you hundreds or even thousands of dollars to do the same thing.

However, if you would like to go the "pro" route for your book cover design, I recommend that you use an experienced book designer (if you don't have experience doing this yourself), or else purchase a template designed specifically for use with CreateSpace. The following are the steps that you will need to follow if you would like to have your book cover professionally designed (or if you feel confident in your ability to do it yourself).

## Creating a Custom Book Cover

When you choose your designer, you will need to point them in the direction of the submission requirements for the book located here:

<http://www.createspace.com/Help/Book/BWSubmission.jsp>

The majority of designers will use Quark or Adobe Indesign to create your cover and interior file for you. They can output these to PDF which will allow you to proof your files before submitting them to CreateSpace. If you want to make your own adjustments, or use the files you get from your designer again for your next book, I recommend you invest in a copy of Adobe Indesign. You can a cheap, legal copy from here: [http://software-cheap.net/info-Adobe InDesign CS2 v4.0.html](http://software-cheap.net/info-Adobe%20InDesign%20CS2%20v4.0.html)

# PLR Publishing Machines

To find designers for your book, the best option is to create an ad on one of the popular outsourcing sites such as:

<http://www.elance.com>

OR

<http://www.getafreelancer.com>

You will need to place an ad and be very specific about what you require. I suggest including the link to the specifications above, and to ask for previous examples of their work. For a 150 page book with cover, you shouldn't need to pay more than \$100. This obviously depends on who is available and what bids you receive when you place your ad. Here is an example of an ad you could place when searching for a designer:

<b>Description:</b>	<p>Format a 70+ page A4 e-book into the specifications detailed here using InDesign for output to PDF:</p> <p><a href="https://www.createspace.com/Img/Templates/Book/BW/BookCover5_25x8_BW_140.zip">https://www.createspace.com/Img/Templates/Book/BW/BookCover5_25x8_BW_140.zip</a></p> <p>I want to keep the font size the same so the resultant book will probably double in size to become 140 pages+. You will be required to arrange the pictures and text on the pages so they look clean, organised and professionally laid out.</p> <p>You will also be required to create an eye-catching cover for the book.</p> <p>The winning bidder will be required to sign a non-disclosure agreement.</p> <p>Please provide details and examples of similar work that you have undertaken including book cover design and layout.</p> <p>Good luck, happy bidding.</p>
<b>Job Type:</b>	<ul style="list-style-type: none"><li>• Graphic Design</li><li>• Proofreading</li></ul>

## What Specifications Do You Need to Give Your Designer?

You will need to get your designer to create your cover file based on the size of book you wish to sell. CreateSpace allows you to create books with the following dimensions:

# PLR Publishing Machines

Standard Trim Sizes			
Color Interior		B&W Interior	
5.25" x 8"	5.5" x 8.5"	5.25" x 8"	5.5" x 8.5"
6" x 9"	7" x 10"	6" x 9"	7" x 10"
8" x 10"	8.25" x 8.25"	8" x 10"	8.25" x 8.25"
8.25" x 6"		8.25" x 6"	

We can also accept the following trim sizes: 5" x 8", 5.06" x 7.81", 6.14" x 9.21", 6.69" x 9.61", 7.44" x 9.69", 7.5" x 9.25".

A popular size for books is 8.25" x 6". Keeping your interior black and white will allow you to keep costs down. If your interior is mainly text, I would recommend you choose this option. The cover, back cover and spine of course will be full color and UV coated.

Once you have your designer, you will need to send them the Word version of your Ebook, along with detailed instructions for the concept of your book cover.

You'll notice in the cover file on page 11, on the spine there is an 'NP' logo – presumably for the logo of the publisher. In this instance my client was the publisher, and self-publishing as you will be. So I requested the designer include this logo to give the book a more professional look. You will want to do the same. Think of a logo, or even use your own initials and include it on the back cover and spine of the book.

You will also need to give your designer direction for what to include as content on your back cover, and the tagline for your front cover etc.

For the back cover, be sure to include your best 2 testimonials that you received for your ebook. Also include an Author Biography, along with a short blurb about what is included in the book. You should also include your website URL somewhere on the back cover. Include your LOGO as suggested earlier. Also include your books category in the top left hand corner. The example on page 11 is categorized under Business Marketing.

# PLR Publishing Machines

If you have created an Index for your Ebook in Microsoft Word, this will not import into your Indesign file, as you will lose the correct page numbering. Your designer or you can create an Index using Indesign if you have the special plugin located here: <http://www.virginiashsystems.com/ordering.html> ask your designer to use this tool to automatically create a noun-based index for you.

## Calculating Your Book's Thickness and Spine Width.

Your designer or you (depending on who is creating the cover and interior files) will need to calculate the spine width for your cover file. You can send the formula to do this to your designer, it can be found here:

<http://www.createspace.com/Help/Book/BWSubmission.jsp>

The calculation varies depending on whether you are using white paper or cream paper. I prefer cream paper, as I feel it is easier on the eyes when reading, but you may prefer white paper. You need to decide up front what paper your book will be printed on.

Regarding spine width CreateSpace states:

### **B. Spine Width and Variance**

It is important to keep in mind that each book printed is individually bound. Therefore you should avoid hard vertical lines separating your front or back cover panels from your spine and should allow for at least a .125" variance of your spine on each side (for example, the text on a 1" spine should be no larger than .75" wide). For books with a page count of less than 130 pages, we strongly recommend a blank spine.

Your spine width should be calculated into decimal inches based on the number of pages in your book and using the appropriate formula below.

- For books printed on white paper, multiply page count of your book by 0.002252
- For books printed on cream paper, multiply page count of your book by 0.0025

*Example of spine width calculation for a 60-page book printed on white paper*

$$60 \times 0.002252 = 0.135" \text{ spine width}$$

# PLR Publishing Machines

If you pass the formula to calculate the spine width onto your designer, be sure to cross-check it yourself as well. CreateSpace will also cross-check this when you submit your files for review, and warn you of any discrepancies.

## Your Book's ISBN Number

Every book needs an ISBN number. ISBN stands for International Standard Book Number (ISBN) and is a 10-digit system (13-digit system if assigned after 2007) allowing publishers, libraries, and book dealers to identify books.

Each ISBN is unique to a specific book.

The ISBN is typically found over the bar code on the book's back cover as in the example below and on the title or copyright page.



CreateSpace can supply you with an ISBN number for free, which is a no-brainer option for me. For the purpose of creating your “Ultimate Business Card”, you really do not need to purchase a unique ISBN #, but instead simply use a free one supplied by CreateSpace. However, if you would like to have a unique ISBN (and be listed as the publisher of the book instead of CreateSpace), here's how:

To apply for your own ISBN, goto one of the following websites:

[http://www.thorpe.com.au/isbn/isbn\\_applic.htm](http://www.thorpe.com.au/isbn/isbn_applic.htm)

<http://www.isbn.org/standards/home/isbn/us/application.asp>

<http://www.isbn.nielsenbookdata.co.uk/controller.php?page=123>

# PLR Publishing Machines

Or search for your countries own ISBN application agency. Be sure to apply for both the ISBN number AND the barcode, so you will have the graphic to give to your designer to apply to the back cover of your book.

CreateSpace states the following regarding ISBN number printing on your book cover:

## Barcodes

When your title is printed, our system will superimpose an ISBN barcode in the lower right-hand corner of your book's back cover. There is no cost for the assignment of this ISBN, and you can use your own ISBN if you have one.

The ISBN barcode will be in a white box 2" wide and 1.2" tall. The bottom of this ISBN barcode is located 1/4" up from the bottom trim line of the cover. The right side of the ISBN barcode is located 1/4" to the left of the spine. Please ensure that you don't have any important images or text in the ISBN barcode location. You can also refer to our [Artwork Templates](#) for the exact size and position of the ISBN barcode on your final cover.

If you would like to use pre-existing artwork, which includes an ISBN barcode in a different location than specified by our template, please [contact Member Services](#) for more information and directions. Please also make sure that the spine width of your current cover matches our spine width requirements and is the correct trim size for your book.

The Artwork Templates can be found here:

<https://www.createspace.com/Help/Book/Artwork.do;jsessionid=9C4E759FF27C6433FCE9E57DDFE91F07.cspworker01>

And allow you to select your book type, size, number of pages and paper color.

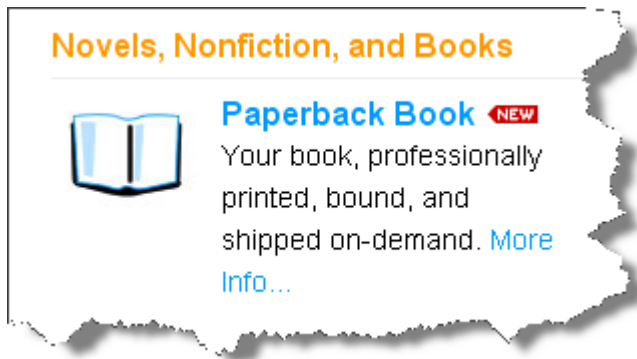
## Submitting Your Book to CreateSpace

Once you have created your cover art, you will be able to log into your account and upload them to CreateSpace. Once Logged into CreateSpace, select Add New Title to begin creating your book and uploading your files:




# PLR Publishing Machines

Select the Paperback Book option:

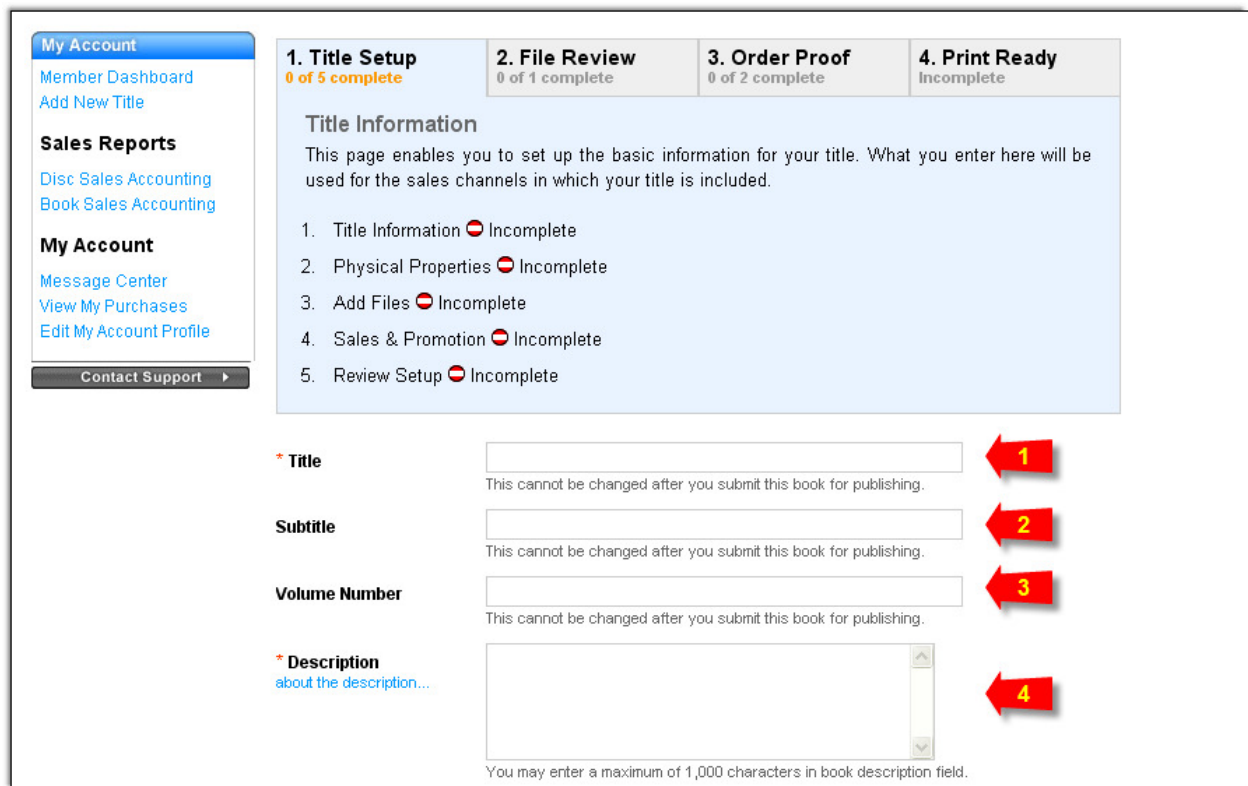


**Novels, Nonfiction, and Books**

 **Paperback Book** NEW

Your book, professionally printed, bound, and shipped on-demand. [More Info...](#)

You will then be required to enter your Title information:



**My Account**  
Member Dashboard  
Add New Title

**Sales Reports**  
[Disc Sales Accounting](#)  
[Book Sales Accounting](#)

**My Account**  
[Message Center](#)  
[View My Purchases](#)  
[Edit My Account Profile](#)

[Contact Support](#)

1. Title Setup 0 of 5 complete	2. File Review 0 of 1 complete	3. Order Proof 0 of 2 complete	4. Print Ready Incomplete
-----------------------------------	-----------------------------------	-----------------------------------	------------------------------

**Title Information**

This page enables you to set up the basic information for your title. What you enter here will be used for the sales channels in which your title is included.

- Title Information  Incomplete
- Physical Properties  Incomplete
- Add Files  Incomplete
- Sales & Promotion  Incomplete
- Review Setup  Incomplete

\* Title  **1**  
This cannot be changed after you submit this book for publishing.

Subtitle  **2**  
This cannot be changed after you submit this book for publishing.

Volume Number  **3**  
This cannot be changed after you submit this book for publishing.

\* Description  **4**  
about the description...

You may enter a maximum of 1,000 characters in book description field.

The Title (1) and Subtitle (2) should match the information inside your book manuscript. Most times you will leave Volume Number (3) blank. The Description (4) will be used to describe your book. This information will be used in Amazon.com as well, so be sure to thoroughly explain the benefits of your book,

# PLR Publishing Machines

and your qualifications as the author the same way you would on a regular sales page.

The next section will allow you to enter ISBN information:

The screenshot shows a form for selecting ISBN options. It includes the following elements:

- \* ISBN** (with a link "what's this?")
- Option 1:  Assign my book an ISBN-13/EAN-13 immediately. IMPORTANT: If you select this option, an ISBN-13/EAN-13 will be immediately assigned to your book upon clicking the Save & Continue button at the bottom of this page. Once the page has been saved, the selection cannot be changed.
- Option 3:  I already own an ISBN-10 for this book. (Includes a text input field)
- Option 2:  I already own an ISBN-13/EAN-13 for this book. (Includes a text input field)
- Additional text: "This cannot be changed after you submit this book for publishing. If you have an ISBN that you purchased from R.R. Bowker or the International ISBN agency specifically for this book, you may use it in publishing your book through our tool. Please note you will be required to also enter an imprint (or publisher) name and that we will verify the ownership and authenticity of the ISBN you enter."
- Imprint Name** (with a link "what's this?") and a text input field.
- \* Category** (with a link "I can't find my category") and a "Choose..." button.
- Reading Level** and a dropdown menu with the text "Please choose a Reading Level".

Red arrows with numbers 1 through 5 point to the following elements:

- Option 1 radio button
- Option 2 radio button
- Option 3 radio button
- Imprint Name text input field
- "Choose..." button

If you want CreateSpace to assign your ISBN number for you, select option 1. If you recently applied for your own ISBN number, select option 2, and enter your ISBN number in the text field. Option 3 will most likely not be used unless you have an older unassigned ISBN number you want to use.

The Imprint name (4), is the entity that owns the ISBN number. If you applied for your own ISBN number, enter your name or company name there if you applied under a company name. If you are choosing CreateSpace to apply your ISBN number leave the Imprint Name field blank.

Click the Choose button (5) to assign the category to your book:

# PLR Publishing Machines

\* **Category**  
I can't find my category

Antiques & Collectibles >  
Architecture >  
Art >  
Bibles >  
Biography & Autobiography  
Body, Mind & Spirit >  
Business & Economics >  
Comics & Graphic Novels >

General  
Americana  
Art  
Autographs  
Books  
Bottles  
Buttons & Pins  
Canadiana

Antiques & Collectibles / General

Select Cancel

The category you choose should match the category you had designed in the upper left-hand corner of your book.

The next section will allow you to enter additional options. The main ones you will be interested in are the Author First Name and Last Name (1) and the Author Biography (2):

**Reading Level** Please choose a Reading Level

**This book previously published on** -

**Country of Publication** United States

**Publication Date** Month Day Year  
We will automatically assign the publication date for your book when your file is approved for publishing unless you specify one here.  
This cannot be changed after you submit this book for publishing.

**Language** English  
Choose primary language

**Search Keywords**  
about search keywords...

**Number Of Authors** 1 **Update**  
The first Author's name will be used to display your book on Amazon; all author names will appear in your estore listing.  
These fields cannot be changed after you submit this book for publishing.

\* **Author 1**  
what's this?

\* **First Name**

\* **Last Name**

**Author Biography**  
where does this appear?

You may enter a maximum of 2,500 characters in the author biography field.

# PLR Publishing Machines

You will next be required to specify the physical properties of your book:



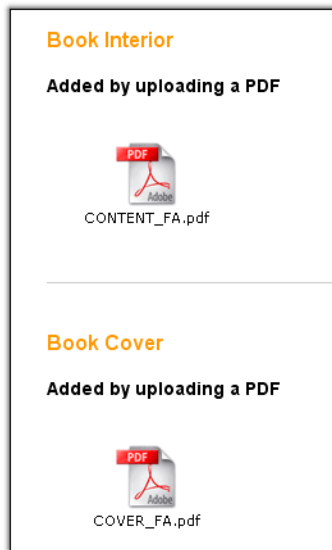
The screenshot shows a form with the following fields and values:

- \* Number of Pages**: 166 (with a red arrow labeled '1' pointing to the input field)
- \* Interior Type**: Black and White with Bleed (with a red arrow labeled '2' pointing to the dropdown menu)
- \* Trim Size**: 5.25" x 8" (with a red arrow labeled '3' pointing to the dropdown menu)
- Binding**: US Trade Paper (with a red arrow labeled '4' pointing to the dropdown menu)
- \* Paper Color**: Cream (with a red arrow labeled '5' pointing to the dropdown menu)

Additional text in the form includes: "Page count must be an even number." under Number of Pages; "Bleed is extra image or background that extends beyond the trim marks of a page." under Interior Type; and "what's this?" under Trim Size.

Enter your number of interior pages (1), the interior type (2) [generally set to black and white bleed], your trim size (3) and binding (4) [generally US Trade Paper], and your paper color (5) you selected earlier when doing your spine width calculation.

Next you will upload your book interior file and your book cover file that were supplied back to you from your designer, or that you created using a template:



The screenshot shows two sections for file uploads:

- Book Interior**: Added by uploading a PDF. A PDF icon is shown with the filename "CONTENT\_FA.pdf".
- Book Cover**: Added by uploading a PDF. A PDF icon is shown with the filename "COVER\_FA.pdf".

You will next have the opportunity to set sales and promotion settings for your book.



# PLR Publishing Machines

If you plan on selling more than a handful of books, you should select the Pro Plan:

**Publishing Plan**  
The selected plan affects the royalty you earn for sales of this book and the cost for you to order copies of your book.

Currently: ★ **Pro**      **\$2.84 per copy**

Keep more of each sale and pay less when you order copies.

Your cost to order multiple copies:		
	Standard	<b>\$4.82 per copy</b>
	Pro	<b>\$2.84 per copy</b>

See below for the royalty you earn for sales.

Copies of your book will be cheaper when you order wholesale, and your royalties will be higher when you sell copies on Amazon.com. You can see the difference in royalties in the above screenshot as an example.

The Pro Plan will also give you the opportunity to join Amazon's Expanded Distribution Channel. The EDC offers you the potential to distribute your book to a larger audience beyond Amazon.com and your eStore including: retailers, bookstores, libraries, academic institutions, wholesalers and distributors. With the EDC you have the potential to distribute your work to thousands of retail and wholesale outlets throughout the U.S.

It costs \$39.00 dollars per book to register for the Pro Plan, and \$5.00 a year after that. I think it is worth it though, and it is also something that you can upgrade to at a later date as long as you have a minimum book length of 48 pages.

You will next have the opportunity to set your list price. You should research similar books and your competition on Amazon.com to ensure you remain competitive in the market, but that you leave enough of a margin to make a profit

You will also be shown the royalties you will make on Amazon.com sales based on your list price, and E-Store sales (Sales from the CreateSpace website):

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## List Price

\* **List Price**

[how to set the price...](#)

Minimum publish-at price for this title is \$5.46

As the author or publisher, you set the list price for your title. If your title has a list price above our publish-at rate, you are eligible for royalty payments on sales of that title. Sales of titles whose list price is at our publish-at rate will not earn royalty payments. We may decline publication of titles whose list price is below our publish-at rate. The publish-at rate may change based on the distribution channel(s) selected.

## Amazon.com Retail Sales

Currently: **Enabled**

**Browse Keywords**

### Amazon.com Retail Royalty Calculation

For more info see [Content License Royalties](#)

	Standard	★ Pro	
List Price (set by you)	\$17.00	\$17.00	
Our Share	\$11.62	\$9.64	<a href="#">see more info</a> on how we calculate our share
<b>Your Royalty</b>	<b>\$5.38</b>	<b>\$7.36</b>	list price minus our share

**Note:** Changes to your title, including list price, may take up to 15 business days to appear on Amazon.com. Sales occurring before your updated list price appears on Amazon.com will earn a royalty based on your previous list price.

## E-Store Sales

Currently: **Enabled**

**E-Store Type**

\* **Sales Region**

Only affects eStore sales

### E-Store Royalty Calculation

For more info see [Content License Royalties](#)

	Standard	★ Pro	
List Price (set by you)	\$17.00	\$17.00	
Our Share	\$8.22	\$6.24	<a href="#">see more info</a> on how we calculate our share
<b>Your Royalty</b>	<b>\$8.78</b>	<b>\$10.76</b>	list price minus our share

**Note:** Discounts you set in your member account are considered reductions to your list price for the purpose of calculating your royalty.

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You will finally get a chance to review all the settings of your new title:

5. Review Setup  Complete

You can then submit your title for review. Review of a title only takes a day or 2, after your review is complete you can then order a proof copy to review the physical book.

When you receive your printed book in the mail, proof-read the book, and get some friends, family or colleagues to proof-read the copy as well. Take note of any irregularities in the layout and pictures. If all is well, you can approve your proof. Once approved, your book will be available to order immediately from the CreateSpace.com website.

## How to Get Your Book Listed on Amazon

It takes a couple of weeks for the details of your book to be passed through to Amazon.com and for Amazon to build your books listing page, however this all happens automatically, and you will not be required to do anything. You will notice your basic listing first of all, do a search under your author name or the title of the book.

After a few more days, your book will be enrolled in the Search Inside program. This allows potential customers to search within the content of your book, and is a very powerful selling feature. They can also view the front cover, contents page, index and back cover.

# PLR Publishing Machines

## Your Amazon.com Product Page

Your Amazon.com product page will list all the details of your book, and include a small version of your cover art. In the Product Details section, you will note that the publisher will be listed as CreateSpace. You should click Update product info below your Product Details section to inform Amazon.com that YOU are the publisher only if you purchased your own ISBN number.

Would you like to [update product info](#) or [give feedback on images](#)?

### Product Details

**Paperback:** 288 pages

**Publisher:** McGraw-Hill; 1 edition (June 29, 2007)

**Language:** English

**ISBN-10:** 0071478132

**ISBN-13:** 978-0071478137

**Product Dimensions:** 8.9 x 5.9 x 0.6 inches

**Shipping Weight:** 12.6 ounces ([View shipping rates and policies](#))

**Average Customer Review:** ★★★★★  ([5 customer reviews](#))

**Amazon.com Sales Rank:** #12,524 in Books (See [Bestsellers in Books](#))

Popular in these categories: ([What's this?](#))

#5 in [Books](#) > [Business & Investing](#) > [Marketing & Sales](#) > [Marketing](#) > [Direct](#)

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#35 in [Books](#) > [Computers & Internet](#) > [Business & Culture](#) > [Web Marketing](#)

The Product Details section will list your Amazon Sales Rank. This will increase as you continually sell more copies of your book.


## How to Boost the Sales of Your Book

# PLR Publishing Machines

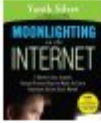
There are many ways you can boost your sales on Amazon.com., most of which Amazon will take care of for you without having to do anything at all. Here are just a few of the promotional and referral services available to you simply by listing your book in the Amazon marketplace:

- Listmania

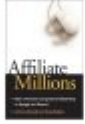
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- Tags

## Tags Customers Associate with This Product [\(What's this?\)](#)

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[recommended](#) (1)

Your tags: [Add your first tag](#)


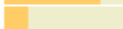

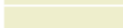

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- Customer Reviews

## Customer Reviews

5 Reviews

5 star:  (4)  
4 star:  (1)  
3 star:  (0)  
2 star:  (0)  
1 star:  (0)

**Average Customer Review**  
★★★★★ ([5 customer reviews](#))

- Kindle

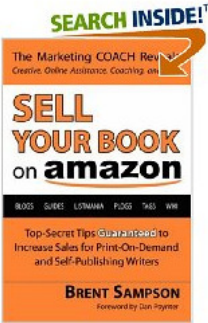


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Foreword by Dan Poynter

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**Key Phrases:** [sell your book](#), [profile page](#), [detail page](#), [Listmania List](#), [Author Profile Page](#), [Self-Publishing Simplified](#) ([more...](#))

★★★★★  (93 customer reviews)

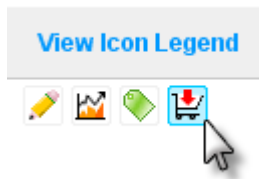
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You will then be able to select a quantity:

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Unit Price	Total Price
\$2.84	\$5.68
<b>Subtotal</b>	<b>\$5.68</b>

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