



Amazon

Lesson 28

People in prison should think about every possible way to use the digital economy as a possibility for creating an income stream. Besides creating a product as an NFT, and an audiobook, another option would be to create a softcover book and publish on the Amazon platform. Developing this skill can create an amazing income stream for people coming out of prison.

To publish a manuscript on Amazon, a person must become familiar with Amazon's Kindle Direct Publishing (KDP) system. It's a rather straightforward process, one that I've used many times. Let me break it down into several key steps.

Prepare the Manuscript

While in prison, regardless of what resources the institution provides, a person can work toward developing writing skills. Our introductory course, Preparing for Success after Prison, offers many lessons on how to accomplish that task. We also offer the website PrisonProfessorsTalent.com to assist people in building a digital library of writings. Use those resources to begin building assets that can later convert into a manuscript.

Before you begin the publishing process, ensure your manuscript is ready. This includes:

- » **Editing:** Make sure your manuscript is well-edited, free from grammatical errors, and is the best possible version of your work.
- » **Formatting:** Format your manuscript according to Amazon's guidelines. KDP accepts various file formats, but the most commonly used are Word (.doc or .docx) and PDF. Pay attention to layout, font, spacing, and chapter headings to ensure your book looks professional.
- » **Cover Design:** Have a professional cover design ready. Your cover is the first thing potential readers will see, so it's crucial to make a good impression. KDP has specific requirements for cover images, such as dimensions and resolution.

Create a KDP Account

If you don't already have one, you'll need to create a KDP account. This is a straightforward process that involves visiting the KDP website (<https://kdp.amazon.com>) and signing up with your Amazon account. If you don't have an Amazon account, you'll need to create one first.

New Title Setup

Once you're logged in to your KDP account, you'll start a new title setup. This involves several steps:

- » **Book Details:** Enter your book's details, including title, subtitle (if applicable), author name, description, and keywords. Keywords are crucial for making your book discoverable in Amazon's search.
- » **ISBN:** If you have an ISBN (International Standard Book Number), you can enter it here. An ISBN is not required for eBooks published via KDP, but it is necessary for printed versions. Amazon will also provide a free ISBN for authors who don't want to purchase their own.

Upload Your Manuscript and Cover

- » **Manuscript:** Upload your formatted manuscript file. After uploading, use the KDP's built-in previewer tool to check how your book will look on different Kindle devices and apps.
- » **Cover:** Upload your cover image. Make sure it meets KDP's quality standards and size requirements.

Choose Publishing Rights and Pricing

- » **Rights:** Specify the publishing territories (where you hold distribution rights for your book). You can choose worldwide rights or specify individual countries.
- » **Pricing:** Set your book's price. You'll also need to decide on your royalty option (70% or 35%, depending on the book's price and the territories you've selected). Consider your target audience and how pricing might affect your sales.

Kindle eBook Content and Pricing

- » Determine if your book will be enrolled in KDP Select, which is an optional program offering additional promotional opportunities in exchange for exclusivity to Amazon for the eBook version.
- » Set your list price in various currencies if you're selling internationally.

Review and Publish

- » **Review:** Carefully review all the details you've entered. Make sure there are no errors or typos, and that your book appears as you want it to in the preview.
- » **Publish:** Once you're satisfied with everything, click the "Publish" button. Your book will then go through Amazon's review process, which typically takes up to 72 hours. Once approved, your book will be listed for sale on Amazon.

After Publishing

Once you publish the book, you can:

- » **Monitor Sales:** Use the KDP dashboard to track your sales, royalties, and customer reviews.
- » **Marketing:** Consider various marketing strategies to promote your book, such as social media marketing, email newsletters, and promotional giveaways.

Remember, publishing on Amazon KDP is just the beginning. Successful self-publishing also involves marketing your book effectively and engaging with your readers to build a following.

When creating a digital file of a manuscript, the author can use that file for publication on both the Amazon marketplace, and also mint the file for publication as an NFT.

Critical Thinking Questions:

1. In what ways could publishing your story lead to an income stream?
2. In what ways would providing a book to stakeholders influence a better outcome for you?
3. In what ways would developing publishing skills help you overcome the stigma of a criminal conviction?

Advocacy Initiative:

Prison Professors encourages the exploration of blockchain technology to create positive social changes, such as improved access to education. We invite you to be a part of our initiative by documenting all that you're learning through our MasterClass on the Digital Economy.

Please share your story and responses through the manner that works best for you:

- » Email: Interns@PrisonProfessorsTalent.com
- » Regular mail: Prison Professors, ☒ Digital Economy Course, 32565 Golden Lantern, Suite B-1026, Dana Point, CA 92629
- » Edovo tablet: Prison Professors, ☒ Digital Economy Course, 32565 Golden Lantern, Suite B-1026, Dana Point, CA 92629

Investment:

On Tuesday morning, February 27, 2024, at 8:19 am, the Coinbase Exchange showed Bitcoin valued at \$56,506.90

- » Total investment in BTC: \$192,202.76.
- » Total holdings: 4 BTC
- » Total value: \$226,027.60
- » Gain or Loss: \$33824.84

The value of my holdings surpassed the total amount that I had paid by \$33,824.84 since I began investing in cryptocurrency, on January 31, 2024.

Separately, I purchased 1 ETH. It was valued at \$2,954.74 and Coinbase charged me a fee of \$66.48. My total investment: \$3,021.22. Value of ETH at end of day: \$3,256.57