

## Uploading your ebooks Links

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Go to [pawilson.ca/uploading-ebook-materials](http://pawilson.ca/uploading-ebook-materials) if you want to download the document with clickable links.

If you want to use the links on these pages, just copy them into the address bar of your browser. I've created shortened URLs for the ones that are long and ugly.

### **The distributors:**

Amazon Kobo, D2D, Smashwords

Links

Kindle there is a Get Started button under the video: [https://kdp.amazon.com/signin?language=en\\_US](https://kdp.amazon.com/signin?language=en_US)

Amazon author page: <https://authorcentral.amazon.com/>

Kobo writing life: <http://goo.gl/5fOdi7>

Draft2Digital: <https://www.draft2digital.com>

Smashwords: [www.smashwords.com](http://www.smashwords.com)

### **Before you start:**

- Consider getting an ITIN or EIN to avoid US tax withholding
  - [IRS.gov](http://irs.gov)
  - Search the forms for ITIN
- Consider opening an account in a US bank to speed up payments
- Open accounts on the distributors that you want to use
- Register and get your first 10 ISBNs <http://goo.gl/4WCaIQ>
- Get your book cover and marketing copy ready

When you are ready:

Format your document – Smashwords Style guide is free and available here: <https://www.smashwords.com/books/view/52>

### **Marketing tips:**

**Amazon:** Use the end matter to add links to your author page, and links to the books so people can buy in app.

**Smashwords/D2D:** Use the end matter to list your other books and a link to your website

**Kobo:** Use the end matter to link your other books and put a link to your site

**For fiction** – only put the front matter and a free book if you have one between your reader’s purchase and the story. The rest goes in the back

Consider offering one of your books, or the first book in a series as free through the other retailers and have Amazon price match.

For Canadian authors

[Access Copyright](#)

[PLR](#)

## **Covers**

Fiverr  
Canva  
99 designs

Uploading your ebooks Resources

## **Podcasts:**

SPF- the self-publishing formula. Mark Dawson and James Blatch  
They are great resources for the marketing aspects

The Creative Penn. Joanna Penn. Great resource for the business end of publishing

## **Courses**

Nick Stephenson, your first 10000 readers.

Mark Dawson, Facebook ads for authors.

I don’t get a commission on either of these courses, and they are quite costly, but a huge help in getting more people reading my books.