Amazon Digital Text Platform

Quick Start Guide

Introduction

This step-by-step guide will show you how to go from start to finish publishing material with Amazon DTP. If you need additional help, visit the DTP Support Forums at http://forums.digitaltextplatform.com

Account Setup

The first thing you need is a DTP account. If you're an Amazon.com login already, simply use that. If you've never used Amazon before, create a free DTP account at http://www.digitaltextplatform.com

To make sure you get paid when customers buy your content, you have to configure your account details in the 'My Account' tab on the DTP Dashboard once you're logged in.

Your Content

Here's how you can publish your content. We will go through publishing a book right now to illustrate the process.

After logging on to DTP, go to My Shelf

Then click the Add New Item button.

A box will pop open that allows you to enter your publication details. Since you just started the process, the three steps will be marked as incomplete (**x**). To change the steps from incomplete to complete, enter the relevant information next to every step below, which will prompt the incomplete marks to turn into green check marks (✔).


The first thing we do is to enter the title of our publication. We are using a title that is in the public domain for the purposes of this example – remember that you can only publish materials for which you own the electronic publishing rights.

The only required fields are the Title and the Author. To make it easier to find your publication, you may want to enter a lot more information about it. The more information you enter about your title, the more likely it is that customers will find it by searching for keywords or subjects.

You can enter your book into a category, which makes it easier to discover for readers interested in a particular genre. Similarly, you want to enter keywords that will make it stand out and easy to find. Clicking on Categories and Authors will make a new box pop up for you to enter that information.
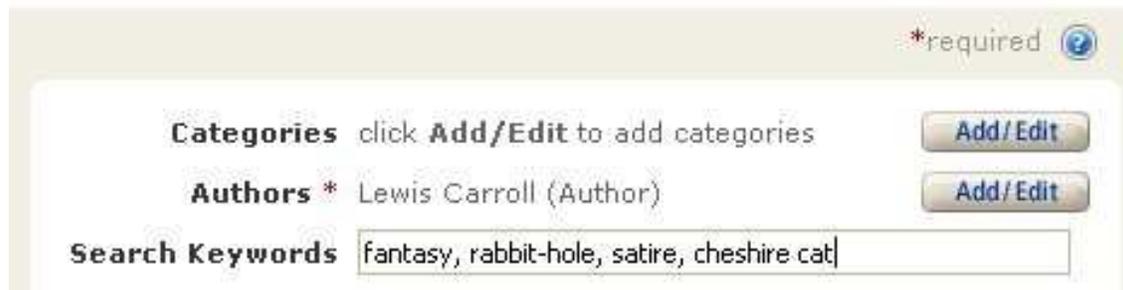

Once you've entered some information, you need to click the Save Entries button to make sure DTP retains all the information you've given it.
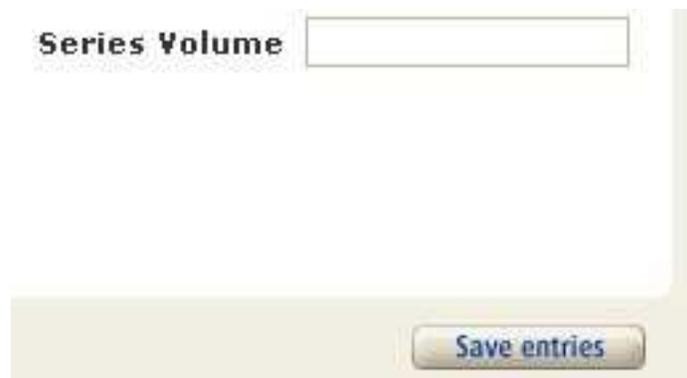
If you have more information about your publication, you can enter it into the other text boxes, for instance if it's an installment in a series, or a certain edition.

When you're done entering all of your publication's details, make sure to select Save Entries again and progress to the next stage by clicking on Upload & Preview Book.
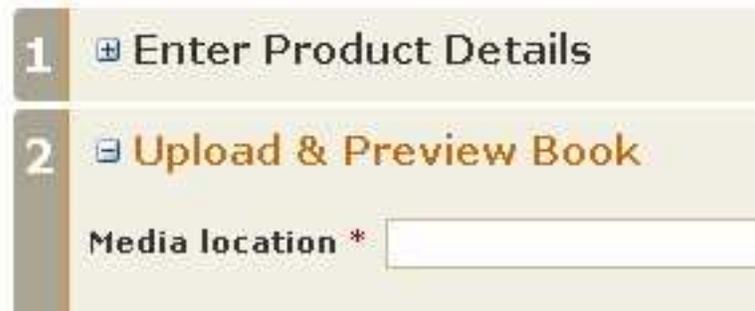
Select <u>Browse</u> to open a dialog box to locate the file that you want to upload.
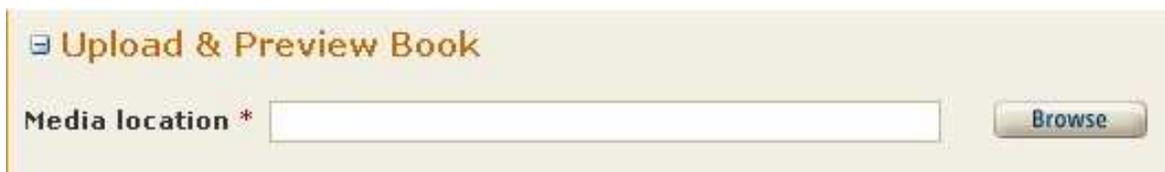
The file can be in one of many different formats, such as HTML, plain text (.txt) Microsoft Word (.doc, but not .docx), and Adobe Reader (.pdf). We strongly suggest you upload your content in HTML format, which has the best conversion results. Select the document that holds the text of your publication.
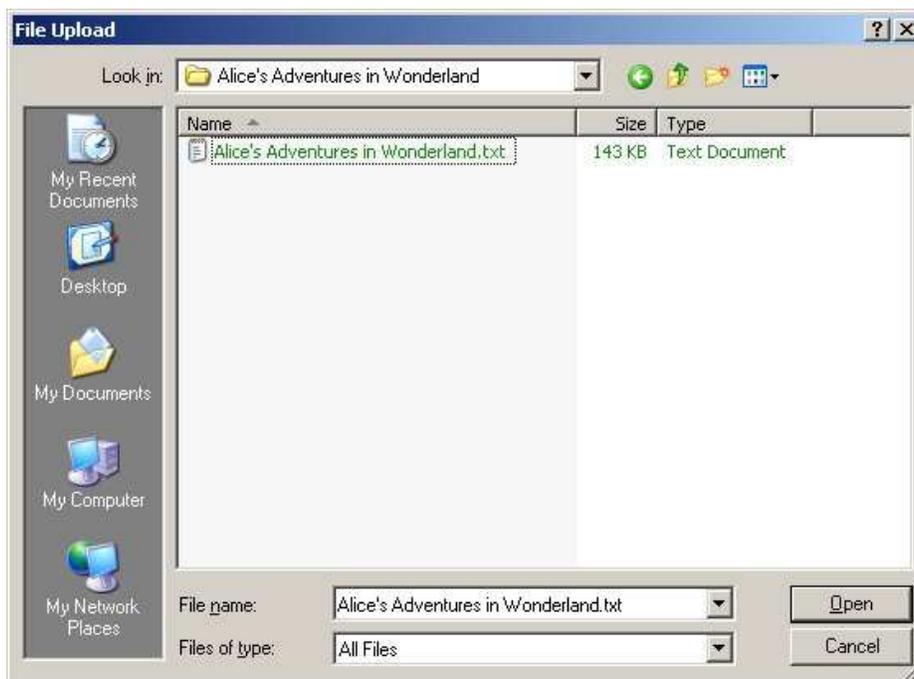
Then click the Upload button.

Depending on how large and complex your document is, uploading the file may take a little while to upload and convert to be readable by the Kindle.

Once the file has been successfully uploaded to Amazon DTP, the display will automatically change.

After the automated conversion is successful, Amazon DTP will confirm and prompt you to do additional editing of the final document. This is an optional step, but it will definitely help modify your

publication to add any desired formatting or to correct formatting that wasn't converted properly during upload.

We strongly encourage you to use the Preview button to see what your content will look like on the Kindle. After previewing your content, you need to download, modify, and re-upload your content if there are formatting or content issues and you're not fully satisfied with how it displays. Check the DTP Forums for more information on formatting downloaded and converted content

After uploading and converting your publication, click on Enter Price.

This step will ask what you want to set as the suggested retail price (the 'List Price') for your publication (this is between US-$0.99 and US-$200.) As the publisher, you will receive a set percentage of that suggested retail price, as defined in the Amazon DTP Terms and Conditions. Even if the product is sold at a different price by Amazon – for instance as part of a promotion – you will still receive the percentage of the retail price that you define here.

You can also set a price for your content. In this example, the Kindle Store is the location where the content is sold, and the price is $10.

This means that for every copy sold on the Kindle Store, you will receive a percentage of that $10 as defined in the Terms and Conditions. The Kindle Store is invoice-free; we pay you automatically (if your account has a positive balance of $10 or more) approximately sixty (60) days following the end of the calendar month during which applicable sales of your content occur (check the terms and conditions for details). Payment will be made to you by Electronic Funds Transfer (EFT) to a U.S. bank account.

Don't forget to click on Save Entries once you've set a price and selected a store. After completing all of the steps above, the progress indicator with that publication's details will transform to show green check marks (✓) next to every step where the red incomplete marks (x) used to be.
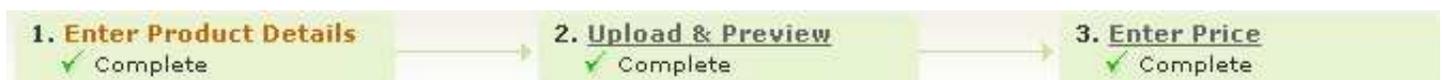
You can also tell if your publication is ready because 'Draft' will turn into 'Ready' in the status column. Here our book is in 'Draft' status because we haven't completed the Author information, which is a mandatory field.

The status of that publication will change after entering author data, as seen below.

If your publication is good to go, click the Publish button to the right of the progress indicator bar. Once you've clicked Publish, your content will appear in the Kindle Store approximately 24-72 hours later, to allow for creating an index and proper entry in the global Amazon catalog.

Please note that Amazon DTP will indicate that your content has been published after it has been processed by DTP, but it may take an additional few days for the Amazon catalog to be updated. This means that content that seems to be published in DTP is not actually fully in the catalog yet and certain parts are missing, such as the full item description. At most it should take a week for all parts of your DTP content to be on-site.

Remember that you need to finalize your account information in order to sell content and get paid. You can easily tell if you haven't entered your account data yet, as a link underneath the dashboard will remind you to do so.
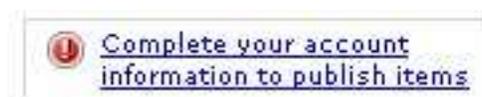
If you try to Publish without having done so, Amazon DTP will prompt you to enter that data.

You can find more information about taxes, invoices and reports of transactions and settlements in the DTP Forums and Knowledgebase. You currently need a US bank account and SSN/TIN in order to use Amazon DTP.