Ebook Publishers You Should Know Before You Write Your Ebook: Self Publishing Tips to Sell More Kindle Ebooks on Amazon (Updated edition: JUNE, 2013)

D.C. Denison

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A Guide to the Ebook Publishing Landscape

Before you start your self publishing adventure, learn **WHO'S WHO IN EBOOK PUBLISHING**.

Who are the digital publishers worth using? Who's trying to rip you off?

Get to know the players behind Kindle self-publishing on Amazon, Google Books, Apple's iBookstore, and many other platforms.

Along the way learn ebook publishing techniques, like how to seed an ebook description like this with **keywords**. (There are about a dozen in this description. Can you find them?)

That's one reason why this description seems so *hard-sell*: it's stuffed with keywords. That's how it's done by the Kindle pros you'll read about in this ebook.

You'll learn how to create headlines in "Amazon orange:"

Like This

Did you know there Is such a thing as "Amazon Orange?" That's another trick Amazon animals use to tart up their ebook marketing copy. Otherwise, design isn't a major concern on Amazon. Noticed that? The finer design subtleties don't affect sales on Amazon. It's much more about keywords and categories (I'll explain that too).

But back to the broader picture...

Pick Your Ideal Platform

Here are your ebook publishing options, in a neat bulleted list:

- Stripped-down, do-it-yourself platforms.
- Point-and-click, drag 'n' drop software packages.
- "We'll handle everything" services.

- Hybrids in between.

One of these approaches will be right for you, most likely, while others will be dead wrong: a waste of time and money.

The goal is to find the right model that:

- Doesn't require more tech than you can muster, or want to figure out.
- Enables the level of customization you would like to exert over the process.
- Doesn't lure you into spending more money than you originally expected.

Why You Should Read This Ebook

Reason #1 Because it is the most up-to-date. That's important because the ebook marketplace -- and Amazon in particular -- is constantly changing.

In the last few months, Amazon has changed its policies on free ebook promotions and reviews; it updated its Kindle publishing software; and added more **garish text formatting** options.

Check the freshness date on this ebook: **late June, 2013**.

Reason #2 You'll get an unbiased view of exactly who's behind the major ebook companies, and the business models that are driving them. This is important because some of these digital publishing platforms operate under more than one name. The biggest one -- Author Solutions -- operates under *nearly a dozen names*.

It's also more fun to read about people, rather than XML-based formats. This approach also gives you a different take on the confusing morass that is ebook publishing.

You don't have to be a tech whiz to (here comes a top keyword phrase) **sell your ebooks on Amazon**, or to succeed on the other major ebook platforms. You just need to know which ebook publishers best match up with how you want to publish.

You also don't have to spend a fortune to find your ideal publisher. Many of the best ebook creation resources are free.

Bonus Sections

Bonus #1: Free email updates that will keep you up to date on important changes in the ebook publishing world.

Bonus #2: Guides to **3 Amazon Power Players** and **5 Additional Kindle Literati**. These dedicated Amazon sections are crucial, because the ebook powerhouse has its own marketing ecosystem, one that rewards over-the-top ebook descriptions like this one.

Remember Amazon Orange, and keywords, and categories -- mentioned above? These are the people who know where those levers are.

Bonus #3: A preview of emerging ebook publishers likely to be included in the next edition.

That's it. I've used every keyword that my research indicated I should include. And I've reached the 4000 character limit.

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