

Amazon Kindle: two choices

When you publish your book on Amazon Kindle (as a digital book/eBook) you have two options:

KDP Select

This means your eBook goes in BOTH:

- Amazon's regular Kindle Store
- Amazon's Kindle Unlimited (KU) subscription service

Regular Kindle

Your eBook only goes in Amazon's regular Kindle Store

But you can also put your eBook on other platforms, such as Apple iBooks and Kobo

How does KU work?

A reader "borrows" your book rather than purchasing it directly

You are paid based on how many pages of your book they read

A 300-page book earns approximately US\$1.20-\$1.30

You still get the regular cover price if someone buys it from the Kindle Store

Author strategies

- Enrol a new book into KDP Select for the first 90 days, then go wide
- Keep one or two books in KDP Select to access the promotional tools
- Keep the first book in a series in KDP Select but go wide with the sequels

3 benefits of KU

1. Exposure to a wider audience
2. Readers may be more likely to "take a chance" on a new author, as they're not paying directly
3. Promotional tools: every 90 days you can run a free promotion on your book

3 disadvantages of KU

1. Shorter books and novellas in particular earn much less money
2. Amazon has 80%+ US market share but iBooks and Kobo are significant in Canada, UK and elsewhere
3. KU readers can't leave Verified reviews

YOU CAN STILL PUBLISH A PHYSICAL/PRINTED BOOK

- The **restriction only applies to digital books/eBooks**
- You can still create a print version of your book and sell it wherever you like
- You can also create an audiobook version and sell it wherever you like
- You can still distribute free review copies/ARCs