

AI Book Publishing

VOLUME 3

Publishing, Marketing and Monetizing

Your book is written. Your cover is designed. Your manuscript is formatted. Now comes the part that determines whether your book earns \$0 or \$1,000+ per month. This volume shows you exactly how to publish, launch, market and monetize your Amazon book for the long term.

Built by William C. DeShon — Licensed Ohio Realtor #SAL0000356801, Amazon Published Author ranked #721 in Real Estate Sales and Selling

This is a self-study PDF guide. No coaching or support is included.

TABLE OF CONTENTS

Phase 1 — Publishing on Amazon KDP — Complete Walkthrough	3
Phase 2 — Going Wide — Beyond Amazon	9
Phase 3 — Getting Your First Amazon Reviews	13
Phase 4 — Marketing Your Book With AI	17
Phase 5 — Monetizing — Building a Business Around Your Book	22
Bonus — Realistic Income Projection Table	27
Bonus — 30-Day Launch Checklist	28

Publishing on Amazon KDP — Complete Walkthrough

Amazon KDP (Kindle Direct Publishing) is the world's largest self-publishing platform. It is free to use, gives you 35-70% royalties and your book can be live on Amazon within 24-72 hours.

STEP-BY-STEP KDP SETUP

1. **Create your KDP account** — Go to kdp.amazon.com. Sign in with your Amazon account or create one. Add your tax information and bank account for royalty payments.
2. **Start a new Kindle eBook** — Click "Create" then "Kindle eBook". Fill in all metadata fields carefully — these affect your Amazon search visibility.
3. **Enter your book details** — Title, subtitle, series (if applicable), edition, author name, contributors, description, publishing rights, keywords (7 maximum), categories (2 maximum).
4. **Write your book description** — This is your sales page. Use your best marketing copy. Start with a hook, describe the transformation, list what is included and end with a call to action. AI can help you write this.
5. **Upload your manuscript** — Upload your .epub or .docx file. Use the KDP previewer to check formatting on different device types before publishing.
6. **Upload your cover** — KDP cover requirements: 2,560 x 1,600 pixels minimum, ratio 1.6:1, JPEG or TIFF format, sRGB color space.
7. **Set your pricing** — For the 70% royalty rate, price between \$2.99 and \$9.99. Under \$2.99 or over \$9.99 gets only 35% royalty.
8. **Enroll in KDP Select (optional)** — Gives your book free days and Kindle Unlimited access. Requires 90-day Amazon exclusivity. Recommended for first-time authors building an audience.
9. **Publish** — Click "Publish Your Kindle eBook". Your book will be live on Amazon within 24-72 hours.

AMAZON KEYWORD STRATEGY

Amazon gives you 7 keyword fields. Use them strategically — these are how readers find your book:

AI PROMPT — Keyword Generation:

"Generate 21 Amazon book keywords for a non-fiction book called [TITLE] targeting [AUDIENCE]. Focus on: (1) what readers type when they are looking for this type of book, (2) problems the book solves, (3) the target reader description. Format as a list of single keywords and short phrases."

Going Wide — Publishing Beyond Amazon

"Going wide" means publishing your book on multiple platforms beyond Amazon. This diversifies your income and reaches readers who prefer Barnes & Noble, Apple Books or their local library.

MAIN PLATFORMS BEYOND AMAZON

Platform	Royalty %	Reader Type	Setup
Audible (ACX)	25-40%	Audiobook listeners	Via ACX.com
Barnes & Noble Press	65%	B&N readers	Via BNPress.com
Apple Books	70%	Apple device users	Via Apple Books Connect
Kobo	70%	International readers	Via Kobo Writing Life
Google Play Books	52%	Android users	Via Google Play Books Partner
Draft2Digital	60-65%	Multiple platforms at once	Via Draft2Digital.com
IngramSpark	45-55%	Bookstores + libraries	Via IngramSpark.com

RECOMMENDATION: Use Draft2Digital to distribute to all non-Amazon platforms simultaneously in one upload. Then manage Amazon separately through KDP. This gives you maximum reach with minimum effort.

Getting Your First Amazon Reviews

Reviews are the single most important factor in Amazon book sales. A book with zero reviews almost never sells. A book with 10+ reviews sells consistently. This phase is critical.

WHY REVIEWS MATTER SO MUCH

- Amazon's algorithm shows books with reviews more often in search results
- Readers trust social proof — 10 reviews makes you more credible than no reviews
- Each review teaches you what readers love and what to improve in future books
- Reviews directly impact your Amazon Best Seller Rank (BSR)

LEGAL WAYS TO GET YOUR FIRST REVIEWS

- **Personal network outreach** — Email 20-30 people who know you and your work. Ask them to read the book (send a free copy) and leave an honest review. Keep it simple and personal.
- **ARC (Advance Review Copy)** — Before launch, send the book to 10-20 beta readers and ask for reviews. Free tools: BookFunnel.com lets you distribute review copies easily.
- **Your existing audience** — If you have an email list, social media following or existing customers — tell them your book is live and ask for reviews.
- **NetGalley** — A platform where book reviewers sign up to read and review new books. Cost: \$399/year or \$450 per book. Worth it for reaching established reviewers.
- **Goodreads Author Account** — Create a free Goodreads profile, add your book and engage with the Goodreads community. Goodreads reviews often appear in Amazon listings.

REVIEW OUTREACH EMAIL TEMPLATE

"Subject: I wrote a book — would you read it? Hi [Name], I just published my first Amazon book — [TITLE]. It covers [brief description]. Given your background in [relevant field], I think you'd find it valuable. I'd love to send you a free copy. If you enjoy it, an honest Amazon review would mean the world to me — even just a few sentences. Here is the Amazon link: [URL] Thank you for your support. [Your name]"

Marketing Your Book With AI

Most self-published authors publish their book and wait for Amazon to send traffic. That approach rarely works. Active marketing — even simple marketing — makes a significant difference in first-year sales.

AI-GENERATED SOCIAL MEDIA CONTENT

AI can generate weeks of social media content for your book in 30 minutes. Use these prompts:

LinkedIn (best for non-fiction business books)

"Write 5 LinkedIn posts promoting my book [TITLE] to professionals in [industry]. Each post should: (1) start with a hook, (2) share one insight from the book, (3) end with a soft call-to-action to check the Amazon link. Keep each post under 200 words."

TikTok / Instagram Reels

"Write 5 short video scripts (30 seconds each) for TikTok promoting my book [TITLE]. Each should: start with a pattern interrupt hook, deliver one surprising insight, end with 'Get the full system at [link]'. Punchy, fast-paced, educational."

X (Twitter)

"Write 10 tweets promoting key insights from my book [TITLE]. Each tweet should stand alone as valuable advice and not feel like advertising. End 3 of them with a soft link to the Amazon page."

AMAZON ADS BASICS

Amazon Advertising (Sponsored Products) lets you pay to appear at the top of Amazon search results. Start small:

- Start with a \$5/day budget to test
- Target: your book's keywords + competitor book titles + author names in your genre
- Bid \$0.25-\$0.50 per click to start
- Monitor for 2 weeks before scaling up
- Profitable ACoS (Advertising Cost of Sale) for books: under 70%

Monetizing — Building a Business Around Your Book

Royalties from book sales alone rarely make authors rich. The real money comes from using your book as the foundation of a larger business. This is exactly what William did with Wealth Horizons Academy.

ROYALTY STRUCTURES EXPLAINED

Format	Typical Price	Your Royalty %	Your Earnings/Sale
Kindle eBook (70% tier)	\$2.99-\$9.99	70%	\$2.09-\$6.99
Kindle eBook (35% tier)	Under \$2.99 or over \$9.99	35%	Varies
Paperback	\$9.99-\$19.99	60% minus print cost	\$2.50-\$6.00
Hardcover	\$19.99-\$29.99	60% minus print cost	\$5.00-\$12.00
Audible (exclusive)	Amazon sets price	25-40%	\$1.00-\$4.00
Kindle Unlimited (KENP)	Per page read	~\$0.0045/page	\$0.67/150-pg book

THE BOOK AS BUSINESS FOUNDATION — WILLIAM'S MODEL

William's book on AI and real estate opened doors that 39 years of selling homes never opened:

- Credibility as an AI expert in real estate — nobody questions your expertise when you are a published Amazon author
- Foundation for Wealth Horizons Academy — the book became the gateway to 75+ digital courses
- Speaking and coaching opportunities — published authors get invited to speak
- Media credibility — press, podcasts and partners treat authors differently
- Affiliate program legitimacy — affiliates feel confident promoting products from a published author

YOUR BOOK AS LEAD MAGNET

One of the most powerful strategies: Give away the Kindle version free (or at \$0.99 on a sale) to build your email list. Each person who gets the book becomes a potential buyer of your courses, coaching or premium products.

Strategy: "Get the Kindle edition free when you join our email list at [website]" — this builds your list AND creates course buyers simultaneously.

BONUS — REALISTIC FIRST-YEAR INCOME PROJECTION

These projections are based on average self-published non-fiction authors who actively market their book. Results vary significantly based on niche, marketing effort and audience size.

Income Source	Monthly Sales Est.	Avg Royalty	Monthly Income	Annual Income
Kindle eBook	30 sales	\$3.50	\$105	\$1,260
Paperback	15 sales	\$4.00	\$60	\$720
Hardcover	5 sales	\$8.00	\$40	\$480
Audible	20 sales	\$2.50	\$50	\$600
Amazon Ads Revenue	Varies	Net after ads	\$20	\$240
BOOK SUBTOTAL			\$275/month	\$3,300/year
Courses sold via book	2 sales/month x \$97		\$194	\$2,328
Premium products	1 sale/month x \$297		\$297	\$3,564
TOTAL COMBINED			\$766/month	\$9,192/year

Disclaimer: These are estimates only. Results depend on niche, marketing effort, pricing, review count and many other factors. Some authors earn less; some earn significantly more.

30-DAY LAUNCH CHECKLIST

BEFORE LAUNCH

- ☐ All 3 formats live on Amazon (Kindle, Paperback, Hardcover)
- ☐ Book description written and optimized with keywords
- ☐ Author page set up on Amazon Author Central
- ☐ 10+ ARC reviewers lined up and reading
- ☐ Social media content bank created (20+ posts)
- ☐ Email list notified with launch date

LAUNCH WEEK

- ☐ Ask personal network for reviews (send template email)
- ☐ Post daily on LinkedIn, TikTok, Instagram and X
- ☐ Start Amazon Ads at \$5/day budget
- ☐ Submit to BookBub if applicable
- ☐ Post in relevant Facebook Groups and Reddit communities
- ☐ Monitor BSR (Amazon Best Seller Rank) daily

AFTER LAUNCH

- ☐ Respond to every review (thank positives, address negatives professionally)
 - ☐ Analyze which keywords are driving sales — double down
 - ☐ Plan and promote your next book or course using this book as foundation
 - ☐ Apply for author interview opportunities (podcasts, YouTube channels)
 - ☐ Update your website and social bios with "Amazon Published Author"
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YOU NOW HAVE THE COMPLETE SYSTEM

Volume 1 gave you the foundation. Volume 2 gave you the production skills. Volume 3 gave you the publishing and monetization system. You now have everything William used to go from idea to Amazon bestseller.

Now write your book.

Wealth Horizons Academy — WealthHorizonsAcademy.org