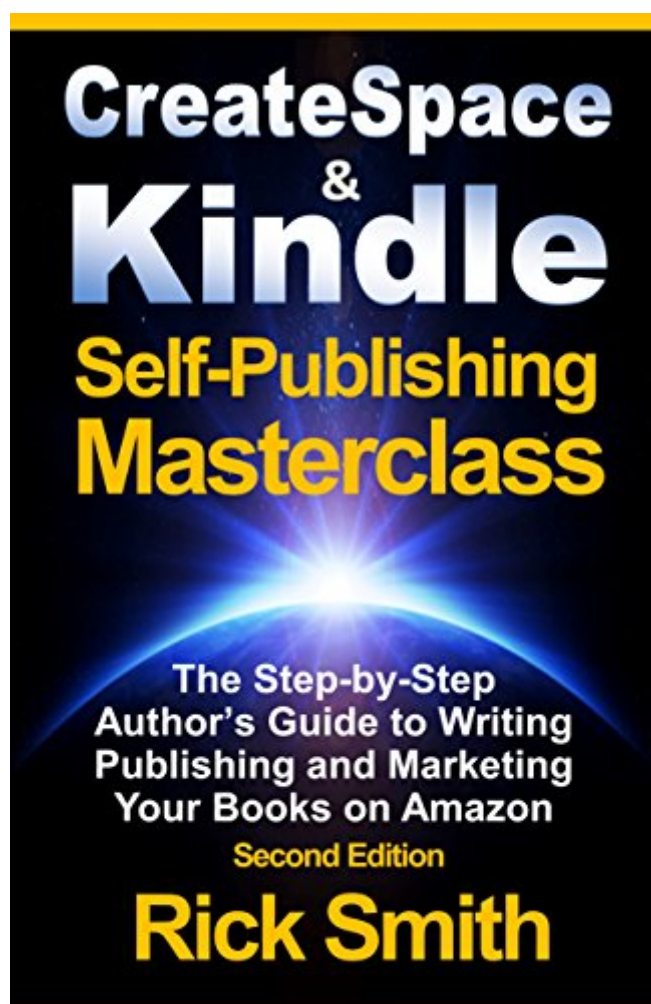


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balance the author's theme is very persuasive. Moreover, he gives lots of tools, perhaps too many. He gives advice running the gamut from picking a chair in which to write all the way to preparation of your cover and manuscript and uploading it. He covers the usual material on researching key words to see what topics sell best. He goes over the usual material on optimizing your key words, title, covers, and book description. He discusses marketing and the value of social networks – again ground covered by others. Yet, he has some opinions at variance with the majority of writers on this topic. I tend, in the absence of experimentation, to believe his experience and reasoning. The advice appears to be very sound, and is just enough different from some of the prevailing conventional wisdom to be provocative. The result is that this book helps you think through all the stages of publishing your book and the choices you can make. It should be in your writer's library along with some of its competitors. If I have any criticism, it is that certain portions of his book are TOO detailed and complete. It is sneakily encyclopedic. For instance, he covers how to format and upload your book to Createspace (and Kindle too) in immense detail, and this is right after telling you how you might come up with a topic and set yourself up to write. Obviously, this book is also a reference and would be read several times, at least in part, as you progress with your project. One very nice feature is the author's including lots of links and references to useful web sites that most of the authors of similar books have not included. And, he lists some neat tools for writing which most do not mention such as a program called "Evernote." So far I have not seen a book on self-publishing through which is as complete and useful as a permanent reference as well as an introduction to the entire process from wish to royalty.

When I published my first Kindle book, I was really wet behind the ears in the business of writing and marketing. I found the whole process a bit of a struggle and surprisingly stressful. I just wish Rick's book had been around sooner! All the guidance you will ever need, from finding and researching an idea, organising your time to maximise writing output, publishing your book in two formats and getting the whole show firmly on the road to success, is included in this book. Well-written and thoroughly researched, once you've bought a copy, this gem will be your bible for the rest of your eBook-writing life.

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a lot of free information on line for novices but nothing beats having so much of it in one place. There is a lot of unique knowledge here. I especially liked the section on formatting - my least favorite chore as a KDP author. This book is perfect for people new to KDP who are serious about presenting their work in the best way possible. For this purpose, I wholeheartedly recommend this guide. A solid 5 Stars.

I am excited about self-publishing my first book, but the thought of taking the actual step of uploading it has been daunting. Until I read this book. Now I can breathe! Createspace and Kindle Self-Publishing Masterclass provides a thorough understanding of every step in the self-publishing process--from writing to uploading on .Rick not only explains the how-to but also the why-to of the different steps. He covers every detail so that there will be (or should be) no unpleasant surprises, and he manages to do this without making me feel like an idiot. All his tips are logical, but many of them are things that wouldn't occur to me until I was in the midst of a melt-down. For example, he suggests devoting an entire uninterrupted day to the process--I have to admit, I doubt I would have had the foresight to do that. Rick has answered every single question I had, and many that I didn't know I had. I now have a firm idea of what I need to do before I sit down to upload my book so that when the day comes, I don't pull out all my hair and bite my poor husband's head off! My husband, especially, is very grateful to Rick!

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