

# Writing and Self-Publishing: CreateSpace

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# Writing and Self-Publishing: CreateSpace

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There are so many truly incredible ways to self-publish these days. The very best self-publishing opportunities happen to be on Amazon. Amazon has made itself known as the absolute best and most beloved way to buy books. Over the years, they have made it their mission to not only be the spot to buy books, but also be the spot to self-publish books of your own.

The most well-known self-publishing opportunity on Amazon is Amazon Kindle. As you may know, you can write and self-publish books for digital download for people to read on Amazon's Kindle devices and apps.

However, there's another self-publishing opportunity a lot of people don't know about. Even if they know about it, they maybe think it's more complicated and so don't put it to use for them. But today, if you are at all interested in self-publishing, then I think it's time for you to take more than a passing glance at the CreateSpace self-publishing opportunity.

But first, let me tell you a personal story about self publishing...

Long ago, in a prior century, I used to be a software consultant for large companies, and I taught employees of those large companies how to use a particular software product.

It was fairly technical in nature, so I decided that in order to make my training better, I would write a technical reference manual to give the students. The writing went well, and the total book was around a couple hundred pages, if I'm remembering correctly.

I needed to produce copies of the book for students, and I probably taught around 500 students a year or so. So it definitely wasn't something that I could just photocopy and hand out.

I investigated various self publishing methods, and decided that the most cost effective method was to have a local printer print and collate the pages, using 3-hole punched paper, purchase embossed binders separately, and then when we needed the books for a class, my small staff would just insert the books into the binders and ship them in advance of the class.

Simple enough, but the minimum purchase was 1000 books to make it cost effective, and double sided, 1000 books times 100 sheets of paper, delivered to my office at the time was not only large and heavy, but expensive.

So were the binders, but I didn't have to buy 1000 at a time of them.

I also sold the books separately, so when someone ordered one or more, we'd just put them together, pack and ship to the customer.

I forget the total cost to print the first run of 1000 books, but it was certainly a project and it was certainly expensive (I think maybe 2 cents a page just for the printing of 200,000 pages, which would be \$4000, plus the cost of the binders), and I sure wish there was such a thing as print-on-demand back then.

If that were available, I could just order 8, 10, 25 or any number of copies, have the publisher ship them to the customer, and life would have been so much simpler.

Plus, when I closed down that business venture, there were still books left over, which I stored in my attic at home for a while, and eventually ended up throwing away.

Today, Amazon's CreateSpace service is a print-on-demand service of my earlier dreams.

CreateSpace is wonderful for you whether you're already self-published on Amazon via Kindle or not. You can self-publish through CreateSpace if you already have published Kindle books.

You can self-publish via CreateSpace if you plan to have Kindle books.

Or, you can take advantage of the CreateSpace opportunity on its own.

There's still something about holding a book physically in your hands. And there are some instances where a digital copy just won't do. For example, I'm sure you're familiar with the adult coloring book craze that has swept the world. That doesn't work with Kindle... But there are authors just like you who are making a killing with adult coloring books and journals and things like that... and they're publishing via CreateSpace.

Today, I'm going to help you figure out how to get started with CreateSpace and what sort of opportunity you can turn this into. You can use this as part of your existing business. For example, there is no better "business card" than to have your own physical book to send to people and to hand to people when you're at a conference or something like that. It's really appealing and it really makes an impact on people. That's huge.

There are some really fantastic physical book niches that you can enter into and earn a great income with and you can do it all through CreateSpace.

There so many benefits to CreateSpace. It's perfect for people of all marketing levels and I think you're really going to enjoy this one. Amazon's known for many things these days, but there's a reason they're known for books.

### **Getting Started With CreateSpace**

Remember – it's in Amazon's best interest to help you make as much money as possible with their opportunities, like CreateSpace. That's why CreateSpace allows you to publish your book, your way. And it's not *just* a publishing platform, they also offer you a variety of tools and services that can help you create a professionally published book

They don't just stop there. Not only do you get to create and publish a fantastic looking book , but you also get to sell it through the Amazon website. This is a massive benefit.

You get to publish your book and get it instantly in front of highly targeted and highly interested customers, without having to have a website of your own. I hope you see the power in this.

Here's a link so you can learn more about the CreateSpace opportunity in general:

<https://www.createspace.com/>

It's important to note that you can get started with your CreateSpace account for free. You can use the CreateSpace online tools for free and upload your files for free.

Really, all you have to pay for is to receive the preview copy. You'll receive the preview copy physically at your home or office. Then, you'll

approve that copy, or make some changes if necessary, and then your item will go up for sale. CreateSpace will take a percentage of each sale you make, but beyond that you do not have to pay them anything.

Here's a link where you can learn how to get started with one of your titles for free on the CreateSpace platform:

<https://tsw.createspace.com/getstarted/productselection>

There are options to take advantage of some of the CreateSpace publishing experts if you'd like. These paid services are totally optional, of course. But they do exist for those who want to make use of them.

Here's where you can learn more about the paid services CreateSpace offers to help you get your book up for sale:

<https://www.createspace.com/pub/services.home.do?tab=PUBLISHING>

### **Tools You Need to Succeed with CreateSpace**

You can create the book you intend to publish on CreateSpace using any word processing software you would normally use. For example, maybe you usually use Microsoft Word. That's just fine. Or, you could use something like Google Docs. Go ahead and get your book ready as you normally would.

There are certain formatting requirements that CreateSpace has in order for you to actually publish on their site.

The good news is that CreateSpace is really clear about what you need to know about formatting. They even include tools like the Interior Reviewer. The Interior Reviewer allows you to see formatting issues with your content before you officially publish. This helps to ensure that your book files are ready for you to publish.

Note that you will order a preview copy of your book to be shipped physically to you so you can take a look at it before it goes live on the site. However, it's important to really check things through with this Interior Reviewer before even that step so you can ensure that the preview copy that arrives at your home will be as close to perfect as possible from the get go.

Through the Interior Reviewer, you can flip through your book and check to see if it looks the way you want to look. There is also an automated check that will find typical issues before publishing. This can be really helpful to you.

You can have the size of the book auto fixed and then see how your content will look if printed at that size.

So, the typical way things go is this – upload your file, via either a Word document or a PDF file. The Interior Reviewer will check the document for you. It will then convert your file into a document that is print ready.

Then, you will preview your book. It will be available in a virtual version so you can make sure it looks like you wanted it to, as we've talked about.

Your book will be automatically scanned for the most common source of errors.

The Interior Reviewer has built-in templates and scaling tools that can auto fit your file to match your book's trim size.

Don't worry if any of this is confusing to you. You can go to the following page for more information and to learn everything you need to know. Amazon really does make it easy:

<https://www.createspace.com/Tools/InteriorReviewer.jsp>

### **Creating Your Cover for CreateSpace**

One thing you have to think about when you are self-publishing through the CreateSpace platform is your cover. You want to have an appealing cover as someone who is selling books via the CreateSpace platform.

The good news is that you don't have to be a professional graphic designer to end up with a fantastic cover that you'll be proud of and that will help net you a lot of sales.

In fact, you can head over to a site like Fiverr.com and hire someone to create a great cover for you on the cheap.

Or, you can use something like Canva.com to easily create your own highly attractive cover.

If you don't want to do that, then there is actually a cover creator built right into CreateSpace. Cover Creator is a free online tool that allows you to create a cover for your book. What you'll do is use your own photos or images to create your cover.

There are different layouts and themes and things and different templates to help you create a cover that will be fantastic even if you don't consider cover design to be part of your typical skills.

CreateSpace has an image gallery you can make use of and it is stocked with more than 2,000 photos that you can use at no charge.

In addition to all of this, the Cover Creator will format and size your cover automatically. This makes it simple and you can instantly see what sort of layout, design, and copy you should use for your title.

Go to this link for more information on the Cover Creator:

<https://www.createspace.com/Tools/CoverCreator.jsp>

### **CreateSpace Publishing Income Potential**

There are some really great income opportunities when it comes to CreateSpace. Even though Kindle tends to get more attention from marketers, don't pass this opportunity up.

For one thing, it often makes sense to distribute your book through both Kindle *and* CreateSpace.

In some cases, it makes sense to focus only on CreateSpace over the Kindle option. You'll have to figure out what's right for you.

If you've always wanted to see your name in print, now is definitely your chance. There is no upfront cost and you don't have to carry any inventory. CreateSpace is different than those vanity publishers you might have seen around.

You don't have to buy hundreds upon hundreds of copies of your book. This is true print on demand. When a customer orders your book from Amazon, it is printed and sent to them. It's as easy as that. Amazon just takes their earnings from your royalty and you get paid.

As with anything, you have to choose the right sorts of genres and niches. You have to make sure that you're actually publishing in a profitable space. If you do that, then you can earn a great income.

You can earn a fantastic part-time income with CreateSpace. This is much more likely in the beginning than earning a full-time income is. It might take several books for you to see any sort of substantial earnings.

But, if you do this the right way, and focus on building a list and building loyal readers, it can happen for you.

If you keep going and focusing on profitable book topics and genres, then you can quickly turn this into a full-time income. It becomes even better if you focus on combining the Kindle and the CreateSpace earning opportunities.

Now, let's go into the specific steps you can take to become successful with CreateSpace.

### **Step One**

to get started, you just need to sign up. Go to [CreateSpace.com](https://www.createspace.com). It's very simple to sign up.

Spend some time today going through the various success stories and help documents. Get a feel for where you see your business and income opportunities with CreateSpace.

### **Step Two**

If you haven't yet written your book, go ahead and do that right now. Are you going to publish it on Kindle and CreateSpace or just Kindle?

You can normally take a Kindle book and make a CreateSpace version of it, with a new cover (a physical book has a front and back cover plus a spine, while a Kindle book only has a front cover, remember). However, there are some restrictions as to how many pages a physical book must be, while there are none for Kindle.

It's important to make sure there are great income opportunities for the print-on-demand genre you want to target. Are authors like you earning big? Reverse engineer the success of others.



Write and publish to CreateSpace. You should find that this is a simple process if you follow the guidelines CreateSpace has laid out for you.

Order your preview copy once it's proofed and ready to go online. When it gets to your house, smile! Then approve it and Amazon will make it available for the world to purchase.

### **Step Three**

When your book is live on Amazon, it's time for you to start advertising it. Let people know that it's active and up for sale.

Advertise on relevant book blogs and websites. Take out ads where you can. Let people know on social media.

Use CreateSpace and your books to build a list—ideally, give something for free away in the front matter and back matter of your book as an enticement to get people to sign up for your list.

### **Step Four**

Rinse and repeat- you need to keep on going. Continue to reverse-engineer those who are successful in the genres you're interested in—especially those who are also self-published/published through CreateSpace.

Soon, you should have a great list and several fantastic books up for sale that are print-on-demand on Kindle.

## **Ramping Up Your Income With CreateSpace**

### [Get Valuable Feedback from Your Audience](#)

One thing Amazon recommends you do is that you get a creative advantage with their Free Preview Tool. This allows you to find out what other people think of your content.

The preview tool will allow you to share your projects with others to get their comments and insights. You can create a preview by uploading an

excerpt of your book. You can ask questions and circulate your project to others in your field or friends and family.

You can use the preview tool to share your work, get feedback before you actually launch a book, get feedback from those you know and trust, or even get feedback from a wider audience.

To set up your own preview with the Free Preview Tool, you simply go to the Member Dashboard and Click on the 'Manage Previews' link under your account area.

Then, click the 'Click Create a Preview' button.

Then, choose the type of preview you want to create. It just takes a few simple steps and you will be done creating your preview. You have a very valuable asset.

Once you have good feedback, then you can make additional tweaks that will help your book to get better and better. Once you have the sort of feedback you need, you can make smarter decisions when it comes to writing and releasing your books and actually creating something eye-catching that will make you sales.

### **Expanded Distribution Options**

Something really cool about publishing with CreateSpace is that your book doesn't have to only be published on Amazon. There are additional distribution options. In fact, you can make your book available throughout Amazon.com, Amazon Europe, your own Estore, Kindle, and additional expanded distribution options.

Expanded distribution through Amazon CreateSpace allows a user (you) to access a larger audience. This larger audience includes different bookstores, libraries, academic institutions, and additional distributors. When you choose the Expanded Distribution option, your book will be more discoverable as well.

If you don't choose Expanded Distribution, some retailers may not be able to buy your book. This is true, unfortunately, even if a customer requests your title specifically. But, if you choose Expanded Distribution, then your book will have a wider distribution. This can include bookstores and online retailers, libraries and academic institutions, and CreateSpace direct.

You can learn more about expanded distribution at this link:

<https://www.createspace.com/Products/Book/ExpandedDistribution.jsp>

Above all, keep releasing and keep a focus on building your list. Note that some books will do better than others. Keep on going and push yourself to success, no matter what.

Publish on CreateSpace and Kindle. Keep studying what's working well in your genre or market. It's definitely worth it to be able to ramp your income up in this way.

### **Get Started With CreateSpace**

I hope you're excited about this opportunity. Whether you've wanted to self-publish on CreateSpace (or any platform) for a while or you've just decided you'd like to, now's the time.

It's logistically a lot simpler than you probably think. And Amazon's help documents are fantastic- giving you a life raft if you ever have questions.

It's also very affordable to publish and earn with CreateSpace since it's print-on-demand.

I know you're going to enjoy this self-publishing opportunity and you can do very well with it.



**Your Source For High Quality Private Label Rights Content  
That You Can Actually Afford and Profit From  
[www.PLRContentSource.com](http://www.PLRContentSource.com)**

