Do the admin.

Before going any further there are a few things that you need to make sure you have completed to make sure that the upload of your book to Smashwords is as smooth as possible.

You need to make sure that you have prepared the following steps in *this document* so that you can easily *cut and paste* from to fill in Smashword’s online form more easily. The following guidelines are adapted from the Smashwords guidance given in the online form.

1 Title and synopsis

|  |  |
| --- | --- |
| Title | My title is: |
| The full title of your book **cannot be more than 250 characters**. *The title you give here must match the title inside your book and on your cover.* |  |
| The release date | My release date will be: |
| Select ‘For immediate release’ or ‘Make it a preorder’. If you are a first-time author we suggest that you select ‘For immediate release’. |  |
| Synopsis: Long description | My long description: |
| Write a **long description** about your book that is **not more than 4 000 characters**. This will be used to market your book. Have a look at examples on the back covers of printed books to give you an idea of the style.  Do not:   * use all capital letters * enter email addresses * use hyperlinks * Include book prices * Include promotions. |  |
| Synopsis: Short description | My short description: |
| Write a **short description**. This must be a single paragraph that is **not more than 400 characters**. Use complete sentences. Do not use line breaks or paragraph breaks.  Do not:   * use all capital letters * enter email addresses * use hyperlinks * Include book prices * Include promotions. |  |
| Language of the book | I have written my book in: |
| Indicate the language that your book is written in. |  |

2 Pricing and sampling

| What price do you want to charge? | The price of my book is: |
| --- | --- |
| What price do you want to charge?  Before you decide on your price, also read the section on Marketing.  Think about the pricing of your book. Do you want to make your book free? Do you want to let your readers decide the price? Charge a specific amount? It is recommended that you publish your first book for free to encourage readers to read your book.  The minimum price is set at $0.99 USD on Smashwords. Smashwords uses American dollars to make it easier to work with across the world. At the moment, $1.00 is about R13.00. The price that you set in Smashwords is exclusive of VAT.  Smashwords’ pricing survey  The 2017 Smashwords’ pricing survey reveals:  1. Free ebooks had about 33 times more downloads than books that had a price  2. The highest number of unit sales were for books costing $3.99, $4.99, $0.99 and $2.99 (in this order).  3. The most common price for self-published authors being $2.99.  For more information you can read the full survey for 2017 [here](https://www.slideshare.net/Smashwords/2017-smashwords-survey-of-ebook-trends-and-data). |  |

|  |  |
| --- | --- |
| Sample | The percentage people can read as a sample is: |
| A sample is the first few pages of your book (from page 1) that the reader can download for free to see if they want to buy your book. If you are not going to make your book free, it is a good idea to offer a free sample. Decide what percentage (how many pages from the beginning of your book) people can read as a sample before they have to buy it. We suggest you choose a sample of 20%. |  |

3 Categorisation

What is the genre/primary category of your book and what is the secondary category? Jot down your category and sub-categories.

When uploading your book to Smashwords you will also need to indicate whether your material contains adult content or not to protect minors from viewing adult content.

|  |  |
| --- | --- |
| Genre (primary category) | My genre is: |
|  |  |
| Sub-category 1 | My first sub-category is: |
|  |  |
| Sub-category 2 | My second sub-category is: |
|  |  |
| Do I have any adult content? | Yes/No? |
|  |  |
| Box Set | Are you uploading a box set? Yes/No? |
| Box sets are multiple full books that have been bundled into one. |  |

4 Tags

Here you will add keywords or tags to make your book more findable. Think about the words that your reader might use to find your book. For example, insert the language of the book and a sub-category, for example: English, Novel Historical Romance.

|  |  |
| --- | --- |
| Tags | My Tags are: |
| What are the keywords that will help readers find your book? Don’t add more than 10 tags. |  |

Time to go online

Now that you have prepared all the information that you need, you are ready to go online and fill in the form.

Log in to your Smashwords account, select “Publish” and copy and paste all the information you have just prepared in the “Publish your Book” form on the Smashwords platform.

You can watch this short clip which shows you how to fill in the online form [here](https://youtu.be/Lk5vDlJBtiA).

You can press pause at any time and then press play to continue.

Don’t forget to have your cover ready and the final version of your book in Microsoft Word .doc file as you will need to upload these in the online form.