Publishing on the Nook – A Step by Step Guide

The Barnes & Nobles Nook device is an Android-based e-reader device that incorporates Amazon's pioneering E-Ink technology. The price of the device ranges from $99 for the Simple Touch reader to $249 for the Nook Color.

One difference between the Nook and the Kindle is the Nook's "GlowLight" technology. This makes it easy for people who own a Nook to read books in the dark, something that the Kindle is completely incapable of doing.

Publishing on the Nook gives you access to millions of highly active readers. The Nook and the Kindle are often neck in neck in terms of sales. If you're publishing your book on either the Kindle store or the iBookstore, there's no reason not to also publish on the Nook bookstore.

Here's how to publish your eBook to the Nook bookstore.

Step 1: Click Create an Account

Go to: http://pubit.barnesandnoble.com

In the upper right corner, click "Create an account" to begin the account creation and book creation process.

Step 2: Creating Your Account

Fill out the PubIt registration form on the next page.

Create an Account   ✕

EMAIL ADDRESS: *   JeffBanes@gmail.com   * Required field.

RE-ENTER EMAIL ADDRESS: *   JeffBanes@gmail.com

FIRST NAME: *   Jeff

LAST NAME: *   Banes

PASSWORD: *   ••••••••

CONFIRM PASSWORD: *   ••••••••

(Use 6-15 letters, numbers, or numeric symbols. CaSe SeNsItIvE. No spaces.)

SECURITY QUESTION: *   In what city were you born?   ▾

Pick a question only you know the answer to.

SECURITY ANSWER: *   Clifford

(Use 4-15 characters, including spaces)

Create an Account   **Note:** PubIt! is currently for U.S. publishers. PubIt! requires a U.S. Bank Account, U.S. Credit Card, and a U.S. Tax ID that are all tied to a U.S. address.

Give PubIt your contact information.

Contact Information   Need Help ❓

FIRST NAME*   LAST NAME*
Jeff   Banes

MAILING ADDRESS LINE 1*   MAILING ADDRESS LINE 2
1010 Folsom St

CITY/TOWN*   STATE/PROVINCE*   ZIP/POSTAL CODE*   COUNTRY*
San Francisco   California   94103   United States

PHONE*   FAX
650-703-1855

If you have a publisher, enter your publisher's details.

Publisher Information Need Help ❓

Tell us the name you want listed as the publisher of your NOOK Books. If you leave this field blank we will use your first and last name as the default. You can customize this information for each title you upload.

PUBLISHER NAME

PUBLISHER WEBSITE

Enter your bank account information. This is used to deposit your payments. You need a US-based bank account to use the Barnes & Nobles Nook bookstore.

Bank Account Information Need Help ❓

BANK NAME*	BANK ROUTING NUMBER*	ACCOUNT NUMBER*
JP Morgan	5316878	1687855

ACCOUNT TYPE:* ⚪ Checking ⚪ Savings

Bank Account Name/Company Name* Need Help ❓

FIRST NAME	LAST NAME		COMPANY NAME
Jeff	Banes	OR	

Give PubIt your Social Security number or your Federal Tax ID number (if you're a corporation.)

TAXPAYER TYPE*

Individual ▼

TAX ID:* Use my: 🔘 Social Security Number/ITIN ⚪ Employee Identification Number (EIN)

First Name *

Last Name*

❗ The first and last name and Social Security Number that you provide must match the information that you have on file with the IRS.

Finally, give PubIt a credit card. They do this primarily to verify that you are who you say you are. They also use it as a protection mechanism, if your book refunds happened to exceed the amount of sales you make during a payment period. (This is highly unlikely.)

Credit Card Information Need Help ?

Don't worry, there is no charge for participating in PubIt! Your credit card will only be charged in the unlikely event that you receive more returns than sales in a given payment cycle and therefore have a negative balance.

☑ Use my mailing address

BILLING ADDRESS LINE 1*
1070 Folsom St

BILLING ADDRESS LINE 2

CITY/TOWN*
San Francisco

STATE*
California

ZIP CODE*
94103

COUNTRY*
United States

PHONE*
650-703-1855

FAX

CARD TYPE*
Choose card type

CARD NUMBER*

CARDHOLDER'S NAME*

EXPIRATION DATE*
Month   Year

Save & Logout   Submit

Once you hit "Submit," your PubIt account will be created. You can then begin creating your first book.

Step 3: Enter Your Title and Author Details

Enter your title. Then choose your list price.

Look through the Nook bookstore to see what other comparable books are charging. Unless you have a very good reason to do otherwise, you should try to list your book for about what other people are listing them for.

If you're using your book as a loss leader to get more people aware of your brand, you can sell your book for a much lower price just to get more people to buy.

Your title needs to stand out among the sea of other books that your book will be swimming in. It should say something *so unique* that people can't help but wonder what the description says.

Finally, list your author name and publisher details.

I. Product Listing (just the small stuff like name, author and price!)   Need Help ?

Title*
Jeff Banes' Crazy Life Story

List Price*
$ 3.99   Calculate my royalty

Publication Date*
May   17   2012

Publisher*
Jeff Banes

Contributor 1

Role
Author

First Name
Jeff

Last Name*
Banes

City of Residence

State
California

Add Another Contributor   (5 max)

Step 4: Upload Your Book

Click "Browse" to find the book on your computer. Then click "Upload & Preview" to upload your book.

Step 5: Preview Your Book

You'll be taken to a preview of what your book looks like. You can click the "Next Page" button to see what the other pages in your book look like. Make sure your book's formatting came out the way you want it to before continuing.

Congratulations!
Your eBook file was successfully loaded.

Click on the **Previous** and **Next** links to page through your NOOK Book. You can also click on the **left and right sides** of the NOOK Color emulator screen.
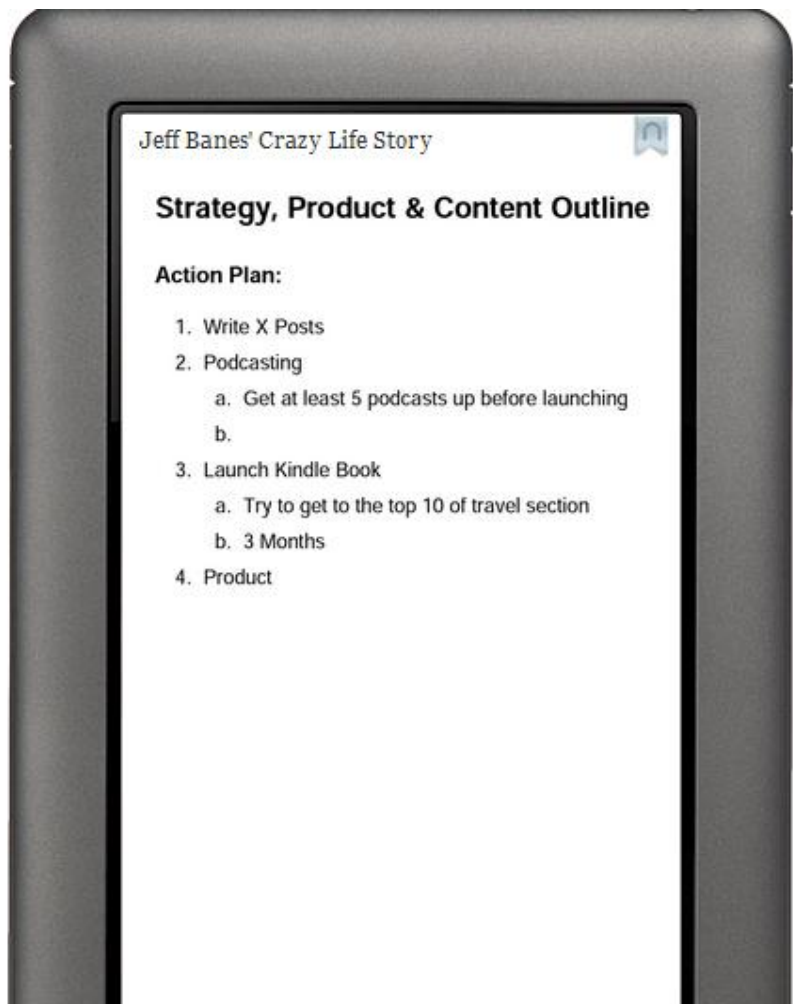
Like what you see?
Close this window and continue with the Add a Title process.

Want to make changes?
Close this window and read through our tips on how to improve the look of your file.

Please Note: This preview may not display images or pagebreaks exactly as a NOOK Color will; if you want a more complete overview of your title, please download your converted ePub and view it in our NOOK for PC eReading software.

Jeff Banes' Crazy Life Story

Strategy, Product & Content Outline

Action Plan:

1. Write X Posts
2. Podcasting
   a. Get at least 5 podcasts up before launching
   b.
3. Launch Kindle Book
   a. Try to get to the top 10 of travel section
   b. 3 Months
4. Product

Step 6: Upload Your Book Cover

Upload your book cover.

Remember when you're designing your cover that people really do judge a book by its cover. Much of your book's ability to make sales will depend on the strength of your cover.

Your cover should convey credibility, as well as make a strong promise. It should have good overall design aesthetics as well as be a strong marketing piece.

3. Upload Your Cover Image (put on a good face for the world)

No Cover Image Uploaded

Your cover image will display on the product page for your NOOK Book. We k book by its cover, but including a cover image never hurts!

Please make sure that your cover image is a JPG file between 5KB and 2MB. and 2000 pixels in length.

Remember: you must have the right to use any image that you upload.

Upload Your Cover Image

[Browse]

[Upload]

Step 7: Publishing Details

Barnes & Nobles needs a few bits of information before it can publish your book. It needs to know if you have an ISBN number, whether it's part of a series, whether it's in print and whether it's a public domain book.

A. **Do you have an eBook-specific ISBN?*** ○ Yes ◉ No What is an ISBN?
(You don't need an ISBN to put a NOOK Book onsale through PubIt!.)

ISBN*

[   ] Validate ISBN

B. **Is this NOOK Book part of a series?*** ○Yes ◉No
Series Name*   Series #*
[   ]   [   ]

C. **Is this NOOK Book available in print?*** ○ Yes ◉ No
Pages*
[   ]

D. **Is this title public domain?*** ○ Yes ◉ No What is public domain?

Step 8: Age & Language

What age is your book geared towards and what language is the book written in?

Step 9: Rights & DRM

Let B&N know whether you have worldwide rights, or rights in only the USA or the USA and Canada.

Choose whether you want to DRM encrypt your book. This helps protect your book from being stolen or passed on.

Step 10: Categories and Keywords

Choose the categories and keywords you want to use to market your book. You can choose up to five categories.

Try to list your book in the most obvious categories, as well as one or two non-obvious categories. Get your book into categories that your competitors might not necessarily think of, but are shared by your target market.

You can also try to pick a category that you think you can dominate. In other words, pick a category that isn't too competitive and try to get your book to the top.

Your keywords will help people who're performing searches to find your book. Use tools like the Google Keyword Tool to identify keywords that people search for on a regular basis.

Subject Categories* (Select the subject areas that best categorize your NOOK Book.) | Add/Edit Categories | (5 max)

- Biography & Autobiography > Adventurers & Explorers

Keywords for Search Engines (Help customers find your NOOK Book by providing words or phrases related to the content of your NOOK Book. Separate your terms with commas.) — 71 characters left

Jeff Banes, Life of Adventure

For example:
wizard, rare trees, civil war cannons

Step 11: Description & About the Author

Write a compelling description of your book. If your book's an informational book, try to titillate people by hinting at some of the things they'll learn in the book. If your book is a non-informational book, try to give people an emotional dose of what they'll experience once they're reading your book.

Your "About the Author" section is the perfect place to demonstrate your credibility. Talk about your past experiences that make you uniquely qualified to read this book. Give specific figures (E.g. "helped over 8,000 entrepreneurs raise startup capital") and drop names wherever possible (E.g. "helped raise capital for Groupon, eBay, Dropbox and more.")

Description* (Tell us a little bit about your title—you know it best!) — 4917 characters left

Learn about Jeff Banes' crazy life. Experience the thrills, the highs and the lows.

See an example

About the Author(s) (Give us a brief bio.) — 2400 characters left

Jeff Banes is a world renowned adventurer, climber, skydiver and all around interesting human being.

See an example

Step 12: Submit!

Once you've confirmed that all the information you've submitted is correct and complete, click the checkbox and hit "Put on Sale."

☑ I confirm that I have all legal rights necessary to make this content, cover image, and product data available for marketing, distribution, and sale.

Put On Sale   What is this?

That's all there is to submitting a book to the Nook! What comes next is the hard part: Marketing and promotion.

Leverage your social networks, your email list and you website to get the word out about your book. You need to get some attention to your book first, before people will start to come to your book on its own. Once your book gains some momentum however, at some point it'll be able to swim on its own and become a real money earner for you without you having to constantly promote it.