

# **Castellan Press – Draft2Digital Guide (Clear Breakdown)**

## **Search Terms (Same as Keywords in KDP)**

These help readers find your book.

Use phrases, not single words (example: 'magic school adventure').

Do not repeat the same words.

Use all available slots.

Think like a reader: what would they search?

## **Filter BISAC (This is Your Genre)**

This determines where your book is placed in stores.

Primary = your main genre.

Secondary = helps discovery.

Choose categories that truly match your story.

Do not pick unrelated categories just for visibility.

## **Long Description (Back Cover Description)**

This is your full sales description.

It is used on store pages and the back of your paperback.

Start with a strong hook.

Explain the main character, conflict, and stakes.

Keep it engaging but do not summarize everything.

End with a strong closing line.

## **Short Description (50–400 Characters)**

This is a quick summary used in previews.

Keep it short and clear.

Focus on the main hook of your story.

Avoid too much detail—just enough to grab attention.

## **Advanced Settings (Important)**

On one of the setup pages, you will see an 'Advanced Settings' option.

Make sure to open this section.

Select eBook instead of print quantity options.

If not selected correctly, the system may ask how many copies you want to sell.

This is important to avoid confusion during setup.

## **Final Tips**

Do not rush through these sections.

These are what help readers find and choose your book.

Strong keywords, categories, and descriptions matter more than uploading.