



Platforms

Once your book is ready, the next step is choosing where to publish it. Each platform has its own strengths, limitations, and audience reach. You don't need to use every platform, you just need to understand what each one offers so you can choose the path that fits your goals.

A Quick Prompt to Get You Started

Ask yourself: *Do I want maximum reach, maximum simplicity, or maximum control?*
Your answer will guide your platform choices.

Amazon KDP (Kindle Direct Publishing)

KDP is the largest self-publishing platform and the easiest entry point for most authors.

Strengths

- huge global reach
- simple upload process
- print-on-demand paperbacks
- Kindle Unlimited (optional)
- strong royalties

Considerations

- exclusivity if you join Kindle Unlimited (Ebook only)
- Amazon-centric audience
- limited print distribution outside Amazon

KDP is the default starting point for many authors because of its scale and simplicity.

Kobo Writing Life

Kobo is strong in Canada, Europe, and library distribution.

Strengths

- wide international reach
- strong library partnerships
- no exclusivity
- clean, author-friendly dashboard

Considerations

- smaller US presence
- best results when combined with other platforms

Kobo is ideal for authors who want global reach without exclusivity.

Apple Books

Apple's Ebook store is built into every Apple device, giving it a huge potential audience.

Strengths

- high-quality storefront
- strong presence in English-speaking countries
- no exclusivity
- good royalties

Considerations

- requires a Mac or aggregator to publish directly
- Ebook only - no print

Apple Books works well for authors who want a polished, premium storefront.

Google Play Books

Google's Ebook platform integrates with search and Android devices.

Strengths

- strong global reach
- powerful search visibility
- flexible pricing

Considerations

- interface can feel technical
- price-matching can affect other platforms

Google Play is excellent for discoverability and international sales.

IngramSpark

IngramSpark is the main route into bookstores, libraries, and wider print distribution.

Strengths

- access to bookstores and libraries
- high-quality print options
- hardbacks available
- ISBN flexibility

Considerations

- setup fees (sometimes waived during promotions)
- more complex interface
- slower updates and revisions

IngramSpark is ideal if you want your print book available beyond Amazon.

Draft2Digital

Draft2Digital is an aggregator, it distributes your Ebook to multiple stores at once.

Strengths

- extremely easy to use
- distributes to Kobo, Apple, libraries, and more
- free to upload (they take a small cut of sales)
- good formatting tools

Considerations

- not a storefront itself
- less control over individual platform dashboards

Draft2Digital is perfect if you want wide distribution without managing multiple accounts.

Which Platforms Should You Choose?

If you want simplicity

KDP only - one account, one dashboard, huge reach.

If you want wide Ebook distribution

KDP + Kobo + Apple + Google Play
(or use Draft2Digital to reach them all at once).

If you want bookstore and library access

Add IngramSpark for print distribution.

If you want Kindle Unlimited

KDP Select (Ebook exclusivity) - but only if KU fits your genre and goals.

There's no single "right" path - only the path that matches your priorities. A common model is Amazon KDP for Amazon, IngramSpark for everything else.

A Simple Exercise

Write two lists:

1. Where do I want my book to be available?
2. How much time do I want to spend managing platforms?

Your ideal platform strategy will sit at the intersection of those two answers.

A Final Thought

Publishing platforms are tools, not commitments. Start where it feels manageable, expand when you're ready, and remember: the platform doesn't make the book, the book makes the platform worthwhile.

We will go on to look more closely at KDP and Ingramspark. The bulk of the platforms are very similar to KDP in terms of uploading.