



Free guide for children's authors

Publish your first children's book

A simple, step-by-step guide to turning your story into a picture book that children love, from writing and illustration to ISBN, printing, distribution and marketing in India.

1 Know your young reader

Children's books are written for very specific ages. Your reader's age decides your word count, page count, illustrations and even the price.

Type	Age	What it looks like
Board book	0–3	A few words per page, simple concepts, sturdy pages
Picture book	3–8	A full story told with words and pictures, usually under 1,000 words and 24–32 pages
Early reader	5–8	Short sentences children can read on their own
Chapter book	7–10	Short chapters with some illustrations

2 Polish your story

- Read it aloud: picture books are read aloud, so rhythm matters.
- Start quickly and give your main character a clear problem to solve.
- Use repetition children can join in with.
- Cut words the pictures can show.

Tip: a children's book editor can help with storyline, pacing and age-appropriate language.

3 Plan your illustrations

In a picture book, the pictures tell half the story. Make a simple storyboard: split your text into pages and note what each picture should show. Then choose a style that suits your story, such as bright cartoons, soft watercolours or bold digital art.

4 Get an ISBN and protect your work

An ISBN is the unique number that lets bookshops and online stores list your book. In India, ISBNs are issued by the Raja Rammohun Roy National Agency for ISBN. Your publisher can arrange this for you, and you can also register copyright for your content.

5 Design a book that sells

- Use readable fonts and give the illustrations room to breathe.
- Make sure your cover looks good as a small thumbnail on Amazon, because that is where most parents will first see it.

6 Choose how to print

- **Print on demand (POD):** copies are printed as orders come in, with no upfront stock.
- **Bulk printing:** many copies in one run at a lower cost per copy, useful for schools, events and book fairs.
- **Offset printing:** traditional high-volume printing with consistent quality.

7 Get your book into stores

List your book on Amazon.in, Flipkart and Kindle, and on children's book stores like Ziffy Bees. Wider distribution adds Amazon.com, Google Books and Ingram for readers abroad.

8 Market your book

Use the checklist on the next page to plan your launch.

Your launch checklist

- ☐ Clear, colourful cover and a short, warm book description
- ☐ Right age group and keywords on Amazon and Flipkart
- ☐ Amazon and Flipkart advertising for the first few weeks
- ☐ Copies sent to parents, teachers and book bloggers for reviews
- ☐ Instagram and YouTube reels: flip through pages, read the first spread aloud
- ☐ Instagram and Facebook ads targeted at parents
- ☐ A parenting or education influencer who loves your book
- ☐ School and apartment book fairs, readings and activity sessions
- ☐ Author website, Amazon author page and Google Knowledge Panel
- ☐ A press release or a podcast author interview
- ☐ A short book trailer for launch day

What does it cost?

With Books Mantra, a hybrid publisher and self-publishing platform for children's books, every plan includes an ISBN and you keep 100% of the profit from your book.

Level	Plans	Starting from
Basic	DIY, Copper, Bronze	₹2,499
Standard	Silver, Golden, Platinum	₹31,999 with illustrations
Premium	Diamond, Titanium, Ultimate Plus	₹1,89,999 with illustrations

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