

# Self-Publishing

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Press





  
BigHat  
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You've written a book  
or are writing a book.  
**Now what??**

**What are your  
goals?**

**Who are you?  
Where are you in life?  
Be realistic.**

# Prepare Your Manuscript

- Finish Writing and Editing
- Gather any pictorial elements to be digitized if not done already

# **Talk to a Publisher about Binding and Printing Options**

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Size | Binding Style(s)  
Paper | Selling & Distribution  
Cover Design | eBooks

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**After making these decisions,  
start interior and cover design**



# Binding Styles

## Perfect Binding



## Spiral Binding



# Binding Styles

Saddle Stitching



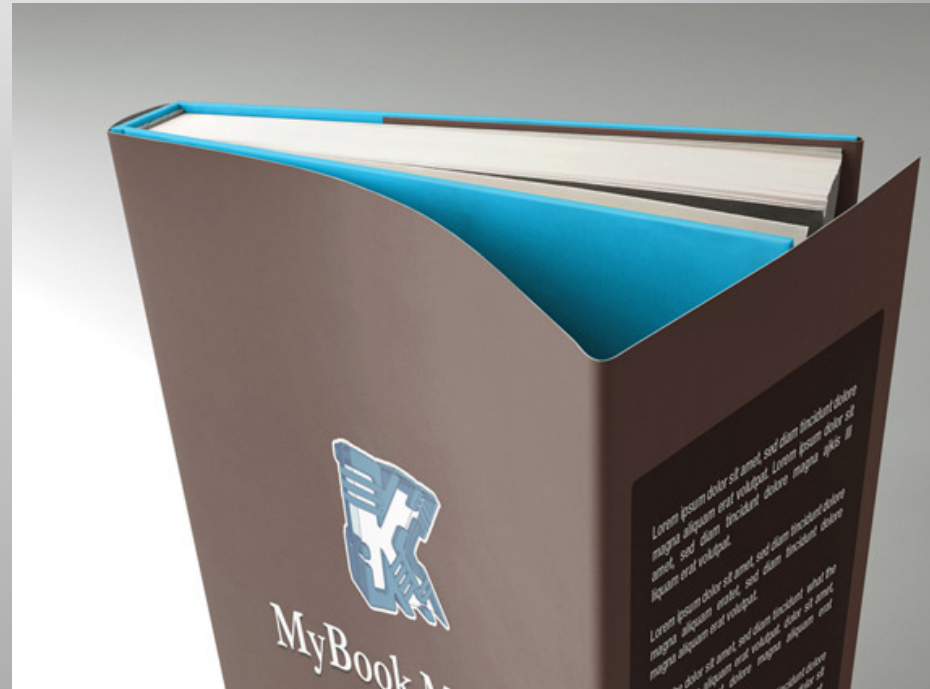
Casewrap Hardcover





# Binding Styles

Cloth Hardcover, optional dustjacket





# Domestic vs. International Printing

- Large Pricing Differences
- Time Differences
- No Distribution with International  
(but higher profits per sold book)

# Distribution

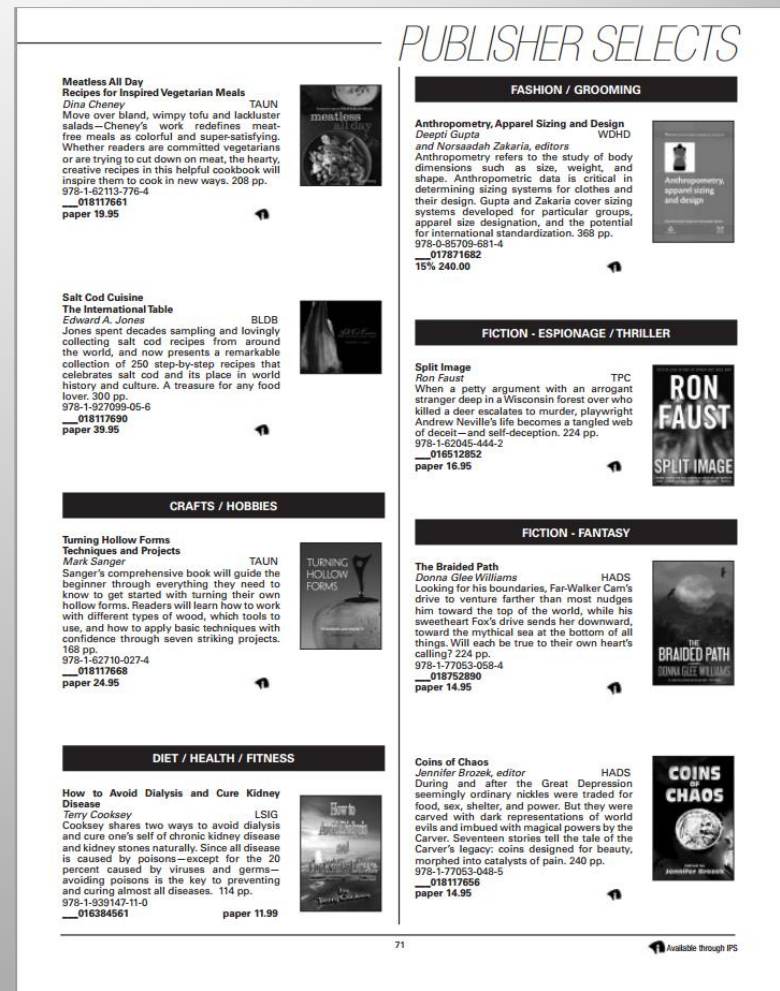
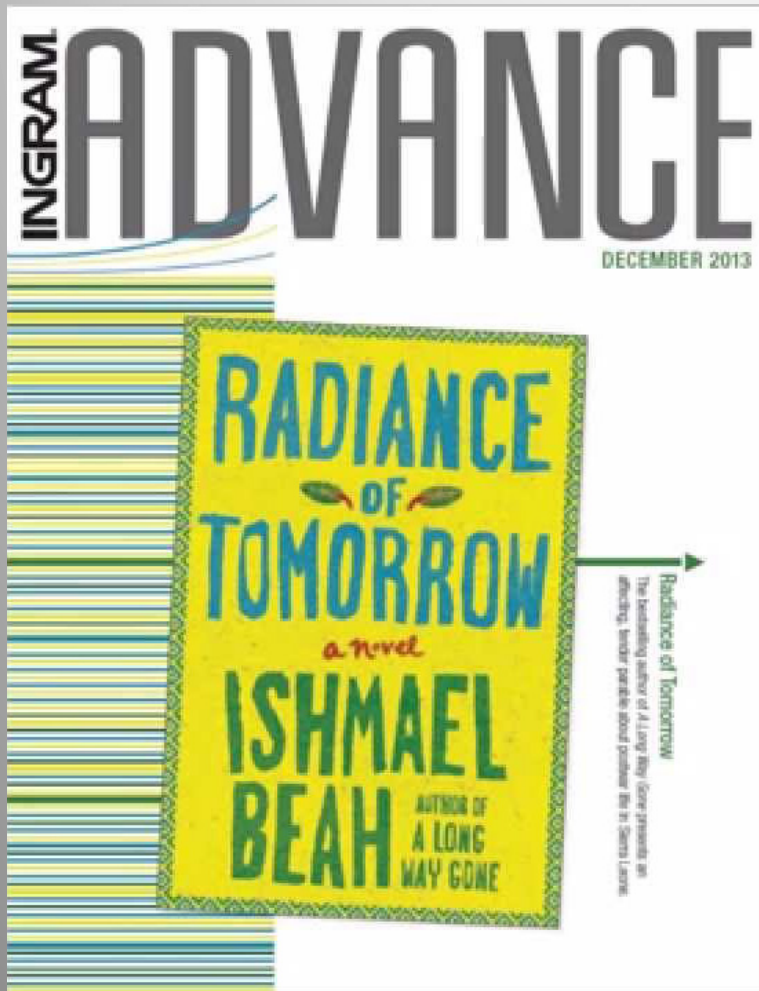
Most bookstores, online retailers, and libraries get books (and other media) at wholesale prices through distributors.

The logo for Ingram, featuring the word "INGRAM" in a bold, blue, sans-serif font with a registered trademark symbol (®) to the right.

~ 39,000 retail/library partners

The logo for Createspace, featuring the word "createspace" in a black, sans-serif font with a trademark symbol (™). A stylized orange swoosh is positioned above the "space" part of the word.The logo for Baker & Taylor, featuring a graphic of three stylized books in blue, green, and red above the text "BAKER & TAYLOR" in a blue, sans-serif font. Below this, the text "A Follett Company" is written in a smaller, grey, sans-serif font.The logo for BigHat Press, featuring a stylized black hat icon above the text "BigHat Press" in a black, sans-serif font.

# Ingram Distribution Catalogs



Circulation: about 7,000 clients

# Distribution Costs

**20-55% Wholesale Discount**

Author Specifies  
Discount & Sell Price

$$\begin{aligned} & \textit{Sell Price} - \textit{Wholesale Discount} - \textit{Print Cost} \\ & = \\ & \textit{Author Compensation} \end{aligned}$$



# **Author Compensation Examples (IngramSpark)**

## **300 b/w pages, 6x9 Hardbound with Dustjacket**

**Example:** \$29.99 sell price – 55% wholesale discount - \$11.29 print cost = **\$2.21 profit**

## **250 b/w pages, 6x9 Paperback**

**Example:** \$14.99 sell price – 40% wholesale discount - \$4.70 print cost = **\$4.29 profit**

# CreateSpace Distribution



Amazon.com,  
Amazon Europe  
and eStore  
channels

Expanded Distribution: **FREE**

*(Bookstores, online retailers, Ingram, NACSCORP,  
Baker & Taylor, CreateSpace Direct*

# CreateSpace Royalties

**250 b/w pages, 6x9 Paperback**

**Example: \$14.99 sell price – their fees =**

**\$5.14 profit through Amazon.com**

**\$8.14 profit through eStore**

**\$2.14 profit through expanded distribution**

# CreateSpace vs. IngramSpark

## CreateSpace

- no setup or distribution fees, no charge to make changes
- easier to setup
- no hardbound books
- get on Amazon.com automatically but Amazon can change sell price

## IngramSpark

- setup fees, distribution fees, fees to update your files
- hardbound books
- color books are less expensive
- better quality

# eBooks

## ———— Sales are declining ————

- Declined 18.7% over the first nine months of 2016, according to the Association of American Publishers
- Paperback sales up 7.5% over the same period  
hardback sales increased 4.1%
- Nielsen surveys and Pew Research Center concur



# eBooks

## Advantages

- Low cost for author
- High royalties, no print costs
  - 35% or 70%, through KDP
  - 60% Smashwords, up to 80% through store
  - 40% or 45% IngramSpark

## Beware

- CreateSpace Kindle conversions often don't work out well
- KDP Select – available exclusively through KDP

# Traditional Publishing

1. Author completes manuscript
2. Writes a letter/proposal
3. Submits these documents to a publishing house or has an agent do this for them (beware of scammers)
4. An editor reads it, decides to accept or reject it
5. If accepted, publisher buys rights from author, pays an advance on future royalties (agent 15% commission)
6. Publisher puts up money to design, print, market, distribute book

# **Traditional vs. Self-Publishing**

## **TIME**

Self-publishing is much faster

## **MONEY**

Self-publishing is more expensive

## **CONTROL**

Self-publishing offers greater control

# Online Self-Publishing Packages

## Do Your Research

Simple and inexpensive to complex packages costing thousands of dollars.

***You need to market, drive traffic,  
& make your name known.***