Self Publishing Tools Explained

Presented by Eve Langlais, April 2018

Topics:

amazon

BARNES&NOBLE

Google Play

BOOKS·A·MILLION

Smashwords

!ndigo

Chapters

kobo

iBooks

audible

hoopla

createspace

Book Depository

OverDrive
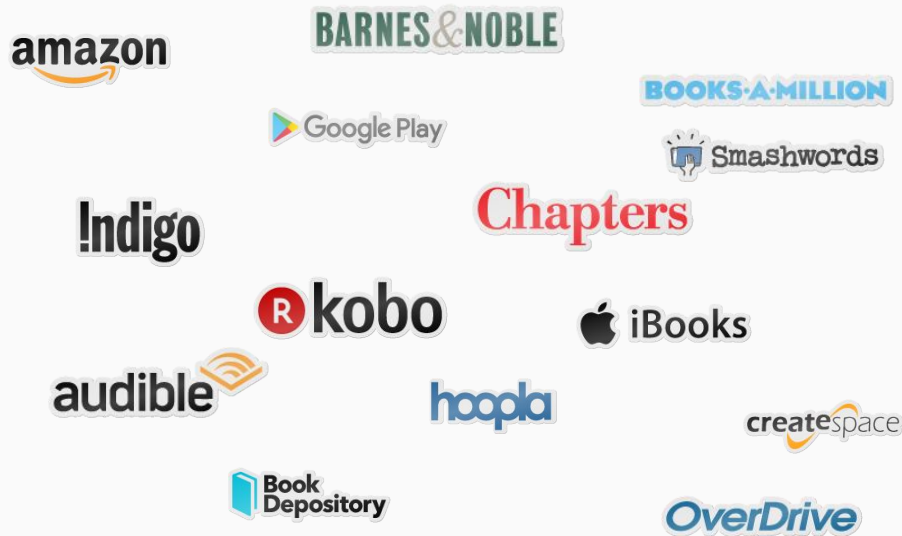
- Pros/Cons of self publishing

- Direct eBook Vendors

- Aggregators/Distributors

- Do it yourself Print

- Don't forget Audio

- ISBN's

- Taxes

- Tools/Resources

Why Indie/Self Publish?

The PROS

- Control - You control every aspect of the book, from the quality of the edits, to the cover, release date, pricing, categories, metadata and more.
- Pricing - You can price it any way you like and create sales for promotion. Allows you to be competitive, aggressive.
- Pre-Order - create momentum and track it on some of the dashboards
- Revenue - You keep the lion's share. 35% if priced under 2.99 for most vendors, 50-70% over 2.99. (Royalty rates vary depending on the store.)
- Creativity - You don't have to write to a specific line or publisher demand.
- Schedule - You make your own schedule. Set your own deadlines. Work at your pace.
- Anyone can do it.

Why Indie/Self Publish?

The CONS

- Control - You control every aspect of the book. Which means finding reliable people to help you with the aspects you can't do yourself.
- Cost - You have to pay out of pocket and doing it right isn't cheap.
- Stigma - Self publishers still endure a certain stigma.
- Time - Managing every aspect of a book is time consuming. It can also be more stressful. Not everyone wants to be a business. It's okay to just want to be a writer and let a publisher handle it.
- Schedule - It requires discipline. You have to dedicate time to sitting down and actually writing. Distractions, rabbit holes, even family and friends require management to get the job done.
- Anyone can do it. Not everyone should. Some people do better when they are managed and kept to a schedule.

Publishing your eBook directly to a store:

The following accept Canadians.

- Kobo

- iBooks

- GooglePlay*

- Amazon

*Googleplay is only sporadically open to new publishers.

***You'll notice Barnes and Noble is not on the list and that is because you require a US based bank account, credit card, address and US Tax identifier. Possible to do. But most choose an aggregator instead.

Vendor	Kobo	iBooks	Googleplay*	Amazon
Royalty Rate	45% if under $2.99 CAD, 70% if over 2.99. Accepts large bundles of books with out penalizing over 9.99.	70% of purchase price. Accepts large bundles of books without penalizing over 9.99.	50% of **LIST** price. IE. If book is listed for 5.99 and sells at 4.34, you get paid on the $5.99.	35% under 2.99 and over 9.99. 70% for 2.99 to 9.99. (*minus delivery fees and taxes in some countries)
Categories	Choose up to 3	One primary, many secondary.	As many as you like.	2 categories, with more that can be added via keywords.
Keywords	None. The search function filters from titles and author names.	None. The search function filters from titles and author names.	No but the search function uses the entire blurb so most choose to put keywords discreetly at the bottom.	Yes. See https://kdp.amazon.com/en_US/help/topic/G201298500 for words that will give you more categories.
Document Formats accepted	Word Doc, Epub, ODT and Mobi	Epub	Epub and PDF (Epub is preferred.)	Word Doc, Epub and Mobi
Pricing Control	Yes by country	Yes by country	Yes and no. They discount titles.	Yes by country
Ability to change/edit	Yes	Yes	Yes	Yes
Payout	60 days after the end of the month, then monthly thereafter.	30 days after the end of the month, then monthly thereafter.	Monthly. No holding period.	60 days after the end of the month, then monthly thereafter.

Publish with Kobo Writing Life
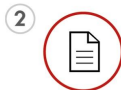
Reach millions of Kobo readers around the world.

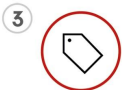## How does it work?

Fast. Free. Easy.

1

Create your eBook.

Fill in the title, synopsis, and other details.

2

Add your file.

Upload your EPUB or Word Document.

3

Set your price.

Choose your own pricing in multiple currencies.

4

Publish!

Reach readers and keep up to 70% of your royalties.

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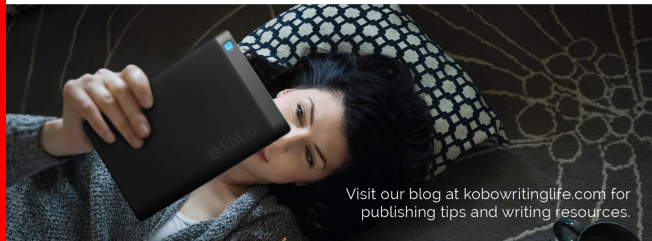Keep your rights, set your prices, and run your own promotions.

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You've completed 0 of 4 steps!

eBook title

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Series name

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Evelyn Pendlebury   Add another author

Publisher name

Imprint

optional

Is this the first time you're publishing your book?

◉ Yes   ○ No

eISBN

optional

Upload your book cover

Images are limited to 5MB
.jpg and .png files

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Add eBook content

Rights and Distribution

Set the price

Publish your eBook

Promote your eBook

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Save and return to Library

Discard changes   Delete eBook

Categories

Edit categories

---

eISBN

optional

Primary Print ISBN

optional

eBook language

English   ▾

Is this content part of the public domain?

○ Yes   ◉ No

Synopsis

This is where you tempt and inform your potential readers. The synopsis is featured prominently on the Kobo site, and partner retail sites.

B I U

Categories

Edit categories

Describe your eBook

Add eBook content

Rights and Distribution

Set the price

Publish your eBook

Promote your eBook

Save and continue

Save and return to Library

Discard changes   Delete eBook

The vendors offer simple fill in the blank options for the metadata. Each page has its own step. Book files and covers are uploaded. Once the book is approved, you can edit as needed.

A Demon Stole My Kitty

Subtitle (Optional)

Series: Werewolves, Vampires and Demons, Oh My
Number (Optional)
Display Text (Optional)

Author: Primary — Eve Langlais
Langlais, Eve

Description: If there's one thing you should never do, it's mess with a witch's kitty. I don't care who I have to fight to get my furball back!

And if I fall in love along the way…then it will at least get my mother off my back.

What's New in This Version: Final version.

Subject Category: Fiction — Romance / Paranormal / Shifters — Primary
Subject Category: Fiction — Romance / Fantasy — Not Primary
Subject Category: Fiction — Romance / Paranormal / Vampires — Not Primary
Interest Age (In Years): Choose (Optional)
Contains Explicit Content: No
Publisher: Eve Langlais
Imprint (Optional)
Seller Name: Eve Langlais
Original Publication Date: 2018-04-19
Book Language: English
Print Length: 242
Book Type: Book
Vendor ID: 9781988328805
ISBN-13: 9781988328805
Print ISBN-13: (Optional)

Cover Art

Drag up to five screenshots here. (Optional)

Apple requires a MAC for submission. An app called iTunes producer is used for the initial submission and most updates. Once the book is on your iTunesConnect dash (which is internet based.) you can do many changes such as blurbs and pricing. You can also give away up to 250 codes per book to encourage reviews.

***If you are using a pen name, you will need to provide documentation to that effect or they will list your REAL name as publisher.

Romance Category Keywords

For a title to appear in the Romance sub-categories below, the title's search keywords must include at least one of the keywords or phrases listed next to the sub-category. These categories and for sale on Amazon.com or Amazon.co.uk. Other marketplaces may not support these keywords.

Category	Keywords
Romance/Inspirational/Amish*	amish
Romance/Inspirational/General*	inspirational
Romance/Military	military, navy, army, soldier
Romance/Multicultural & Interracial	interracial
Romance/New Adult & College	new adult
Romance/Paranormal/Angels	angel
Romance/Paranormal/Demons & Devils	devil, demon
Romance/Paranormal/Ghosts	ghost, spirit
Romance/Paranormal/Psychics	psychic, telepathy
Romance/Paranormal/Vampires	vampire
Romance/Paranormal/Werewolves & Shifters	werewolf, shapeshifter
Romance/Paranormal/Witches & Wizards	witch, wizard, warlock, druid, shaman
Romance/Romantic Comedy	comedy, humor
Romance/Sports*	sport, hockey, soccer, baseball, basketball, football, olympics, climbing, lacrosse, nascar, surfing, boxing, martial arts, golf
Romantic Heroes/Cowboys	cowboy
Romantic Heroes/Doctors	doctor, physician, surgeon
Romantic Heroes/Firefighters	firefighter
Romantic Heroes/Highlanders	highlander
Romantic Heroes/Pirates	pirate
Romantic Heroes/Politicans	politician
Romantic Heroes/Rich & Wealthy	billionaire, rich, millionaire, wealthy

Amazon requires you to have an account with KDP (Kindle Direct Publishing). Like the others, it's fill in the blanks and upload files.

Where they differ is getting more categories via keywords. Here's ones related to romance. Note how you must have the category selected to activate certain terms.

Romantic Heroes/Spies	spies, espionage
Romantic Heroes/Vikings	viking
Romantic Themes/Amnesia	amnesia
Romantic Themes/Beaches	beach
Romantic Themes/Gambling & Poker	gambling, poker, casino
Romantic Themes/International	international
Romantic Themes/Love Triangle	love triangle, menage
Romantic Themes/Medical	medical, doctor, nurse, hospital
Romantic Themes/Second Chances	second chance
Romantic Themes/Secret Baby	baby, pregnancy
Romantic Themes/Vacation	vacation
Romantic Themes/Wedding	wedding
Romantic Themes/Workplace	office, workplace

What is an aggregator/distributor?

Some vendors/stores aren't ready to deal with authors directly, or the authors themselves don't want to have to maintain multiple storefronts. In those cases, the use of an aggregator or distributor is recommended. They allow you to submit your book once, and then ensure that book is loaded on all the platforms you select. In return for their service, they take a small percentage.

PROS:

- One submission hits many stores at once saving time.
- Their staff handles issues.

CONS:

- Less control over the submission.
- Inability to access promotions & certain categories.
- They take a percentage of royalties

Who can I use?

Each has its pros and cons. Some authors choose to use a combination to ensure they hit every market.

- **Draft to Digital (D2D)** - probably the most user friendly. Will format a DOC and provide you with an Epub and Mobi file that you can use. Or you can submit a fully formatted epub. Can distribute to iBooks, Barnes and Noble, Kobo, Amazon, Tolino, Scribd, Playster, 24Symbols and Overdrive (the library system). Pays monthly. Fee is approximately 10% of the retail price (technically 15% of the net royalties). Full FAQ at https://www.draft2digital.com/faq/
- **Smashwords -** does have a learning curve when it comes to formatting for what they call their meatgrinder. It distributes to iBooks, Barnes and Noble, Kobo, Scribd, Overdrive and a multitude of smaller markets. Pays monthly. Full FAQ at https://www.smashwords.com/about/supportfaq
- **Ingram Spark** - No first hand experience with their ebook portal but the submission process appears almost identical to their print one. They do charge fees to set up titles. FAQ at https://bit.ly/2EsGmoB
- **BookBaby** - No first hand experience. They do have fees to publish. Info at https://www.bookbaby.com/
- **Lulu** - No first hand experience. Info at https://www.lulu.com/

Like the direct portals, distributors have a fill in the blank system. Metadata, file upload, cover etc… If using them for pre-order please note they require more time than direct vendors to update final files. They also can't provide pre-order to all the channels.

When using distributors, keep in mind, if you need to pull the title to enter the KU program, it can take a few days to a few weeks for it to come down every where.

Edit Book Layout

| 1 DETAILS | Step 2 | LAYOUT | ▣ | 3 PREVIEW | 4 PUBLISH | 5 FORMATS |

Accidental Abduction

Cover image: ❓

[ ] BROWSE

Image on file (*download*)

Add End Matter?

Introductory Pages

[ ] Title Page ❓

[ ] Copyright Page ❓

[ ] Dedication

Promotional Pages

[ ] Also By ❓

[ ] New Release Email Notifications Signup ❓

[ ] Teaser

Biographical Pages

[ ] About the Author ❓

[ ] About the Publisher ❓

Chapter Layout:

| Copyright |
| Chapter 1 |
| Chapter 2 |
| Chapter 3 |
| Chapter 4 |
| Chapter 5 |
| Chapter 6 |
| Chapter 7 |
| Chapter 8 |
| Chapter 9 |
| Chapter 10 |
| Chapter 11 |
| Chapter 12 |
| Chapter 13 |
| Chapter 14 |

SAVE & CONTINUE

Preview Book Layout

| 1 DETAILS | 2 LAYOUT | Step 3 | PREVIEW 👁 | 4 PUBLISH | 5 FORMATS |

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✔ I have reviewed this manuscript and approve it for release to the sales channels I'll select on the following page. ❓

PREVIOUS   **SAVE AND CONTINUE**

Publishing

| 1 DETAILS | 2 LAYOUT | 3 PREVIEW | Step 4 PUBLISH | ✈ | 5 FORMATS |

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PROJECTED ROYALTIES

$1.78

Digital Book Price (USD): ❓

2.99

MANAGE TERRITORIAL PRICES

Publish to Digital Stores:

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☐❌ Get it on iBooks   ✅ tolino 🦋

☐❌ amazonkindle

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We recommend setting your library price to two times your retail price and promotions no lower than $1.99.

PROJECTED ROYALTIES

$6.07

✅ OverDrive

Library Book Price (USD):

12.99

APPLY CHANGES

Dashboard

Sales Reporting

🔲 Sales and Payment Report	
📅 Per-Payment Sales Report Generator	
📊 Daily Sales	
Books Sold at Smashwords	2560
Account Balance	$331.00

Metadata Management

▥ ISBN Manager	
$ Pricing Manager	
€ VAT Manager	
☰ Series Manager	
📁 Manage Archived Books (3)	

Marketing & Distribution Tools

⚙ Channel Manager	
▶ Create audiobooks	
🏷 Coupon Manager	
🎤 Interview Manager	
✱ Affiliate Settings	
👥 Invite Others to Smashwords	
Your Email Subscribers ⓘ	144
Favorites ⓘ	159

Book Summaries

Title	Status	Retail Price	Library Price	Books Sold	Full & Sample Downloads	In User Libraries	Date Published	Update Date	Premium Status	Retailer Tickets
The Geek Job	**Published** ⬡ Unpublish ✎ Settings ⬆ Upload New Version 🖼 Upload New Cover	$2.99 USD $ USD Pricing 🏷 Coupon 🔒 Global Pricing	$7.99 USD	274 ⧉ SEO	1343 📊 Stats	34	2011-04-07	2017-06-28	• ✓Premium approved 2017-06-28	No tickets

Smashwords has a bit of a more complicated submission than the rest. Your document has to be formatted per their specifications. OR, use an epub which is already pretty.

Once the initial submission is done, you need to also enter an ISBN via a separate tab, fix your library pricing unless you want it the same as your ebook (most authors price higher because of the unlimited lending factor) and then select your channels.

They offer most of the same stores as D2D, plus some you can do direct, so be sure to uncheck some if using both services to avoid dual submissions.

3   Categorization

Choose a category for your book. Select the most appropriate sub-categorization from the lists as they appear below each other. The primary category is required; the secondary category is optional.

Primary category

Essay >
Fiction >
Nonfiction >
Plays >
Screenplays >

Secondary category (optional)

Add a secondary categorization to your book. ⬦

Adult content

In order to protect minors from viewing inappropriate material, please let us know whether this book contains language, situations or images inappropriate for children under 18 years of age.

- ● My book does not contain adult content.
- ○ My book contains adult content.

Box Set

Box sets are multiple complete books bundled into one.

- ● No, this is not a box set.
- ○ Yes, this is a box set.

4   Tags

Enter one or more keywords with which to tag your book. A maximum of ten tags per book are permitted. Enter each tag, one at a time, into the field below and click the "Add Tag" button to add it. (You may also remove tags by clicking the "Remove" link that appears next to them.)

As you type each keyword, suggestions for common tags used by other Smashwords authors may pop up below the field. You may click one to add it to your book's tags. Tagging this way creates 'folksonomy' that will make it easier for readers to find books about subjects they're interested in. *(Tags may contain letters, numbers and spaces.)*

(No tags set)

[   ] [Add Tag]

5   Ebook formats

If you're uploading a Word .doc, you can select the formats below in which you'd like to make your book available. The more formats you allow, the more choice you allow your readers.

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- ☑ epub

Your most important format. This is the format Smashwords distributes to the Apple iBookstore, Sony, Kobo, B&N, Aldiko, and others. Also very popular with Smashwords.com customers. EPUB is an open industry format.

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- ☑ PDF

Portable Document Format, or PDF, is a file format readable by most devices, including handheld e-readers, PDAs, and computers. A good format if your work contains fancy formatting, charts or images.

- ☑ Sony Reader (LRF)

LRF is the format used on older Sony Reader ebook devices. The newer Sony Readers use EPUB.

- ☑ Palm Doc (PDB)

PalmDoc is a format primarily used on Palm Pilot devices, but readers are available for PalmOS, Symbian OS, Windows Mobile Pocket PC/Smartphone, desktop Windows, and Macintosh.

6   Cover image

Browse...   No file selected.

Strongly recommended: A cover is required to receive Smashwords homepage exposure and to be eligible for Premium Catalog distribution to our retail partners. Professionally-designed cover images work best.

Cover requirements: Upload a JPEG or PNG file. Your image must be at least **1,400 pixels wide**, with a height greater than width. See our cover FAQ or special blog announcement which explains recommended dimensions (maximum file size: 20MB).

7   Select file of book to publish

Browse...   No file selected.

You have two upload options.

1. **Recommended: Upload a Microsoft Word .doc file**, formatted per the instructions in the Smashwords Style Guide . This will allow us to generate multiple file formats, plus enable browser-based sampling which will make your book more accessible to more e-reading devices.
2. **Optional: Upload an .epub file**. This feature is in beta. The file should be DRM-free, and adhere to the best-practices in the Smashwords Style Guide. The file must also be 100% EPUBCHECK compliant. If you upload an .epub, note that, at present, there will be no online sampling, and no additional formats for customers. However, after uploading your epub, you may upload a Microsoft Word .doc file and let us generate the additional ebook formats listed below.

(Maximum file size: 15MB for Word documents, 20MB for ePub files.)

Do not upload anything until you have carefully formatted your manuscript per the requirements in the Smashwords Style Guide.
Note: If you upload a new revision of your book, the older version(s) will remain available to users who bought them, so that they can still read them, if they desire. (As the author or publisher, you will see all revisions.)
And remember: Don't use *this form* to change an existing book! Go to your Dashboard and use the "Settings" and/or "Upload New Version" links next to your book!

8   Publishing agreement

By clicking "Publish" below:

1. You have read and hereby agree to abide by the Smashwords Terms of Service (last updated 2018-02-07).
2. You represent this written work does not violate Smashwords' Terms of Service (last updated 2018-02-07).
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☐ **Yes, I agree.**
You must agree before publishing your book.

Publish Immediately

What about paperbacks?

Should you have a paperback? Why not? While eBooks do dominate when it comes to romance book consumption, there is still a market for those who prefer a print book. With today's tools, they are easy to create, provide another stream of revenue and look pretty on your shelf. If you plan to do book signings then you'll need print copies of your book.

What about formatting? You can create it in WORD using MIRROR MARGINS and saving as a PDF. You need your pages numbered. Some add the author name and title to the header/footer. Chapter one, page one needs to start on an odd page. Did you just panic a little? Then use VELLUM. It does all the work. There are plenty of programs you can try, but Vellum is the most newbie friendly.

Will bookstores carry them? Maybe. With shelf space limited, most bookstores carry only titles that are trending and big name indie authors. However, they can and will order by special request from a client.

Libraries DO stock indie titles if they are requested in ebook and print.

What do I need to submit/know for CreateSpace / KDP Print?

- Both are Amazon owned/operated. Createspace is done direct via their website. KDP Print is right off the KDP dash.
- Requires a PDF of the book.
- Use your own ISBN or have them assign you one (Createspace).
- Option to distribute only on Amazon or Wide (libraries/bookstores) if using Createspace. KDP Print is Amazon only (which doesn't include Canada by the way.)
- Cover - either submit a fully created PDF of the cover that includes the spine and back matter or build your own. (Creation of a PDF is usually done by the cover designer. Give them the page count, size etc and they will know how big to make it.)
- You can select size. Pricing. Meta Data etc. But keep in mind, once the print book is live, you cannot change certain aspects, IE size, title etc...

What do I need to submit/know for Ingram Spark?

- Also known as Lightning Source, it is the major producer of print books worldwide.
- You must have an ISBN.
- Requires a PDF of the book.
- Cover - you must submit a PDF of the cover that includes the spine and back matter. They can provide a template with barcode to give to your cover designer.
- You can select size. Pricing. Meta Data etc. But keep in mind, once the print book is live, you cannot change certain aspects, IE size, title etc...
- Allows pre-orders.
- Allows you to decide what discount to give to vendors (ie. Bookstores).
- Option to allow returns. (Not recommended.)
- Their shipping option to Canada does not usually incur Border fees.

Big, bad and purple. Indulge in some alien romance with

Accidental Abduction ~ It was supposed to be a simple job. Grab some specimens from Earth and sell them on the interstellar black markets. In and out, with no one the wiser, except Tren accidentally abducts a human.
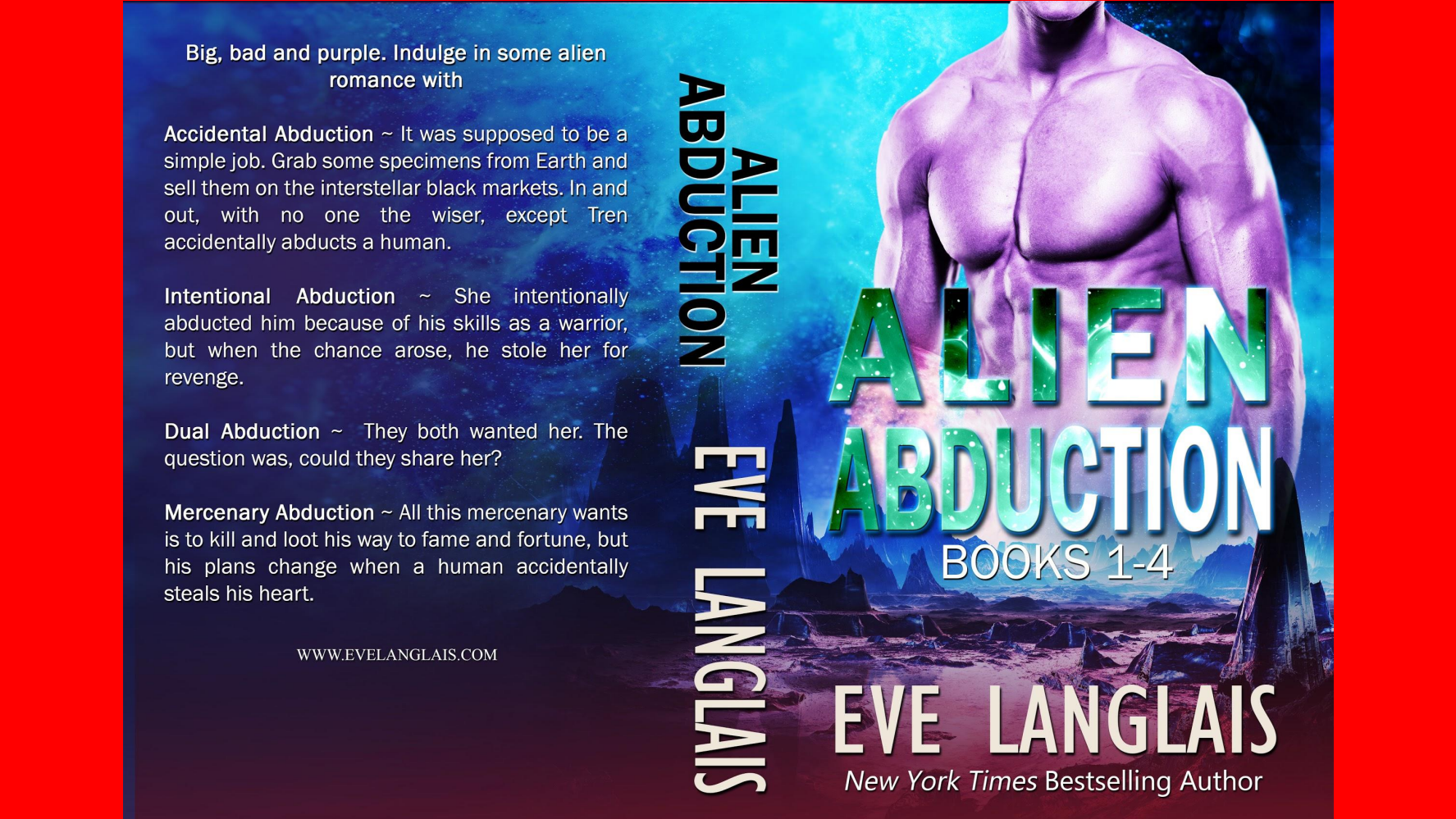
Intentional Abduction ~ She intentionally abducted him because of his skills as a warrior, but when the chance arose, he stole her for revenge.

Dual Abduction ~ They both wanted her. The question was, could they share her?

Mercenary Abduction ~ All this mercenary wants is to kill and loot his way to fame and fortune, but his plans change when a human accidentally steals his heart.

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ALIEN ABDUCTION

BOOKS 1-4

EVE LANGLAIS

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○ Print and Ebook — *Choose this if you have files for print and eBook ready to upload and distribute together*

Key

✳ Required Fields

? Help Text

⊗ Validation Error

Print

✳ Title ?
Killer Daddy

Subtitle ?
[   ]

✳ Language ?
English

Short Description ?
Max 350 characters

The fifth exciting story set in the Bad Boy Inc. world featuring a stone cold killer who finds out he's a daddy.

Keywords ?
(separated by semicolons)

contemporary romance;suspense romance;romantic mystery;action and adventure;second chance

Series Name and Number ?
Bad Boy Inc. | # | 5

Edition Description ?
[   ] | # | [   ]

✳ Full Description ?
Min 200 to Max 4000 bytes

B *I* U S X₂ X² 🔗 🔗 ≣ ≣ ≣ ≣ " ⟨⟩ Source

This daddy is a stone cold killer.

You want to know how you give a guy a heart attack? Leave a baby on his doorstep with a note saying: Congrats, you're a daddy.

Not that Declan believes it for a minute. However, until that paternity test proves him right, he's in charge of changing diapers.

Screw that. He's hiring a nanny.

Bytes: 642

Continue to Step 2 of 5 »   **Cancel**

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Titles

Titles
- Add Titles
- All Titles
- Titles Pending Your Approval
- Titles Pending Price Changes
- Promote Your Titles

Edit Title

View Guided Tour

Select Product Type

⦿ Print — *Choose this if you only have PDF files for your print title (separate PDF files required for interior and cover) and only want print distribution*

○ Ebook — *Choose this if you have EPUB (interior) and JPG (cover) files for your Ebook title and only want Ebook distribution*

○ Print and Ebook — *Choose this if you have files for print and eBook ready to upload and distribute together*

Key
- ✴ Required Fields
- ? Help Text
- ⊗ Validation Error

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