

DIRECT SALES.

Is it Right for You?



SJREISNER.COM

Who Am I?

- Bestselling and Award-Winning Author of over 100 books.
- Author of both fiction and non-fiction.
- Traditionally and Independently Published.
- Direct selling from my own website since 1999.



SJREISNER.COM



The Power of Autonomy

Direct Sales gives you all the control of your backlist, recent releases, your pre-orders, and your content, giving you a great deal of autonomy over every aspect of your writing career.



Set your own price!

Make the lion's share of your profit without having to pay a middle man!



Set your own rules!

You have all the control. No one is going to censor your content!

Best Reasons for Direct Sales:



You want to sell signed copies!

Books signed by the author are considered more valuable by collectors, and your super-fans will definitely love being able to buy them directly from you.



You want to sell Limited Editions with extra content or special binding.

Direct sales are perfect for this. Readers love limited edition or special bindings, signed by the author, of their favorite books!



You write controversial material.

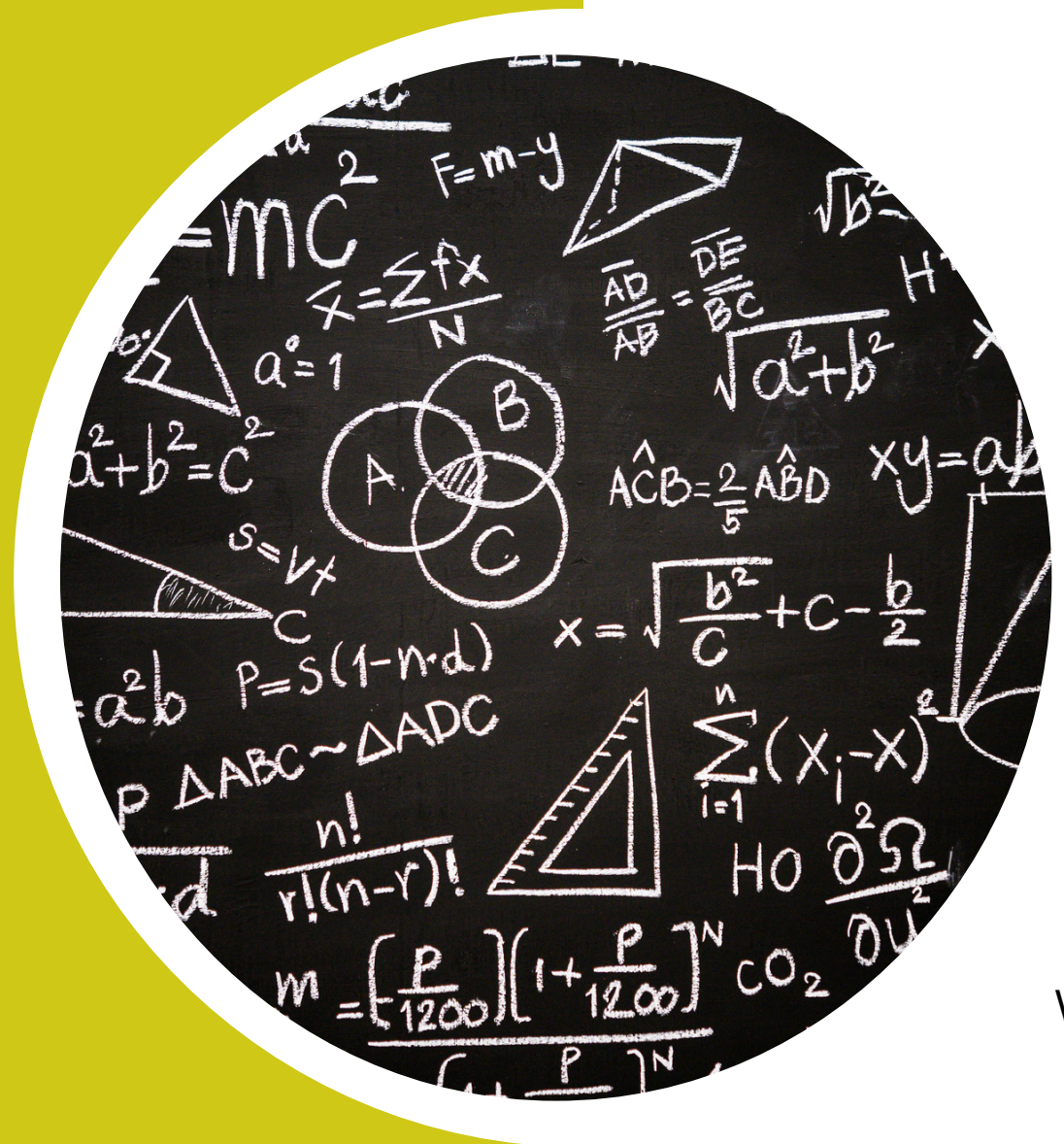
You don't have to worry about retailers banning your book(s) or your account for writing controversial material from steamy romance, to extreme horror, to controversial non-fiction.



You want to earn more profit from every book sold.

For every book you sell on your website, you can eliminate the retailer's cut, and delivery fees. Though, you will replace those fees with your credit card processing fee.

Let's Do Some Math



| | Amazon: | Ingram eCommerce: | Your Site |
|--------------------------------------------|------------------|-------------------|------------------------------------|
| Retail Price: | \$19.99 | \$19.99 | \$19.99 |
| Print Cost: | \$4.60 | \$5.48 | \$6.00* |
| Distributor Cut: | \$8.00 | \$3.50 | \$0.00 |
| Card Processing Fees | N/A | N/A | \$0.60 (at 3%) |
| Sales Taxes | Not Your Concern | Not Your Concern | Customer pays but you do paperwork |
| Your Royalty: | \$7.39 | \$11.01 | \$13.39 |
| Expanded Distribution | \$3.40 | \$3.32 | N/A |
| Who deals with missing or damaged books??? | They Do | They Do | You Do |

PARAMETERS: 300 page, black and white, perfect bound paperback, 5x8 trim size.
 Remember that selling via Ingram to Distribute to Retail - retailers want a 55% trade discount
 *Includes your shipping cost to have books delivered to you.

eBook Selling



Considerations.

- You may want a storefront that will automate eBook delivery.
- You become tech-support to help people troubleshoot or sideload files.
- The E.U. wants taxes on electronic goods sold if you want to be international.

| | Amazon | You |
|---------------------|--------|-----------------------|
| Retail Price | \$5.99 | \$5.99 |
| Retailer Cut & Fees | \$1.95 | .18 for CC processing |
| Royalty* | \$4.04 | \$5.81 |

*If bought in the U.S. at 70%. Amazon charges retailer fees of 30% + approx .15 cents for delivery on most eBooks. This may go up or down depending on your file size. If you use an aggregator like Draft 2 Digital or Ingram, they take even more for retailer cut and fees.

Comparing Print Options



The more copies you buy, usually the more you save.

For a 300 page 5x8 paperback:

Lulu: \$8.27 per unit

KDP: \$4.60 per unit

Ingram Spark: \$5.48 per unit

Barnes & Noble Press: \$5.95 per unit

Offset Printer: Call for quote. They can usually charge you less per copy on bulk orders.

Who offers what?

Paperbacks: Lulu, KDP, Ingram, B&N, Offset Printer

Spiral Bound: Lulu, Offset Printer

Case Wrap Hardcovers: Lulu, KDP, Ingram, B&N, Offset Printer

Linen Wrap (or Equivalent) Hardcover with Dust Jacket: Lulu, Ingram, B&N, Offset Printer

Leather Bindings or special end papers: Offset/Private Printer

Personal printing (no required distribution): Lulu, B&N, Offset Printing

Private URLs for Selling to mailing list or private group: Lulu, Ingram Spark

REMEMBER: KEEPING BOOK STOCK REQUIRES PHYSICAL SPACE

Website Sale Platforms.

Ecwid
Square Online
Big Cartel
Shopify
Payhip

- Does it need to integrate into an existing site? Or are you willing to build a new site?
- You need to consider yearly storefront costs against how much you're selling.
- You need to consider yearly storefront costs when pricing books and merch.
- Can you maintain the site yourself? Or do you need to hire it out?
- Do you need a credit card processing company (or will it integrate Paypal or Square or both?)
- Expect to pay at least \$180 a year to run an online store.
- Does it require digital goods delivery automation (ebooks). Might cost a bit more.



Marketing Hurdles

Having your own webstore can cause a few hurdles you'll need to overcome when marketing.

1. People prefer buying from trusted brands like Amazon and Barnes & Noble, or prefer to one stop shop. Give them a really good reason to buy from you! Deals and exclusives are good marketing techniques.
2. Older readers may be intimidated by having to sideload their own ebooks into their ereaders. You may need to assure them you can walk them through the process.
3. People are concerned about web-security. If you integrate a store into your existing site, no matter how secure it is, get a security certificate for your website. Otherwise, it could deter more tech savvy buyers.



You are competing with free shipping and one stop shopping. Give your readers exclusives or limited edition content, raise the price a little. You could even raise the price to include shipping and call it FREE shipping.

Pricing Strategies

- **Price higher** for a premium signed edition, and set-up pre-orders. Release it on your website BEFORE you release it anywhere else.
- Do a numbered **limited-edition package** with a cool bookmark and some swag. There are only 35 available. Yeah, they cost \$49.99 + shipping, but it's a great deal. (Use that .99)
- Give your mailing list and superfan groups a **special discount code for early releases on your site**. Even if you shave a dollar or two off the retail price and charge shipping, the fact that it's signed and they get it early is a huge perk. And you're probably still making more than you'd make through a retailer.
- **Run contests** and deals exclusive for people who buy through your website.
- **Give readers extra chapters or side stories** with every purchase via your website.
- **Create exclusive editions ONLY** available via your webstore/website that you won't sell anywhere else.



Concluding Thoughts



Even if you only have one book, set up some kind of direct sales on your website.

Luck and fortune could strike at any time with any book. Be ready so you're not sprinting to build something last minute and losing money as a result.

Direct Sales work best for non-fiction authors and authors with a sizeable following.

But it's still a side income. You don't just have to sell books. You can sell all kinds of cool branded bookish swag, too.

Feel free to experiment and don't expect instant success. You still have to build your brand and find out what your readers want.

Just like building an audience, building a webstore with the right items alongside your books takes time.

Q & A

To get a copy of this presentation go to
<http://www.sjreisner.com/workshops/>



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