

Write Publish Market.S6E14_mixdown

Fri, Jan 13, 2023 5:34PM • 9:23

SUMMARY KEYWORDS

book, distribution, publishing, entrepreneurs, publish, print, publisher, author, decisions, fulfillment, wide net, responsible, discoverability, talk, today, writing, paperback copies, depend, market, consumer

Welcome to the right publish market podcast. If you're an entrepreneur considering writing a book to serve your business, you're in the right place. Or maybe you've already decided that's even better. I'm your host, Jodi Brandon, book publishing partner for entrepreneurs and 20 year veteran of the book publishing industry on the right publish market podcast. In addition to learning from me, you'll meet entrepreneurs just like you and hear about their experiences as we explore all facets of Writing, Publishing, and marketing a book that will help your business grow in ways you might not even have dreamed of yet. Hello, hello, author entrepreneurs, let's talk book distribution today. This is something I'm betting if your book is not out there yet, I'm betting this is something you haven't thought that much about. But I'm here to tell you that you need to now why do you need to it is so simple, because if you're a self published author, you are the publisher, and guess who is responsible for book distribution. That's right, the publisher. So full stop, you need to at least understand the basics of book distribution, so that you can make informed decisions that will best serve you your book, and your business. So let's back up a little tiny bit here. And define book distribution, because it's probably a term that you have heard a ton and hoped didn't really maybe understand and then thus hoped you didn't need to worry about. And unfortunately, that's not the case for you. So let's just define it very simply. Now, I'm going to define this term very loosely today. And simply, could we get way more technical? Yes, we could. We're not going to today. This is just about the basics today. So before your eyes glaze over, let me just say that. So what is book distribution? It's the logistics of getting your book into readers hands through various sales channels that exist out there. So whatever those sales channels may be for your book, depending on the format's it's getting your book from, you know, being printed into the readers hands, what does that process look like? That's distribution. So let's start by relaxing and and glazing our eyes that like that's all, that's all we're talking about. That doesn't sound so scary, right? As a self published author, myself, I have been in your shoes, and I know that it is scary and overwhelming to think about when you first realize not only Oh, man, this is one more thing that I'm responsible for. But oh man, this is a piece that I'm responsible for that I really just don't understand and feel equipped to make good decisions. So the good news is, as with just about everything, and book publishing, you have options. So you need to consider your book format ebook versus a physical book, paperback, hardback both neither audio book, you've got to figure out what the format's of your book are going to be. And what channels make the most sense to get them into readers, hands or ears, if it's audiobook only. And that's fine, some of these distribution options are going to be better for certain formats, some are going to be not so great for certain formats. And that's also going to depend on the factors of your book. And what I mean by that are, what's your page count is your interior black and white versus color, your cover has

to be color. I mean, that's not like a written roll anywhere. But that's your cover needs to be color for color, what's the paper quality, what's the trim size, all of these factors about your book will impact the pricing from a distributor. So that will then determine sometimes you know, what you're able to do as far as how many copies and all of those decisions that follow. Start with these, you know, basics about your book. So one other thing I want to mention before we move on from that is that another resource that you have available to you, or what we call distributor aggregates. And those are entities that will take your book and distributed, you know, to multiple channels for you. So online, for example, publish is a big one in the book publishing world. Hopefully you've heard of Bublish. So you upload your book file to publish, and they will take care of distributing it online for you. So you don't have to upload it, you know, to this site and this site and this site and this site and set all that up, you upload it one time, and they handle that for you. So that's, I mean, that's a great thing available to you. So that hopefully will help ease a little bit of stress also. So the list I was talking about before though the page count the color versus black and white, all of those things come into play. When you're thinking about what it's going to cost you Get books printed, shipped to you, or directly to the consumer who's buying them. And then if not, if they are coming to you, then the fulfillment piece that to get them from you to the consumer. So there's a lot of moving parts, a lot of moving pieces, as usual, with book publishing, particularly when you're self publishing, right? So you've got to think about an ebook, for example, this all of this applies to a physical book. Also, do you want to go cast a wide net? Or do you want to cast a narrow net, business owners typically are less interested in the wide net, you know, a big volume of sales, versus a narrower net of getting their book into the right hands. So something like for example, Amazon KDP, which is their exclusivity deal for ebooks, where you can't have your book anywhere else for the first 90 days. So you know, it's great for discoverability, because Amazon pushes those books, but what's the flip side of that, could you get more discoverability on your own depends on you, your audience, your marketing, budget, all of those factors also come into play. So that's one, you know, example of the type of thinking that you need to do, as you're thinking about what your distribution is going to look like, with physical books, paperback, hardcover, both, neither is again, going to depend on you and your book, what makes the most sense, we talk about with printing, a print, run versus print on demand. So a print run is where you say I want 1000 paperback copies of my book. Okay, so you're gonna get a deal on that, because you're getting 1000 copies printed versus, you know, five, or 25, or 50, copies printed, but you're putting that money out up front, print on demand, there's no inventory and print on demand, frankly, has, you know, transformed, revolutionize the book publishing and distribution processes, because there's built in fulfillment there, because books shipped right to the final consumer. So you don't have to, you know, you don't have to worry about storing them, you don't have to worry about inventory. But then again, flipside of that is, for example, like think about Amazon, when you order a book on Amazon, as a consumer, that book arrives the next day, that author has no idea who bought that book. So if the author is distributing the book, selling on their website, taking care of fulfillment themselves, they're getting your customer data, but then, you know, also dealing with that piece of those extra steps, they're responsible for themselves. So again, this episode is really just meant to sort of give you like a high level introduction to the process, because as I said earlier, you are the publisher, when you're self publishing, and the publisher is responsible for distribution, and distribution decisions. So you have to you know, you've got to get your head out of the sand when it comes to book distribution, printing, fulfillment, distribution, all of you know that final piece of the puzzle, you've got to figure out what makes sense for you, and your book and your business. And then make decisions accordingly. Because that's how you're going to serve your book, and then how in turn, your book is

going to serve you and your business. Not everything is going to make sense for your particular project. Some things are not going to make sense at all for your projects, but you need to be clear about what those things are and are not so that you can make the right decisions moving forward as the publisher of your book. So until next time, happy writing and also happy thinking about book distribution. If you have questions, please find me you know where to find me online and ask away. Until next time. Thanks for listening to today's episode of the right publish market podcast. I know just how busy your schedule is as a business owner, so I'm grateful you taken some time out of yours to journey into the world of book publishing with me today. If you are looking for even more book writing, marketing and publishing information and support, check out my mentorship membership at the author entrepreneurs lab where each month we take a deep dive into one element of the book world with education, a q&a session with me your book publishing expert resources, co writing times and so much more. You can learn more at the link in the show notes. I hope to see you inside the lab