

Easy Book Content:

Module Six: Publishing Your Content

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Introduction

IN THIS WEBINAR...

Publishing Your Content:

- Expanding Your Content Through Collaboration and Co-Creation.
- Once Your Content Is Completed, What Next?
- New Publishing Platforms.
- Getting Your Book Published.
- Self-Publish or Traditionally Publish.
- And Much More!



Welcome to the sixth module in this Easy Book Content series. This is the final lesson in this series, and in this lesson we'll be discussing how to go about publishing your content. Different ways to generate all kinds of different content has been covered in this course. If you still don't know what to put in your book, I suggest that you go through the training again because there's plenty of different ways to come up with something.

Chances are that you have found a lot of fun things to use by now. The next step is figuring out what to do with it. That's what you're going to learn in this lesson. Specifically, this lesson is going to cover the following topics:

- Expanding Your Content through Collaboration and Co-Creation
- Once Your Content is Completed, What Next?
- New Publishing Platforms
- Getting Your Book Published
- Self-Publish or Traditional Publish
- And Much More!

There will be a Q&A webinar added to this course as a bonus. I'm going to give you a couple of weeks to process this information and work with your own content before I hold it. So, this webinar won't be immediate. Still, I hope you all can attend.

Expanding your Content

EXPANDING YOUR CONTENT...

Engaging Conversation:

- Anytime someone comments or asks questions related to your topic, using whatever interactive medium you choose, your content improves.
- So the bigger question becomes, “How can I engage my audience more?”



I'm always looking for ways to expand my own content and to teach people how to expand theirs. The truth is that anytime someone comments or asks questions that are related to your topic, using whatever interactive medium you choose, your content improves. I have found this to be true over and over again.

You may be the expert or the 'go-to person' on a subject, but there's always going to be things that you're going to miss or that you don't think of. Also, you may think that your audience would understand something, but they really don't. Furthermore, expert or not, your audience can always build upon something that you're saying.

Feedback always improves your content. You want to provide the best content that you can and have that continue to grow. It's also great to keep the conversation going because that will set you up to have a book series and things like that. So, you want to engage your audience in an interactive way and you want to continue to do so for as long as possible. This will give you indicators of where you should take your books next and things like that.

A friend of mine has an interactive Facebook group. She is constantly inputting information into the Facebook group and getting feedback from her audience. They have even helped her shape stories through this interaction. She writes novels, but this process works more than just for novels. You can use it for almost anything, and I do it all of the time. Sometimes I do it in

more overt ways, but other times it's a bit more stealth. Either way, I put this into practice a lot because it does make a huge difference.

In your work, the big question should always be "How can I engage my audience more?" If they are adding value, you want to continue your relationship with your audience. Not only is this going to make you a better teacher, presenter, or author, but ultimately this is going to help you to generate more sales. That's because incorporating this feedback is going to help you custom-tailor your work to your audience.

There are many different ways that you can go about engaging your audience and creating this interaction. Obviously, you can use social media. Some examples of sites that you can use to do this are listed below:

- Facebook
- Twitter
- LinkedIn
- Google+
- Pinterest
- Instagram
- YouTube

I've never really don't much with LinkedIn, but I know people that have been able to use this site to promote more interaction. I'm starting to use Twitter and Google+ more and more. I think Google+ is kind of cool because you can send messages to people in your circle, and if they have a Gmail account, it goes right into their gmail.

All of these social media channels have one thing in common, and that is social interaction of one form or another. People have the ability to comment and interact on all of these sites. There are many more options than just the ones listed above; these are just the big boys. The point is that anytime you have the ability to engage your audience in some form the conversation is going to continue on, and this is going to add value to your content. You can also gain more feedback through the use of:

- Blogs
- Surveys

- Articles
- Amazon (Reviews)
- Webinars
- Podcasts
- Teleseminars
- Live Events
- Google Hangouts

Any time that you can engage your audience and create a flow between you and them, you are going to add value to your content. This will allow you to enhance and build upon what you are already producing.

What's Next

WHAT'S NEXT FOR YOUR CONTENT...

Once You're Finished With Your Book:

- What's next depends on how you're planning to publish!
- Basically have four options:
 - **Traditionally Publishing:** No cost to you. Paid an advance drawn on future sales.
 - **Vanity Publishing:** You pay them to do everything.
 - **Self-Publishing:** You do it all yourself.
 - **Hybrid Publishing:** A combination of the above.



What comes next is pretty obvious. If you have written a book, you have to publish it in some form. What's next depends on how you're planning to publish, and you basically have four options:

1. **Traditional Publishing.** A lot of us would like to take this route because it typically costs you nothing, and often you are paid in advance to write your book. In other words, you may be paid \$5,000 to write your book and then you start receiving royalties once that \$5,000 is met. One of the disadvantages of going with a traditional publisher is that in many cases they own your copyright. So, a lot of times you give up the right to your content.
2. **Vanity Publishing.** In vanity publishing, you essentially just pay a publishing team to do everything. This can take on a lot of different forms, as all of the types of publishing listed here can. Usually you pay a flat fee for this service. Normally, these services will do the layout, cover design, etc., and in most cases they do none of the marketing for you whatsoever. A lot of times you also have to purchase a certain number of books if you publish this way.

3. **Self-Publishing.** When you self-publish, you do it all yourself. That's pretty obvious, right. In this case there are variations in how you go about it; this will be discussed further later on in this lesson.
4. **Hybrid Publishing.** This type of publishing would be any combination of the various types of publishing listed above. A lot of times a publishing company will work together with an author and what you get paid may depend on how much you do yourself. This is just one example though. It can take on a lot of different forms.

A lot of people get their start in self-publishing. I like self-publishing a lot, and I will tell you why. The reason is that unless you have a name or a really strong message, many traditional publishers aren't going to give you the time of day. Then, you also may have to give up your copyright. This can be negotiated, but I have heard a lot of horror stories in regards to this. For instance, I have heard stories where the author has to ask permission to create any related products, and the answer is generally 'no'.

When it comes to self-publishing, you have full control; you can do whatever you want. Another thing that really plays into this is that even if a traditional publisher pays you royalties, in most cases they aren't going to do a lot of marketing for you. I mean they will often throw in something, but at the end of the day the responsibility for selling your book lies in your hands no matter what style of publishing you go with.

Before you can publish your book, your content must be edited and final. It doesn't matter what your book contains. It may consist of repurposed public domain content, chapters that were contributed by other writers, or transcribed interviews of experts, etc. No matter what you did to complete your book, you need to have an edited final version before moving on to publishing it. It is really a huge mistake to not have your text edited and finalized. Specifically, you want to focus on grammar and style edits.

When you edit for grammar, you want to look for things like run-on sentences, misspelled words, and poor use of punctuation. It's common knowledge that you have to do that. A lot of people don't understand that you have to edit for style as well, meaning that you have to make sure that everything is consistent throughout your book. For instance, you cannot start a book out in third person, present tense and then at some point begin writing in first person or past tense. There are ways that you can go about changing perspective, but you have to do so deliberately, and you have to clearly make this shift so that the reader can follow.

When you are style editing, you also want to make sure that your words flow well throughout the text. In some cases a good style editor will reorganize sections or chapters to make a book transition more smoothly and logically. This all depends on how much you want them to dig into it of course, but you definitely want this to be done to a larger degree.

On top of editing for style and grammar, you'll want to make sure that your book's interior layout and formatting is right. You will either need to do this yourself or hire a designer to do so. You'll need to make sure that all of the book's text is well formatted. This includes all of your front matter, back matter, end notes, footnotes, and references.

Anytime you make reference to anything, such as including a quote in your text, you need to cite it within your book. It's best to get your reference information down as you are grabbing the information. For instance, if you find a statistic on a website that backs up what you are saying, the moment that you copy that down and decide to include it in your book you need to make note of the site's URL and the date that you found the information. You also need to make note of the author of the text that you derived the information from.

After you finish proofreading everything, making your edits, and making sure your text is formatted correctly, you'll want to make sure that your cover design looks professional. When people think about cover design, they generally think of the front and back of the book. However, you also want to think about the spine, the back cover copy, the book's ISBN, its barcode, etc. You may want to include things like a publishing logo and/or contact information as well. If you have your own publishing company, which is something you may want to consider, you could place the company's URL on the back as well.

I have taught how to do this in other trainings. That's why I'm not going into great detail on how to do all of this. There are other things that I want to get into in this lesson that I have not taught before. I try very hard not to have much overlap between my courses because you don't need to pay me five different times to learn the same things. However, it's important that you know what to finalize whenever you are preparing to publish your book. No matter how you are going about publishing your book you need to have everything in place and finalized before moving forward.

When it comes to self-publishing, there seems to be a ton of different ways to do so at first, but when you really boil it down, you only really have a few different options. Obviously, you can publish through CreateSpace, which is Amazon's 800-pound gorilla in the publishing space. Then, there's Lulu. I am actually a little surprised that they are still in the game. There is also IngramSpark. This is a newer option, and it is the one that we will be focusing on in this lesson.

There are some very distinct differences between IngramSpark and CreateSpace that I want you to take note of. IngramSpark is owned by Ingram, which is the largest book distributor out there. They are the owners of Lightning Source, a print-on-demand publisher.

IngramSpark does charge to publish. They charge \$49 per title, but if you place an order of 50 books or more within the first 60 days, they refund the \$49. It doesn't cost anything to publish on CreateSpace.

IngramSpark has a program called Global Market Access. This program gives you access to 39,000 global retailers. It costs \$12 a title to take advantage of this program. CreateSpace offers expanded distribution as well, which is free but it doesn't have near the reach. Again, Ingram is the world's largest distributor of books. So, these 39,000 retailers include some of the top book retailers in the world.

Another big difference between IngramSpark and CreateSpace is that you will need your own ISBNs with IngramSpark. ISBNs are not cheap, but I recommend buying your own. You see, CreateSpace will give you a free ISBN for your book, but at the end of the day it's theirs, not yours. In other words, if you wanted to put your book on another platform, you wouldn't be able to use the ISBN that Amazon has given you. So, you would have to come up with another one anyway.

CreateSpace used to have a deal where you could purchase an ISBN from them cheaply and put it in your name. I've done this before. Even with that, however, they ultimately own it and you don't. I admit that paying \$125 for one ISBN is ridiculous. In Canada they are free. In the US you have to pay for them though. You can them in bundles as well. For example, you can get 10 for \$295, 100 for \$575, and 1,000 for \$1,000.

You can order your ISBNs from ISBN.org. This site regularly runs discounts on them. There are several reasons why I advocate that you get your own. First of all, doing so gives you more control over your book. Also, if you are publishing both a digital and a print version of your book, you're going to need two ISBNs anyway. Then, if you are doing an audio book as well, you'll need three. Furthermore, you will probably end up publishing a series of books or a number of different books. You would be amazed at how quickly you could go through ISBNs.

I got a package of 100 ISBNs when I bought mine, but I used a coupon when I purchased them, so it didn't cost me \$575. I think I got like 15% off or something. I don't regret that decision at all because now I have 100, which means the sky is the limit when it comes to publishing books.

WHY INGRAMSPARK...

The Benefits:

- Better Quality (by a lot).
- Better Distribution (both e-book and print).
- Better Control.
- Manage E-book and Print Simultaneously.



When you consider a lot of these details, it still seems like CreateSpace would be the better option. Maybe it is for you, but I want you to understand some of the benefits you would have in using IngramSpark over CreateSpace. Probably the most important benefit is that the books from IngramSpark are of a better quality, and by a lot.

I've never had any huge complaints concerning the books that I have had printed by CreateSpace, but I've also seen books that have come in from IngramSpark and there's a huge difference. Some of it has to do with the way that they produce their covers and things like that. They actually use digital printing presses to produce them rather than high-end DocuTech copiers. This makes a big difference.

IngramSpark also has better distribution options for both eBooks and print. Whenever you enter a new title, you have the ability to upload both the print and the eBook version simultaneously with IngramSpark, which is something that I like a lot. When it comes to using KDP and CreateSpace, you're basically just distributing to Amazon. Of course, Amazon is huge, but you have to understand that Ingram has the ability to put your books both on Amazon, the iBookStore, and many, many other platforms as well.

Ingram's reach goes out to some of the biggest distributors in the entire world. Baker & Taylor and Barnes & Noble are just a couple of examples of what Ingram distributes to. Plus, they also give you more control over what's happening with your book. There's no question that your book needs to be on Amazon, but understand that when you publish specifically through them, you are giving up some freedom.

Not only can you publish your eBooks and print books simultaneously, but you can manage them that way as well when using Ingram. When you publish with Amazon, you publish your eBook through Kindle Direct Publishing (KDP) and your print version through CreateSpace and then they both end up on Amazon. Ingram doesn't work that way. It's one single, very fluid process as opposed to publishing on two different platforms.

IngramSpark Setup

INGRAMSPARK SETUP...

ADD NEW TITLES

Select Product Type

- ☒ Print and Ebook Ready to submit interior and cover files in both formats.
- ☐ Print Only Ready to submit a PDF interior and a PDF cover file.
- ☐ Ebook Only Ready to submit an EPUB interior and a JPG cover file.

Key

- Required Fields
- Help Text
- Validation Error

PRINT AND EBOOK

Imprint Tony Laidig Media Request another imprint

Title

Subtitle

Language

Easy BOOK CONTENT Tony Laidig

It's free to set up an IngramSpark account, and once you have set one up, the site gives you the ability to set up a print-only book, an eBook-only book, or both. All of these options are shown at the top of the screenshot above. You may also notice that alongside each option, the site specifies exactly what files you need to submit.

You are going to establish your 'Imprint' when you set up your account. You can use your own name or a company name, and you can even use multiple imprints. Next, you are going to enter in the title of your book and the language that it is in. After that, you'll be given the option to enter in the names of any contributors that helped you with your book as well as the role they played in the process.

The next section asks you to define the 'Subjects' that your book falls under. This will help retailers to place your book under the correct category. You have to choose at least one. In this case I am using *A Day with the Sacred* as an example. This book would fall under the category of photography. I also chose 'Photoessays & Documentary' and 'Life Experiences'. Finally, you'll be asked to provide a description of your book. CreateSpace and KDP would require you to submit this same information too by the way.

If you are publishing to print, you will have to choose a trim size. After that you'll choose whether you want your book should be printed in black & white or in color. If you choose color,

you'll have to choose between different types of paper. If your book is just black & white, you'll be able to choose between white and cream. Then, you will choose your 'Binding Type'. If your book is going to be a paperback, you can choose between 'Perfect Bound' and 'Saddle Stitch'. You can also choose to make your book a 'Hardback'.

Next you'll be able to choose a laminate type for the cover. The site gives you the choice between gloss and matte. Afterwards, you'll be able to enter in your book's page count. By the way, all of these options are still fully editable at the end. Going back to fix and edit these details is something that you can't always do in CreateSpace.

INGRAMSPARK SETUP...

PRINT FORMAT

Print ISBN 978-1-941638-00-2

PRICING

For your content to be available for sale in each market below, you must provide the Print Retail Price. To get help with market pricing type "Currency Converter" in Google and select one of the free online tools available.

Market	Print Retail Price	Wholesale Discount	Returnable
United States	US\$ 29.95	55% - standard trade	No
United Kingdom	£ 21.67	55% - standard trade	No
European Union	€ 21.67	55% - standard trade	No
Canada	CAN 32.94	55% - standard trade	No
Australia	AUS 32.07	55% - standard trade	No
Global Connect Program	US\$ 29.95	55% - standard trade	No

Publication Date 6/1/2014

On Sale Date 6/1/2014

Easy BOOK CONTENT Tang Jaidig

The following portion of the setup is shown above. It is a little more confusing. You have to enter in your ISBN on this page, which isn't the confusing part. The confusing part is entering in the pricing. You really have to have a good idea of what you want to have your price set at before you reach this page. The best way to come up with a price is to head over to Amazon and look for books that are similar to yours in size, scope, and page count. Look at what those authors are charging and use that as a guide.

They give you two options for wholesale discount on this page. One is 55% and the other is 40%. This might lead you to think "Well, if I go with 40% I'm going to make more money." That is true, but most stores expect the 55% discount. Therefore, if you go with the 40% discount, you're going to limit your ability to sell your book. So, I advise that you go with the standard, which is 55%.

You can also designate whether or not you want to accept returns on this page. The same thing pretty much goes for this option. You can choose 'No', designating that you don't want to accept any returns. The problem with choosing this is that you will have trouble getting your books distributed. So, I just want to make sure you understand this before moving forward.

The site will also require you to set dollar amounts for some other countries. There's an easy way to figure this out. Just go to Google and search for 'Currency Converter'. An online calculator should show right up at the top of the results. You simply type in the dollar amount you're going with and then select the type of currency you want it converted to. Once you calculate one, go back to the IngramSpark setup page and type the amount in the corresponding field. You'll have to do this a number of different times.

After that, you'll need to enter in a 'Publication Date' and an 'On Sale Date'. You can change this later if you need to. I usually just put in the same date for both, but in some cases you may want to pre-sell your book. So, you can set this date to be sooner if you like.

The process for submitting your eBook is essentially the same. You don't have to enter in quite as much information. If you're not doing an eBook, these options won't even appear. One thing that you will be asked for is the page count. I realize that there really isn't a page count for Kindle because of the dynamic scaling of the text. Just provide a rough estimate of how many pages your ePub file came out to.



Once you are done entering in all of your book's information, you'll be brought to the page shown above. As you can see, there are a number of links on this page. Each link contains

forms which you have to fill out in order to receive payment and things like that. First you will be asked to complete your account information. Then, you'll be asked to submit a form pertaining to your publisher compensation. This is where you will set up your royalty payments. You only have the option to have your payments drafted into your account, so you would need to submit your banking information.

The 'Add Publisher Payment' option is where you go to pay if you add a new title and things like that. So, this is where you would enter in your credit card information and things like that. After that you can enter in your tax information, and basically, they just present you with an online W-9. This is very easy to complete, so no worries. Once you complete all of this, you will be given the ability to upload your files and so on.



The screenshot shows the IngramSpark website with the title 'Online Retail Partners – For Informational Use Only'. Below the title is a table listing various retailers. The table has three columns: Retailer Name, Consumer Specialty, and Country. The retailers listed are A Book Company LLC (eCampus.com), All Romance eBooks, Amazon Kindle**, Apple@*, and Artech House. The table is partially obscured by a PDF viewer overlay at the bottom.

Retailer Name	Consumer Specialty	Country
A Book Company LLC (eCampus.com)	Textbooks	US
All Romance eBooks	Trade	US
Amazon Kindle**	Trade	US
Apple@*	Trade	US
Artech House		US

If you were to click on 'Global Reach' within the IngramSpark website, you can find a PDF that shows you all of the different distribution channels that they have. The beginning of this list is shown in the screenshot above. Some of the bigger companies that it lists are:

- Amazon Kindle
- Apple
- Baker & Taylor
- Barnes & Noble Nook
- EbookMall

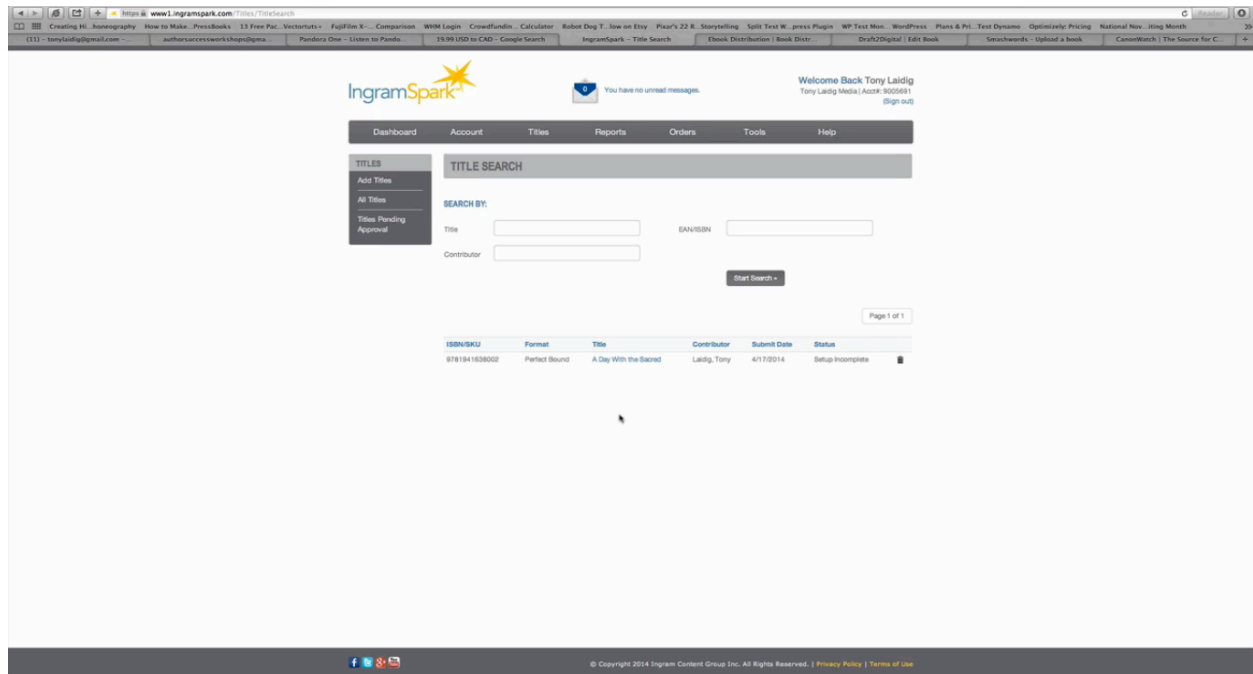
- Kobo Books

The list goes on and on. These are all for digital book distribution. Now, there is one potential problem when it comes to Amazon. IngramSpark has made some kind of agreement with Amazon which states that if you have uploaded any book to Kindle within the last 12 months then you cannot use IngramSpark to distribute to Amazon. However, you can still upload your book to Kindle yourself, so I don't really see this as being that big of a deal.

When it comes to print book distribution, in the US you have:

- Ingram
- Amazon
- Baker & Taylor
- Barnes & Noble
- NACSCORP
- Espresso Book Machine

I don't know if you've seen an Espresso Book Machine, but it's pretty cool. People can go in and choose the title that they want, and the machine prints the title right on the spot. Anyway, the distributors listed above are some of the biggest in the US. There is a PDF you can open up to see more of these. They have a ton listed under the United Kingdom/Europe and Australia & New Zealand. As previously stated, they have a reach of over 39,000 retailers in all.



Above you can see a screenshot of what your dashboard will look like on this site. This is where you would go to add new titles and things like that. Everything works in a fairly straightforward manner. From here you can also go back and edit the submissions that you have made. To do this, you would simply click on the title that you wanted to edit and you would be taken through all of the setup pages once more.

After you submit your files, your book will be reviewed for any problems before being accepted by the site. This is a standard process that you would have to deal with when submitting to other self-publishing platforms as well. Therefore, once you upload your files and hit 'Continue', your book's status will show as 'Pending Approval'.

Bowker Setup

BOWKER SETUP...

My Account: My Identifiers
Manage your ISBNs and other identifiers here.

My Identifiers My Subscriptions My Services My Profile Data

0 Barcodes Available [Buy More](#)
0 Bowker View Inside Widgets Available [Buy More](#)

Successfully processed
Processing Information
Incomplete Information

Title	ISBN-13	Format	Cover	Barcode	Book Sales Widget
Assign Title	978-1-941638-00-2		Upload	Buy Barcode	Buy Widgets
Assign Title	978-1-941638-01-9		Upload	Buy Barcode	Buy Widgets
Assign Title	978-1-941638-02-6		Upload	Buy Barcode	Buy Widgets
Assign Title	978-1-941638-03-3		Upload	Buy Barcode	Buy Widgets
Assign Title	978-1-941638-04-0		Upload	Buy Barcode	Buy Widgets
Assign Title	978-1-941638-05-7		Upload	Buy Barcode	Buy Widgets
Assign Title	978-1-941638-06-4		Upload	Buy Barcode	Buy Widgets
Assign Title	978-1-941638-07-1		Upload	Buy Barcode	Buy Widgets
Assign Title	978-1-941638-08-8		Upload	Buy Barcode	Buy Widgets
Assign Title	978-1-941638-09-5		Upload	Buy Barcode	Buy Widgets

Easy BOOK CONTENT *Tony Laidig*

It was previously mentioned that you may have to buy ISBNs for your books. Let's just suppose for a second that you do. When you purchase these barcodes, you end up with a list that looks similar to the one shown above. You can just go down the list, choose them and assign them to your books. You are going to enter your barcode into the site during the IngramSpark setup. What you may not realize is that you will need to enter information into the Bowker site as well. So, in essence you'll have to go through the setup process twice.

Once this list of ISBNs appears on your screen, you would choose the barcode you want to use and click on the corresponding 'Assign Title' button. When you do, you'll be redirected to a form that you will need to fill out. This page is going to ask you for some of the same information that you enter into the Ingram site, but you may notice that the site only really requires that you enter in the title.

The Bowker setup page allows you to upload both your cover image and the text for your book. This isn't required, but I recommend that you upload these. Why would you want to? Well, Bowker generates a list that goes out to book buyers and this is of the primary thing that they reference for new releases. So, by providing your book and related information, you are essentially putting it in front of every book buyer in America. This is exposure that you can get for your book that is beyond what Ingram is already doing.

The system that your book goes into is actually reachable through search engines. There are people who pay a subscription for the privilege of searching through those titles. Again, this puts your book in front of a lot more eyeballs. When you get an ISBN number through CreateSpace, you do not have this option at all. That's another reason why I recommend that you get your own ISBNs.

In the past, this whole segment of the publishing game was only available to traditional publishers. Now, thanks to Bowker and IngramSpark, this is available to us as well. Coming from someone who knows how the game used to be played, I think that this is all really cool.

Digital Options

DIGITAL OPTIONS...

Distributing Your E-books:

- Kindle Direct Publishing
- iBookstore
- Smashwords
- Bookbaby
- Draft2Digital



There are also some digital options that you need to take note of. You may be aware of some of these options, but there are some you are surely unaware of as well. Obviously, you have the option of publishing and distributing your book through KDP. If you are reading this text right now, it is likely that you already know what this is, so I'm not going to cover it here. You also have the option of using the iBookstore and Google Play to distribute your books. You likely already know a lot about these as well.

You may or may not already know about Smashwords. This company also has a really large reach when it comes to book distribution and it is well worth looking into. You can sign up for Smashwords by visiting www.SmashWords.com. Once you have an account set up, you basically click on 'Publish' and begin entering in your information just like you would on any other distribution site. The process is pretty straightforward.

SmashWords has a very comprehensive style guide which I highly recommend that you read and follow. A lot of what I normally teach is in alignment with this guide. Once you are sure that your book is ready to go, you can fill out all of this information. When you reach the bottom of the page, just click that you agree to the terms (if you agree, of course) and then click on the 'Publish' button. It really doesn't take that long to get your book available and out to the masses through this site.

Another distributing option you have is Bookbaby. They charge basically \$49 to do the same thing as Smashwords. Both companies provide digital distribution out to all of the major channels. There's another one, which I prefer, called Draft2Digital. The process of entering your information onto this site is basically the same as all the ones previously listed.

In Conclusion...

WRAPPING UP...

Taking Action:

- We've covered a LOT of content options.
- Lots of content opportunities for ANY niche.
- Pick the ones that make sense to your market and **CREATE CONTENT.**
- Get your books done and available to your audience!
- Do it again!



I want you to point out that the most important thing for you to do right now is start taking action. Throughout this training a lot of options for obtaining, creating, and using content have been covered. I don't want you to be so overwhelmed that you don't know where to start next. The name of the game is to pick something and run with it. If you should ever decide to do something different, all of the information that you have been given will be available.

There are a lot of content opportunities for any niche. It doesn't matter what topics you are interested in; just about any of the content options will probably work for you. There are some cases where public domain content won't really be of any help, but in those cases you can be interviewed as an expert, interview an expert, generate your content with the help of contributing writers, etc. There really are plenty of different ways for you to quickly and easily come up with content, so there isn't an excuse for not doing so now.

Pick the strategies that make the most sense for your market and follow through, or pick the ones that you think would work best for you. For instance, I like working with public domain materials and it is very usable when it comes to the subject matter that I cover. So, the Public Domain is one of the first places where I start searching for content. If nothing else, I usually use public domain materials to supplement my own work. However, I have used all of the other methods that I have shared in this training as well, and they have all worked well for me.

The important thing is that you get your books done and make them available to your audience. I have shown you some of the best tactics that I know for selling and distributing your books, but you're not going to make any money at all if you never get any of your books done. Even more importantly, once you get a book done and distributed, do it again. This isn't about publishing one book and stopping there. Plan to do it again and again.

Although this is an ongoing process, don't think about it in a way that makes it become labored or hard. If you really want to make money off of selling books in a passive way, you'll want to publish on a regular basis. Some of the most successful authors out there are the ones that publish consistently. Now you have the ability to do so faster and more easily than even some of them can.

You don't have to be well-known. You don't have to have a *New York Times* bestseller to make a decent income off of your books. However, you do want to have multiple titles because in most cases just one isn't going to cut it.

Questions & Answers

What is Lightning Source exactly?

Lightning Source is basically the publisher's version of IngramSpark. All of the printing that IngramSpark does is done by Lightning Source. The way they put it is that Lightning Source is for medium to large publishers. IngramSpark, on the other hand, is for small publishers and self-publishers.

Is the process of formatting the same for IngramSpark as it is for CreateSpace? What formatting program do you use for Kindle and CreateSpace?

The formatting is essentially always going to be the same. I have found that you can have books go in a number of different directions, and sometimes there are some variations. However, the only variations which really seem to matter are those that have to do with the spine of your book. That has more to do with the thickness of the paper that you use than anything else. So, that's something you will want to pay attention. I use Adobe InDesign to do all of my formatting these days.

Tony, could you buy a thousand ISBNs and then resell them to us?

Of course I could. They would still be in my account, but I could sell you access to them. I would just enter in your data, and then you could use it.

Can you publish both through IngramSpark and CreateSpace for the same title?

I don't think you can because whenever you upload a book to CreateSpace, one of the things that they ask you is "Has this book been distributed anywhere else?" Quite honestly, I'm not sure why you would anyway.

What's the cost for publishing a book digitally and in print on IngramSpark?

Honestly it's the same. If you upload them both at the same time it's \$49 for both, and then it's \$49 just for print. So, it makes the most sense to publish both at the same time.

If I go through IngramSpark, where would I be able to sell the audio version of my book?

Ingram doesn't have an audio option, so in that case you would want to sell through ACX. If you don't know, ACX is owned by Amazon. Right now, ACX is really the only game in town for self-publishers to publish audio books through.

Do you know the max sheet size that IngramSpark can use?

I don't for sure, but typically the accepted norm is 16-page book signatures. In this day and age, with print on demand, it's 8 and even 4. I usually aim for multiples of 16 just because I grew up with that kind of programming in my head. So, I generally use page counts of 144, 160, 176, 192, 208, 224, and so on. Those are all 16-page increments for page count. If you stay within those, then you're definitely safe. However, in this day and age, you can even break it down into multiples of 8.

If you have already published a book on CreateSpace and you used your own ISBN, can you republish it with IngramSpark?

You would have to remove it from CreateSpace and then republish it with IngramSpark.

Do you round off prices in foreign currency?

You can. I don't know that there is a rule, necessarily. You know those exchange rates change all the time, right? I mean, there's not a calculation function on that screen, so you can really set it to whatever you want.

Is the ISBN for the same title different for print and ebooks?

Yes, you have to use a different ISBN for each format.

Can I submit the same file for both my print and digital versions?

No. It has to be different. You would submit an ePub file for your eBook and a PDF for the print version. If you're doing a layout in InDesign or a similar program, it's just a matter of exporting two different files in each of those formats. So, when it comes to the text, it will be the same but just saved under two different file types. Now, that being said, you would submit two totally different cover files because with an eBook you only need a JPG of your front cover. With a print book, you would have to submit a cover that includes the back cover, the spine, etc.

Will IngramSpark format the manuscript for \$49?

No. That's the price to play. You have to do the formatting.

What information does IngramSpark send to their Global Reach partners? Do they send anything to promote my book, or do they basically just notify them of it? Will I get the chance to submit a sales page about your book?

In a manner of speaking, you do have the chance to submit a sales page about your book. It's called your book descriptions. You can include up to 4,000 words in this description. You can say whatever you want about your book within this description, and that's passed on to IngramSpark's Global Reach partners. They don't do any marketing on your behalf, however.

Now, I'm pretty sure that if your book started to make sales, Ingram would move it into their sales catalog. That's how they would get that information out to all of those retailers. They also send information out digitally too. All bookstores have an Ingram database that they log into so that they can place orders, get announcements about new releases, and things like that.

If I use public domain content to write a book, can I sell the book in other countries? Does it depend on how much I change it?

Anytime you use public domain content you will need to change it, and if you use the methods that I shared in this training, it's going to be a nonissue anyway. Every once in a great while, you might run into a copyright issue, but it's more likely that you never will. So, I wouldn't stress over it.

What is the cost of buying barcodes through Bowker?

You can pay for them and Bowker will charge you, but there are all kinds of barcode generators online that you can use for free. Once you generate one, you can download it as a JPG.

Are the front and back covers uploaded together as one unit or separately?

Typically, the front, back, and spine are all together in one file. There are some pretty cool tools on the Lightning Source website that you can use, including a cover template generator. When it comes to this particular tool, all you have to do is put in your ISBN, choose the paper that you are using and your book type, type in your page count, and a few more details. When you are done, submit it, and they will actually create a cover template and email it to you. Another tool I like to use is their Weight and Spine Width Calculator.

What if I release my title through IngramSpark first? Would I have any problems releasing it through Amazon later on?

I'm not sure why you would want to do that, but you probably could. One way you could get around the whole issue would be to release a second addition.

What would I have to do if I wanted to make changes to a book that I used SmashWords to distribute?

I'm not sure what the rules are on that. I'm pretty sure that you could make changes to your book, but I don't know if they would have to redistribute your book or exactly how that works.

If I published my book on Kindle, Amazon, and CreateSpace, could I tell IngramSpark to avoid Amazon?

Don't make this too hard. I was just trying to give you some different options. Don't try to publish on both; just pick one. There are some advantages to going through CreateSpace, but there are ways to get better-quality books. Also, it's hard to get CreateSpace books into bookstores because bookstores see CreateSpace books as low-quality or second-rate. With IngramSpark, this isn't an issue at all because Ingram has such a good reputation and they know how to deliver the quality that bookstores expect. See, this is one of the biggest benefits in going that route.

You don't want to publish to both in most cases. Not only could this be against either site's policies now and in the future, but it really doesn't make any sense to do that anyway. You would just end up with two versions of the same book on Amazon. IngramSpark is going to put it on Amazon anyway.

How are pen names handled when submitting books?

You handle them just like you would your own.

If I am reissuing my Kindle book as a new edition, can I publish through IngramSpark?

Yes. I would be sure and assign it a new ISBN as well.

Can anyone in any country buy barcodes from Bowker?

You will want to check into the ISBN rulings for your own country. Different countries have different rule, and like I said, in Canada you can get them for free. I had a publishing company years ago; back then I would sidestep the whole 'Bowker thing' by having an office in Vancouver. I would also use to Canadian printers. So, basically my publishing company had a Canadian branch, and I was able to publish all of our books using Canadian ISBNs. It didn't cost us anything. Furthermore, I used Canadian ISBNs exclusively, even for the books I had that were only sold in the U.S.

What are the reasons why I should become a publisher?

In essence you are a publisher anyway. I mean you can handle it as a sole proprietor and have a DBA. It's really not a big deal, and it doesn't add a lot of stress to your life when it comes to taxes. You could also go to LegalZoom.com and set up a LLC. That only costs about \$99. Basically, being a publisher affords you some opportunities that you might not have just as an author.

If I published through IngramSpark, would I lose the ability to lose the 70% royalties that I get through Amazon?

Yeah, I guess you would with Kindle. With CreateSpace you don't make 70% anyway.

Is it easy to update your book through Ingram?

You would follow the same process as you would with CreateSpace.

Is the real advantage of going with IngramSpark the fact that it provides more possibilities for distribution?

Yes, that would be the major advantage. Also, IngramSpark's books are of a higher quality, and they have the ability to produce hardcover books; with CreateSpace, you can only publish paperbacks.

Is there any advantage in signing up with Ingram and Smashwords for the same title?

You might want to publish the print version through IngramSpark and the digital version through Smashwords or vice versa. I don't think it would really make much of a difference whether you published through just one or both though.

Where does Goodreads fit in?

I don't know who is submitting to Goodreads. I know that Draft2Digital is submitting distribution with Goodreads, but they don't have it yet. I think Smashwords has distribution with Goodreads, and I don't recall Goodreads being on IngramSpark's list.

Do you know if I can make my own publishing company a division of the business that I have already incorporated?

I can't see why not.

If I'm really good at driving traffic, it seems as though I could make as much money with my own site as the primary source for my materials and use distribution networks as an additional revenue source. Does that sound about right?

That is doubtful. Chances are that you're not driving 165,000,000 paying customers to your site every month like Amazon is. They have all of their customers' credit cards on file, and everyone that visits the site is there to buy. So, if you have the ability to drive that much buying traffic to your website, you and I need to have a conversation. I seriously doubt that's the case though. Barnes & Noble is a distant second, and it is still pulling in around 16,000,000 buying customers. That's a lot of customers, and I don't know anyone that is generating that much traffic.

If you can have your books on a site of your own and drive a lot of traffic to it, you absolutely should. That would mean you can keep more of the profits, but there's no way that you are going to match the volume of traffic that's hitting those other sites. It's impossible to do that without spending a bunch of money on traffic generation, and there's no real reason to do that if you can take advantage of that traffic by using sites like Amazon.

This is why I tell everyone that if they aren't selling on Amazon, they are just silly. Seriously, the number of customers that visit the site from day to day just keeps rising. Why wouldn't you take advantage of an opportunity like this? However, it makes perfect sense for you to drive traffic to your own page too.

When was your birthday?

On April 9th 2014, I celebrated the 13th anniversary of my 39th birthday.

What's the URL of your media show again?

www.ExpertMediaShow.com