

St. Louis Publishers Association

Getting Your Book into the Marketplace

*How do you get your print book into the book stores,
and where else can you sell it?*

Larger traditional publishers provide distribution, most small presses will, too

For independent publishers, to get your book into...

AMAZON

- Use their CreateSpace publishing program
- Use a publishing service like Lulu, Bookmasters, iUniverse, etc.
- Use Ingram Spark as your printer (Amazon may show Spark books as having lengthy delivery times although they ship immediately)

OTHER ONLINE BOOK STORES (Barnes & Noble)

- Use Ingram Spark as a printer
- Use Amazon CreateSpace's free Expanded Distribution option
- Use a publishing services company that will do this for you
- Use the Barnes & Noble small-publisher program (difficult to get into)

INDEPENDENT BOOK STORES, GIFT SHOPS

- Consignment (you get 60% of sales price)
- Use Ingram Spark so stores can order direct from its Ingram parent company (Stores will not order from Amazon, not even via Expanded Distribution)

FULFILLMENT – Many offset and digital printing companies will print and store (for a fee) large quantities of your book and mail out orders as you direct (for a fee)

WHOLESALERS - These companies fulfill orders from stores and libraries. They buy books directly from you at discount (50-60% off list price) and carry some stock. They generally pay you after 30, 60, or 90 days minus cost of any returned books. Need to apply and have a professional-looking book and a marketing plan. Generally difficult for self-publishing authors to be accepted due to small size of their business and cost involved. Examples: Ingram, Baker&Taylor

DISTRIBUTORS – These companies actively try to sell titles to bookstores and libraries and even wholesalers via sales reps and catalogs; they do consignment sales or buy your book at up to 75% off list price and pay after 30, 60, or 90 days minus returns. Self-publishing authors will likely find it difficult to be accepted due to the small size of their business and

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the cost involved. Examples: Quality Books (library sales), Baker&Taylor, Ingram, Independent Publishers Group, Consortium Book Sales

JOBBERS search for and obtain books requested by libraries; they don't usually carry stock but will order from wholesalers or from you directly if your book's ISBN is registered to your company with Bowker. You may petition them to list your book titles. Example: Midwest Library Services