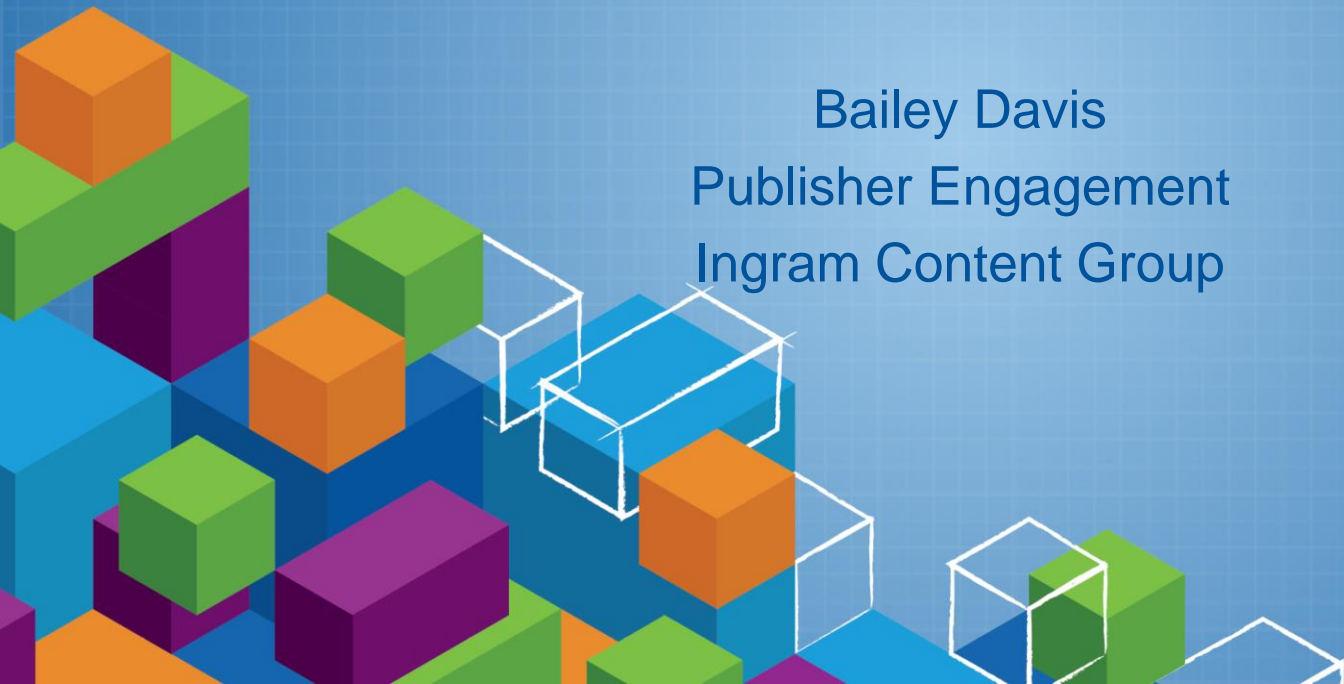


BUILDING YOUR BUSINESS ON SOLID ROCK: SALES, THEN DISTRIBUTION

Bailey Davis
Publisher Engagement
Ingram Content Group



Your Blueprint: The Foundation

- How do you self-identify?
- What is your current role?
- What are your perceptions of distribution?



Goals for this session

- Understand the differences between full service and wholesale distribution
- Understand where your business fits
- Identify 3 things you can do to help you get to your goal and increase your sales



What Does “Distribution” Mean?

Full Service Distribution

vs.

Wholesale Distribution

What Does “Distribution” Mean?

How do I know which solution is for me right now?

What Does “Distribution” Mean?

Full Service Distribution

Full Service Distribution

- Companies that provide a variety of services on behalf of their publisher customers in an exclusive relationship.
- Their services can range from
 - Sales representation directly into stores, libraries, and wholesalers
 - Warehousing
 - Order fulfilment
 - Back end office functions (paying royalties and collecting)

Full Service Distribution

- Services vary between providers
- Each provider expects payment for:
 - Warehousing fees
 - Fulfilment fees
 - Percentages of sales

Foundational Requirements for Most Full Service Distributors

- Title Counts
- Sales and Revenue Criteria
 - Pricing Strategy
- Publishing infrastructure
 - Brand and Audience

Requirements for Most Full Service Distributors

Title Count

- 6 new titles per year

Requirements for Most Full Service Distributors

Sales and Revenue Criteria

- \$250,000 net revenue/year over 2 years

Requirements for Most Full Service Distributors

Pricing Strategy

- Full trade discounts
 - All returnable

Requirements for Most Full Service Distributors

Publishing Infrastructure

- Do you have an organization that can set the book up for success?

Requirements for Most Full Service Distributors

Publishing infrastructure

- Publicity/Marketing/Social Media person who can focus time building awareness for your book

Requirements for Most Full Service Distributors

Publishing infrastructure

- A managing editor who will keep the trains on time, understand metadata, wrangle information, and get it into our systems.

Requirements for Most Full Service Distributors

Brand and Audience

- Already have a recognizable presence in the market
- Know your audience and be actively involved with them
 - Have a social media presence

Examples of Full Service Distribution Companies

- Ingram Publisher Services
- Independent Publisher Group
- Consortium
- Publishers Group West
- Two Rivers
- MidWest

What Does “Distribution” Mean?

Wholesale Distribution

Wholesale Distribution

- A model that fits most author publishers, independent publishers, and mid-size publishers.
- Through a wholesaler like Ingram, books are made available for order to a large network of retailers and libraries.
- The wholesaler is NOT actively promoting or selling the book.
 - This is the job of the publisher and/or author

Wholesale Distribution

- Ingram is one of the world's largest book wholesalers
 - Servicing 39,000+ retail and library partners
- Both brick & mortar, plus web-only retailers can order books through Ingram wholesale distribution.

Wholesale Distribution Requirements

- As a vendor directly to Ingram Book Company
 - 10 Products
 - \$25,000/year in sales
- Through a Printer/Distributor who partners with Ingram Book Company
 - 1 Book setup for distribution

Wholesale Distribution

- Companies like IngramSpark, Lightning Source, and CreateSpace have are great examples of printing/distribution providers who have direct connection into the wholesale channels at Ingram Book Company.
- Ideal solution for most author publishers, independent publishers, and small to mid-sized publishers.

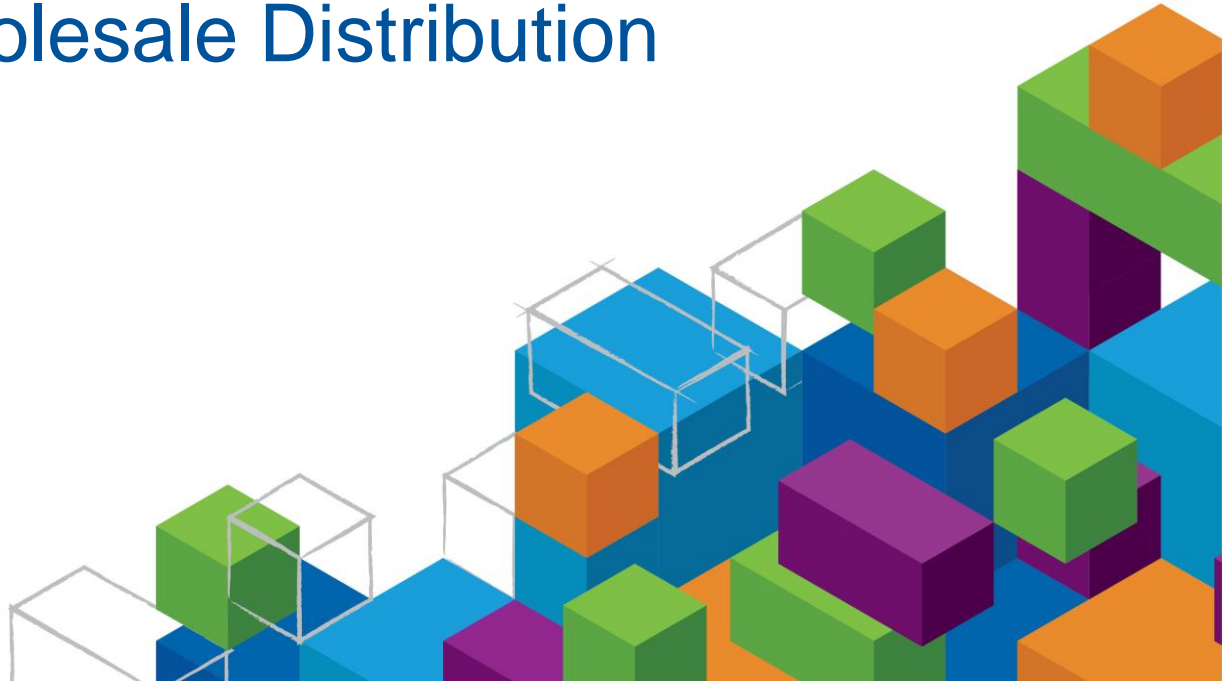
How to Build a Strong Foundation for Success?

INGRAM.



The Ingram Blueprint And You: Building on Solid Rock Using Wholesale Distribution

INGRAM



How To Build the Foundation

- Decide who you are as a company
- Build a brand
- Find the right tools
- Develop relationships within the wholesale and retail world
- Utilize a pre-sales strategy
- Price for your end goal

Decide who you are as a company

- Determine your audience
 - Genre
 - Age
 - Demographics

Decide who you are as a company

- Keep your content acquisition strategy targeted
 - Decide how you're going to find content that fits your brand
 - Create regular schedules for outreach and promotion of your services

Decide who you are as a company

- Create metrics and KPIs for your content acquisition plan
 - KPI= Key Performance Indicator
 - Have process goals and outcome goals
 - Create realistic timelines

Build Your Brand

- Start creating a social media presence
 - Pick 2-3 platforms
 - Set up business accounts
 - Schedule regular posts
 - About your books
 - About your company
 - About anything else
 - Be a thought leader!



Build Your Brand



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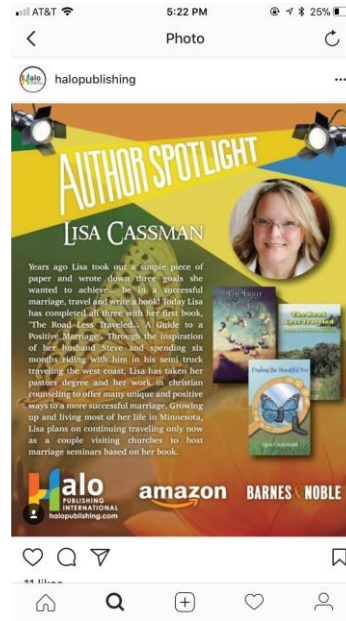
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Build Your Brand

- Help your author create a following and build their audience



INGRAM®

Build Your Brand

- Develop a consistent marketing and messaging plan, using your most effective channels
 - Create a schedule
 - Pre plan your posts
 - Use photos, quotes, text, video, gifs, etc.
 - Become familiar with your demographic to determine which media is most popular



Find the right tools! Locate a Provider with:

- Wholesale distribution solutions
 - Access into the wholesale market
 - Multiple channels within your domestic market
 - Growing retail partnerships
 - One stop solutions

Find the right tools

- Global accessibility
 - Global readership is growing every day, with people vying for content.
 - Germany has 51.5 million English speakers, and generates \$7 BILLION in sales per year for English-language books alone.
 - India has over 125 million English speakers, the 3rd largest market in the world after the US and UK.
 - China has 300 million English-language students, with over 10,000 retailers.



- 1 - Roseburg, OR
- 2 - Berkeley, CA
- 3 - San Fransico, CA
- 4 - Fresno, CA

- 5 - Boulder, CO
- 6 - Minneapolis, MN
- 7 - Fairfield, Ohio
- 8 - Jackson, TN

- 9 - LaVergne, TN
- 10 - Ft Wayne, IN
- 11 - Chambersburg, PA
- 12 - Raleigh, NC

- 13 - Allentown, PA
- 14 - New York, NY
- 15 - Boston, MA
- 16 - Milton Keynes, UK

- 17 - London, UK
- 18 - Plymouth, UK
- 19 -Maurepas, FRA
- 20 - Malaga, ESP

- 21 - Vignate, ITA
- 22 - Rosenheim, GER
- 23 - Strykow, POL
- 24 - Moscow, RUS

- 25 - Mumbai, IND
- 26 - Beijing, CHN
- 27 - Seoul, S KOR
- 28 - Melbourne, AUS

● Distribution/Office
 ● Ingram POD
 ● POD Distributor Relationship
 ● Education

Find the right tools

- Options for multiple formats including conversion solutions
 - 80% of romance content is consumed through e-readers.
 - Providers of content whose consumer base handles the book a lot (Libraries) need durable hardcover versions of books.
 - Bibliophiles need to be able to carry 7 books in their bag. Keep it from weighing too much by making sure there's a paperback version of your book.
 - Non-fiction books are beginning to sell more in hardcover.

Find the right tools

- Full range of traditional marketing and advertising solutions

Find the right tools

- Examples of wholesale printing and distribution providers
 - IngramSpark
 - Ingram Lightning Source
 - Ingram Book Company
 - CreateSpace (Expanded Distribution)

Do your research on providers!

- Research your providers like you would a contractor
- Compare and contrast the services
- Ask questions!
- Remember! You get what you pay for

Build Downstream Relationships

- Don't shy away from old-school methods!
 - It takes time, but it helps the buyer view you as a professional— like larger publisher.
 - This should already be part of your strategy, regardless of if you're in full service or wholesale distribution



Build Downstream Relationships

- Old School Method #1
 - ARC and Galleys
 - ARC= Advance Reader Copy
 - ARCs and galleys can be sent to retailers prior to the official release date for review and consideration for stocking



Build Downstream Relationships

- Old School Method #2
 - Tipsheets
 - Tipsheet = “an essential sales piece which lets potential sales outlets know why your book is worth selling.”*

*<https://thebookdoctors.com/sample-tip-sheet/>



Build Downstream Relationships

- Old School Method #2
 - Tipsheets should contain
 - » Book Title
 - » Short pitch
 - » Comparable titles
 - » Blurbs or press
 - » Price & Format



Utilize a Pre-Sale Strategy

- Retailers purchase books one season (6 months) ahead of time
 - This means you need to have your content ready with a market strategy in place early
 - If you can't do 6 months, go for a minimum of 3 months

Utilize a Pre-Sale Strategy

- All major entertainment (the successful ones) utilize pre-release marketing strategies
 - Movies
 - Plays
 - TV Shows
 - New York Times Best Seller Books
- Professional publishers and the most successful self-publishers use this strategy!

Utilize a Pre-Sale Strategy

- Have a marketing plan!
 - Create a timeline for your pre-sale strategy
 - This should include timelines for and the use of: galleys/ARCs, tipsheets, social media posts, sneak peaks, author interviews, etc.
 - Think strategically!
 - Launch dates (seasonality, awareness months)
 - Send traffic to the prelist sites online!

Price for your end goal

- Price for the retailer
 - This means
 - Trade discount
 - Returnability
- Think about your finances
 - If you can't afford to price at trade, then you won't be able to afford to pay a full service distributor.
 - Full service distribution is another cost for each sale that you make, cutting into your margins and hurting your bottom line.



Good News!

- If your goal is not to be physically stocked in retail stores or libraries, then you don't need a full service distributor.
- Online availability is fully served by a wholesale distributor.



Maximize your success and grow your company into the most it can be by partnering with a strong and established wholesale distribution provider.



Questions?



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