



# PRINT BOOK DISTRIBUTION

## OPTIONS AND IDEAS FOR INDEPENDENT AND TRADITIONAL AUTHORS

Remember: Print books are not dead! Some of your readers will only read in paper, so don't leave money on the table by only making e-books available to them.

There are two main **STRATEGIES** for making print books available:

- 1) Using Print on Demand (POD), and using the POD service to sell books
- 2) Getting a print run of books, and finding ways to get them into distribution

Each strategy has pros and cons, and your best option depends on your situation.

- Do you have independent or traditionally published books?
- Is your goal to increase your **AUDIENCE?** (books in the hands of as many readers as possible)
- Increase your **REVENUE?** (most total income, or most profit-per-book)
- Keeping things **SIMPLE?** (hands-off simplicity, even if it means less revenue)

### STRATEGY 1: PRINT ON DEMAND

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- For independently-published books only
- Using Amazon's KDP service to sell books on Amazon will net you about \$4 profit on a \$15 350-page book.
- Using Amazon's Expanded Distribution to non-Amazon outlets will net you about \$1 profit on that same book (But be aware that very few bookstores or online retailers will order your book from Amazon)
- **PROs:** SIMPLICITY is high. Format and upload the book, and all the printing, selling, and shipping is done for you.
- **CONs:** AUDIENCE is smaller (almost Amazon only) and REVENUE is smaller (either per-book, or in total unit sales because less buyers)

### STRATEGY 2: PRINT RUN + DISTRIBUTION

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- For independently-published books only
- Printing at least 3000 books in advance, and putting them into distribution (more info below) will net you about \$3 to \$4 profit on a \$15 350-page book.
- Distribution allows all retailers to order your book, and will result in higher total volume of sales, and therefore higher revenue, even if the profit-per-book might be slightly lower.
- Some distribution channels will give you sales representation to buyers and retailers, create special deals and offers for your books, etc.
- **PROs:** **REVENUE** is higher because units sold are greater. Also, more units sold means your **AUDIENCE** is larger.
- **CONs:** **SIMPLICITY** is not as high, since you must arrange and pay for printing up front, and arrange for distribution.



## ADD-ON STRATEGY:

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- For independent and traditional books
- Purchase your own books with your author discount from your publisher or your POD provider, set some aside from your print run, or possibly negotiate big discounts from your publisher on backlist books they are warehousing.
- Sell these books directly to your readers through your website. Most website platforms (WooCommerce, Squarespace, etc.) have easy ways to set up products to sell.
- Ship these orders yourself, or hire a fulfillment house like [Stonewater Books](#) to warehouse and ship them for you, for a small fee.
- Selling directly to your readers will net you from about \$3 to \$13 on a \$15 book, depending on:
  - Your print cost (about \$2 for a print-run book, \$5 for POD, \$7.50 for trad published book)
  - Whether you charge your reader a shipping charge or absorb it yourself (about \$3)
  - Whether you pay a fulfillment house to ship it (about \$2)

## HOW TO GET YOUR PRINT BOOKS INTO DISTRIBUTION:

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For authors with name-recognition, a hot topic, and/or a good platform, who can drive reader demand in brick-and-mortar bookstores and online, working with [Stonewater Books](#) to place books into Anchor Distributors is a great option.

- Your books will be orderable through a distributor known and trusted by all independent Christian bookstores, churches, other wholesalers, and online retailers.
- Anchor Distributors sales reps are able to present your book to retailers in two sales cycles per year, if your lead time on publication is sufficient.
- After retailer discounts and distribution fees, you will likely net about \$3 on a \$15 book, and have the broadest possible availability to the marketplace and your readers.

For authors with backlist print books they would like to have for sale on Amazon, the Amazon Advantage program is a good fit.

- Sign up yourself for a yearly fee, and ship books to Amazon yourself when they are requested
- Or work with [Stonewater Books](#) to warehouse and ship your books to Amazon for a small fee

Contact [Stonewater Books](#) for more information on the best options for you!