

# DISTRIBUTING YOUR BOOK WITH EBOOK ALCHEMY

CREATED BY



## YOU'VE WRITTEN YOUR BOOK! NOW WHAT?

The publishing landscape has changed tremendously - it's not just about large publishers as gatekeepers now. There are so many ways to get your book out into the world.

That is the good news *and* the sometimes overwhelming news for authors.

An aggregator, like EBook Alchemy, can be a tremendous help for authors with the upload and distribution of eBooks, Print on Demand (POD), and audiobooks. They are positioned to save authors time, frustration and money.



## WHAT IS AN AGGREGATOR?

EBook Alchemy distributes over 2,000 eBooks, POD and audiobooks for small publishers and self-published authors.

EBooks and Audiobooks are distributed on all major retail and library platforms including Amazon, Apple, Kobo and Google. POD are available through most online bookshops and any booksellers with an Ingram/Lightning Source account (most of them!)

## THE AGREEMENT

Rather than charging an upfront fee and annual/maintenance fees as some aggregators do, EBook Alchemy's model is strictly sales-based.

The author receives 70% of net sales receipts for eBooks and POD, and 80% for Audiobooks.

(Net sales receipts is the amount received from the platform for each sale)

EBook Alchemy covers all bank, upload and admin fees.

## THE BENEFIT TO AUTHORS

- **Technical** - The files for eBooks, POD and audiobooks must meet strict specifications. EBook Alchemy knows what those specifications are.
- **Metadata** - All platforms require information from the metadata form, but in different formats. EBook Alchemy is set up to upload automatically, rather than authors filling it out on every platform.
- **Sales revenue** - Every time you get a payment from each platform, you may be paying bank fees and exchange rates on every small transaction. EBook Alchemy receives payments for ALL of the 1,000+ books in the catalogue, so they pay the fees once, then distribute to authors in one payment.

# HOW MANY BOOKS WILL YOU SELL?

## A NEEDLE IN A HAYSTACK!

A *million* new books are published each year, so it can be a needle in a haystack for audiences to find your book. Even before distribution, authors should think about how to authentically reach the readers who are going to love your book.

How many books you sell is really up to you!

## FINDING YOUR READERS

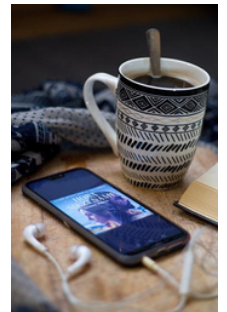
Ask yourself - when was the last time you bought a book by an author you didn't know of? What made you buy it?

- Good old fashioned word of mouth remains the biggest book seller.
- Find your community and interact with them regularly (just posting, "here is my book!" on social media is not enough!) Continue to show people why they will relate to you *and* your book.
- Goodreads groups are a great place to get to know like-minded readers. Join active groups, get to know them, and then introduce your book.

# SPECIAL CONSIDERATIONS FOR AUDIOBOOKS

## AUDIOBOOKS AND AGGREGATION

An aggregator is especially important for audiobooks. To upload to Audible, you must have a U.S. tax file number and fill out requisite tax forms. This is onerous for most Australian authors without using a service that is already set up for business in the United States, such as EBook Alchemy.



## AUDIOBOOK ROYALTIES

Authors should be aware that royalties for audiobooks work on a different model than for ebooks, driven primarily by industry giant Audible.

While ebook platforms offer 50-70% of the sale price in royalties, Audible currently offers 35% for exclusive listings and 25% if you distribute on other platforms.

## WHERE WILL MY AUDIOBOOK GO?

EBook Alchemy can distribute your audiobook to the following platforms:

- Audible
- Apple
- Bolinda (Borrowbox)
- De Marque
- Findaway
- Glose (READD, Inc.)
- Google Play Books
- Hoopla (Midwest Tapes)
- HummingbirdDM
- Kobo (Rakuten.com)
- LitRes
- Overdrive
- Publica
- Spotify
- Storytel
- YouScribe