



Publishing Guidebook

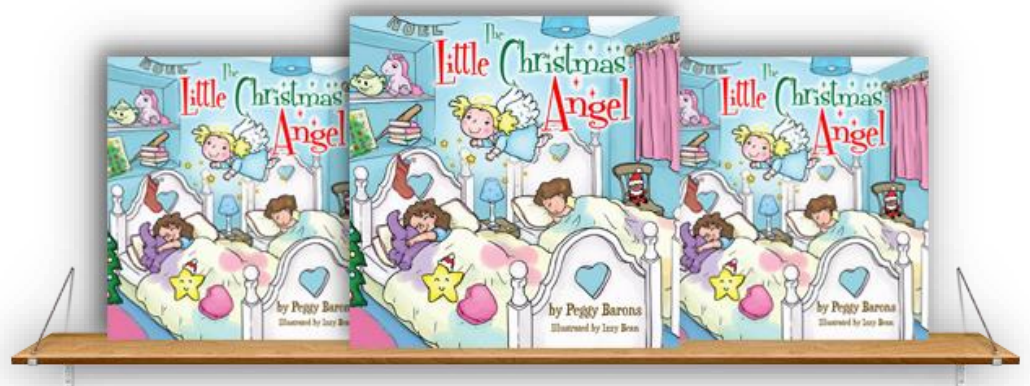
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Congratulations on deciding to publish your book with us! This guide has been created to help you understand how the process and our role in it. Click on a section in the table of contents to jump directly to it, or, grab a cuppa and a biscuit and read through the whole guide, step by step.

An introduction to Self-Publishing

Self-Publishing is the alternative to traditional publishing. It is when a book is made available for sale without the aid of a publishing house, essentially, doing it yourself. Typically, self-publishing gives the author more creative control, higher royalty % returns and is easier to be accepted than traditional publishing, although you are solely responsible for everything, including marketing.



Our Role

That's where we come in. We provide a range of services to self-publish for you, so that you don't have to do it all by yourself. We provide services like ISBN numbers or typesetting, but our most popular packages are the all-in-one publishing packages which provide everything you need to get your book out into the world.

Ingram Spark

We can self-publish on any platform you request, although we favor Ingram Spark. Ingram Spark is one of the widest distributors in the self-publishing game. That means they send your book to thousands of shops, libraries, schools, universities and more so that they can stock your book and list it for sale online. They offer paperbacks, hardbacks, and eBooks in a range of sizes, so everything is kept in one account, and you can keep track of sales in your account.

We will always pick the best platform for you based on your needs and intended outcome, but Ingram Spark tends to be the best choice.

How it works – a brief overview

Simplified, a customer buys your book from a bookstore, online store or retailer where it is listed for sale. Ingram Spark-or whoever you are listed with-receives the money from the sale, prints the book and ships it direct to the customer. The cost of the printing and any fees are deducted from the money, and they send the rest (the profit, known as royalties) to you.

Setting up your account

Your information

To get everything started, we need to open an account and set it up in your name with your details. You will have received an accompanying form with this guide to fill in and return to us. This is the information we use to setup your account. We will only use this information to setup the account and all data is protected in accordance with GDPR UK laws.

ISBN numbers

Included as part of your publishing package, we will normally supply your ISBN numbers. We always use independent ISBNs purchased directly from the source, which means when your barcode is scanned, your book's details and your author name will appear. The buyer/scanner will not be able to tell whether you have self-published or published with a traditional publisher. We do not recommend using Amazon's free ISBN numbers, as when scanned they only show a generic Amazon bulk bought code and do not list individual book information. Many bookstores will not stock books with Amazon ISBN numbers.

Uploading files

If you have chosen to illustrate your book with us as well as publish, the good news is your files are already print-ready and will be uploaded directly onto the platform without you having to do anything.

If you have not prepared your files with us, there are some important specifications that need to be met for the files to be printable. These are quite technical and hard to understand unless you are familiar with the industry, but if you would like to request these details please just ask and

we'd be happy to provide a document outlining what is required.

It is important to note, **that some specifications need to be in place before the illustrations / interior files are created.** For this reason, we suggest making sure the illustrator or designer you chose is a professional one who is familiar with producing artwork for printed books and can create files. Some examples of the things that your illustrator or designer needs to consider, are;

- **Document size – 300dpi minimum**
- **Format Type – PDF/X-1a:2011 / CMYK**
- **Bleed and trim included**
- **Spine and cover measurements**
- **Page counts and end pages**
- **Correct file naming for eBook conversion**
- **Embedded fonts**

We are happy to work with any third party illustrator or graphic designers you may have hired.

Choosing Your options

Each author will have a different opinion on the best combination of options to get the most sales, but we believe it is dependent on what your goal is. We will do our best to explain what everything means in this document so you can make an informed choice, but if you are unsure what options to choose, you can either ask us for more information, do some research online, or ask us to set up your account with the options we think would work best, and then you can tweak them to suit.

You can make multiple changes to your account in the future, but please be aware that changing the files of your book or uploading new files after it is live *could* incur a fee, and making drastic changes to your book (such as

changing the title or illustrations) means you will have to purchase a new ISBN number.

'Look inside Book'

When enabled, this shows potential buyers the first few pages inside your book to tempt them to buy. We recommend it as it usually results in higher sales figures.

End Pages / Duplex

These are the pages that are glued to the inside of the cover. Enabling them means you can print on them. You will have already discussed the design to print with us, otherwise they will be white which is the most common setting. Enabling this makes your book cost price higher (so your royalty is lower unless you charge more) and it is only available to a very limited number of sizes and paper options.

'Cover options'

You have two options to choose from; Gloss or Matte.

Gloss is a shiny, reflective surface - it shows details well and is vibrant and colourful.

Matte is usually considered more elegant and professional; it has a velvety feel and doesn't reflect light as much making it look better in photos and appear to be better quality.

Gloss tends to be a more popular choice for children's books as matte picks up fingerprints and dirt easier, however both are used so it is simply down to personal preference.

‘Interior Paper’

This is all down to personal preference and budget. The better the paper, the higher the cost price and less profit you make unless you set your retail price higher. We recommend searching YouTube for comparison videos if you are not sure which option is best for you. If you have full page illustrations, we normally advise to stay away from the lowest quality option, but some authors do choose it and are happy with it.

Cost and Profit

Deciding on a price

Setting your price should obviously leave you with a profit no matter what country your book is sold in. Your cost price will depend on many factors, including;

- **The number of pages you have**
- **What type of paper you choose**
- **The type of cover you choose**
- **What country it is sold in**
- **Whether you choose end pages or not**

Calculator

You can calculate the **estimated** amount of profit you will receive using this online calculators;

Ingram Spark = [PROFIT CALCULATOR](#)

And here are the ways we calculate an estimated profit;

The formula for Ingram Spark is =

Book price – 30% fee – printing cost = your profit

For example = £14.99 - £4.50 - £4.67 = £5.80

The formula for Amazon KDP is =

(60% royalty rate x list price) – printing costs = your profit

For example = (0.60 x £15) - £4.85 = £4.15

*Or, if you have opted for Expanded distribution =
 (40% royalty rate x list price) – printing costs = your profit
 For example = (0.40 x £15) - £4.85 = £1.15*

It is however, a rough estimate, and you won't know the actual cost until your account is setup and the book is prepared.

The average book prices in the UK, are;

- **Hardback - £14.99 to £19.99**
- **Paperback - £6.99 to £12.99**
- **eBook - £0.99 to £4.99**

But these are just average prices to give you a starting point and you are free to choose any price, as long as it doesn't leave you in a negative balance after the manufacturing cost and fees have been taken out.

Once you've settled on a price that you think will give you a good profit margin and work well for your customers, we will use this on your account. If you change your mind in the future, it is possible to make changes to the price.

Price Variation

It is important to note that the price you are choosing is your list price, and the places that your book appears for sale can appear with different prices. Some marketplaces add VAT, GST or consumption tax to the list price.

Any online sellers, including well known resellers and bookstores like Amazon can, and often do, charge more than the price you state and keep the extra money for themselves, especially if the book is low in stock. For all of these reasons above, we don't put your book price on your barcode or on the back of your book to avoid confusion for your customers.

It is also very common to see a different price or strange shipping information on Amazon when your book first goes live. This is completely normal, and it usually sorts itself out within a week.

Sales or offers

If Amazon runs a promotion or a customer uses a voucher to purchase your book at a discounted price that is lower than your list price, it will not affect your royalties.

eBooks with Amazon

If you have opted for an accompanying eBook and you distribute with Amazon KDP rather than Ingram Spark, you have a choice of two royalty options; 35% or 70%

If you select 35%, your royalty will be 35% of your eBook list price without VAT

For example, if your eBook is listed at £0.99 and the customer doesn't pay VAT, the formula would be;

$$0.35 \times (£0.99 - £0) = £0.35 \text{ profit}$$

If you sold the same eBook to someone who pays 20% VAT, it would be;

$$0.35 \times (£0.99 - £0.165) = £0.29 \text{ profit}$$

If you select 70%, your royalty will be 70% of your eBook list price without VAT, minus the delivery costs for any customers in the 70% territories and 35% for any customers outside the 70% territories

For example, if you list your eBook at £1.99 and a customer from the UK buys it, the formula would be;

$$0.70 \times (£1.99 - £0.33 - £0.10) = £1.09 \times \text{VAT at 20\%} \times £1.66 = £0.33$$

As you can see, while the 70% royalty sounds much higher initially, the profit calculation is actually quite similar in these examples above.

We appreciate this is a lot to take in and very difficult for some people to follow. If you are struggling, you only really need to know how much profit you will be left with and whether that is satisfactory to you.

Ingram Spark has one set royalty margin for eBooks.

Distribution

After submitting your book

It can take up to 72 hours for your book to be accepted by Ingram Spark and until then, it will be ‘pending’ in your account. After being accepted, we will send one single author copy to your address for you to check over and make sure it has been printed correctly. It is important to check it carefully at this stage and, although we also look at a physical copy at this stage too, it is your responsibility to check this sample for errors before the book goes live. We may ask you sign something confirming you have checked it and are happy for it to go live. Things to look for include;

- **Properly centered text and illustrations**
- **No text being cut off or too close to the edge**
- **Nothing important disappearing into the center of the book when you open it**
- **No white lines or missing print**
- **No spelling mistakes**
- **No missing pages**
- **Everything in in the correct order**
- **If the ISBN number is printed anywhere, that it is correct and matches the account**

- **Any QR codes or websites work as expected**

Rarely, you might find a mistake or spot something you don't like. In that case, we go back a few steps and edit the files, re-submit them, send another proof, and check the new proof. This is repeated until you are happy for your book to go live for sale.

After going live, the book can take up to eight weeks to be pushed through the system properly and be listed on all the websites around the world. It is normally a lot faster however, and you should see your book on Amazon and other websites within a week. As mentioned earlier in this document, the first couple of weeks can show some strange information while the servers are updating but this will settle down. Common complaints from authors who notice this happening are;

- **The book is listed as 'out of stock'**
- **The listing says that shipping will take '4 weeks or more'**
- **The book cover is not loading**
- **The book is not coming up when searching the ISBN or title, but it is listed**

Expanded Distribution – Amazon KDP only

If you are choosing to distribute with Amazon, you can opt in for a program called expanded distribution only if you are creating a paperback book. Expanded Distribution can help you reach more customers by selling your book with more bookstores and more websites. Some big-name bookstores, such as Barnes and Noble are included in this. Ingram Spark does this as standard which is one of the reasons we prefer it.

There are some requirements for you to be able to opt into expanded distribution, but if it is available to you we recommend signing up. If you do choose to enroll in the service, the royalty rate is fixed at 40% of the books list price, minus printing costs, taxes and withholding.

Stocking with Gardners / Waterstones

Some authors ask us if we can get their book listed in Gardners. We can! Gardners is a wholesale book stockiest where big name brick and mortar bookshops often buy their stock. They have some strict requirements, but we usually meet all of these in our books anyway.

Waterstones brick and mortar stores are an example of a shop who order from Gardners only.

If this is something you'd like to do, or for more information, please email us.

Orders and postage

Author Copies

If you want to order copies for yourself to sell at local events or give away to reviewers, friends, or family, you can purchase them in your Ingram Spark account at cost price. (The price of printing without the royalty markup) There is a handling and postage fee, so it is recommended to order as many as you need in one transaction to get the best price.

Customer orders

This will all be handled by Ingram Spark, or whoever you have chosen to distribute with. You will be able to see the number of sales in your account and the location of those sales by country. You don't see any individual customer details and don't have to ship any books or do anything at all.

Returns

You can choose to accept returns or not.

The benefits of accepting returns is that you may get more sales, but customers can return a book within 30 days if they choose. From our client's reports, this is quite rare, but it has happened.

Ingram Spark will handle the return for you. The book will either be destroyed after it is returned or returned to your address by post depending on which option you choose. You are able to specify a different option for different countries.

Because of the delay in paying your royalties, any profit from a return will not yet have made it into your bank, so you will not have any money deducted when a customer returns a book and you will not be charged anything for the return or printing, but you will also not receive the royalty.

We usually advise authors NOT to accept returns outside their countries and set all returns to destroy. The reason for this is that Ingram Spark minus the shipping cost to return the book to your address, and if the sale was in the other side of the world, or for several books, you can easily see a large number debited from your account.

Getting Paid

Bank details

The bank details requested on the accompanying form is where you will receive your royalty payments. You can update this information at any time in your account.

Timeline

There is a delay of approximately 60 days until you are paid your money. So if you make £100 in royalties in

December, that money will enter your bank at the end of February. Royalties are paid every month (if applicable) Amazon's Expanded Distribution has a delay of 90 days.

Ways to get paid

You have two options when getting paid;

- **Into a bank account**
- **Into a Paypal account**

Controlling your account

Handing over the account

After your book is live and you are satisfied that our project is completed, we are ready to hand over the account to you so that you can keep track of your sales and manage your own account.

To do this, we supply the details for you to login, and then request that you change the email and password to your own.

If we need access again in the future, we will reverse the process. Sometimes logging in from different locations can trigger a security feature which requires a code to be entered on the computer in order to gain access to the account. As the code is often sent via text to a mobile and only lasts two minutes, we may have to schedule a day and time to organize the handover.

If you prefer us to look after your account instead, that is no problem at all. This is often the choice for authors who have more than one book with us as we work on the next book in the same account. You'll still receive your royalties directly into your bank, and if you want to see any records of sales you can simply email us and request them and we will send them as a PDF attachment on an email.

Looking around

Once you have access to your account, we recommend you have a look around to get familiar with the interface and find out where each section is located in case you need to make changes.

It is important that you do not click on the book or edit the book unless you are prepared to make the changes yourself, as just a couple of clicks can cause your book to go ‘offline’ or into edit mode which means it will not be live for sale.

Download your sales report

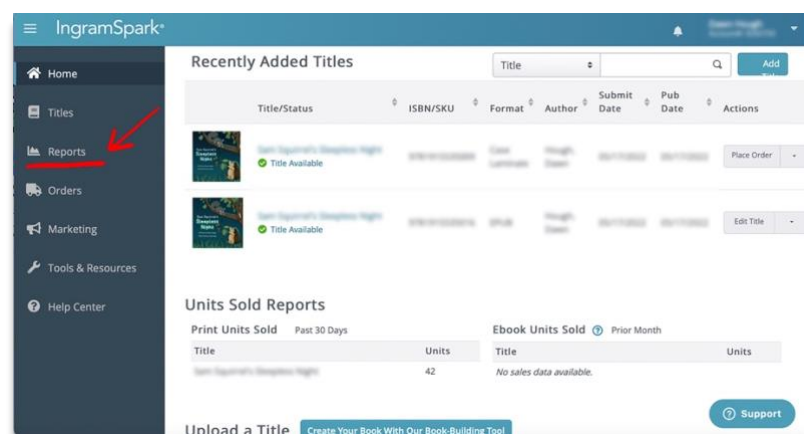
To download your sales report and keep track of how many books you have sold, follow these steps below.

Amazon KDP

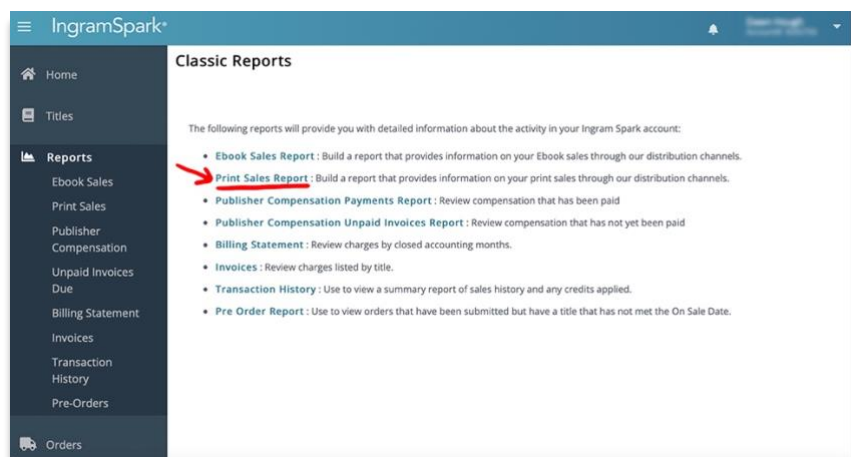
On your sales dashboard in your account, scroll to the bottom of the page and click on the words; ‘Generate Report’

Ingram Spark

On your dashboard, locate the menu to the left and click on ‘Reports’



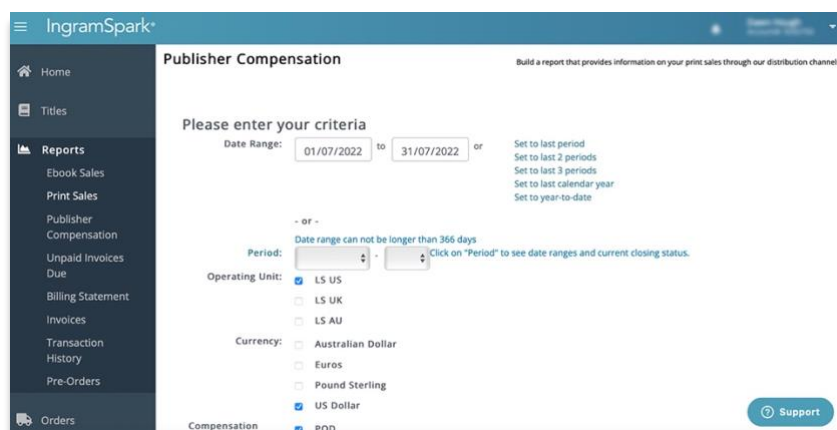
This will load several options. To see your sales reports for your printed books, click on ‘Print Sales Report’



You will see a screen that you can fill in with criteria you wish to see data relating to.

- The date range you want to see the data from
- The Ingram Spark location you want to see the data from
- The currency the sales were paid in
- Print on demand or Global Connect (tick both)

Leave the optional criteria blank for now. Choose how you would like to see the data and then enter your email address to receive the file that will contain the data. Click on submit.



Thankyou, and have fun!

We hope you found this guide helpful for filling out your form. Please feel free to save it and refer to it at any time in the future if you need to look up information about self-publishing. We kindly ask that you do not distribute, sell, or share it with anyone else in any way.

If you have any suggestions for ways we can improve this guide, please email us and let us know, at; hello@izzyandjack.co.uk

We wish you all the best success with your book, and hope that the future holds many exciting and wonderful things in store for you!

If you would like to update us on your adventures, ask us about a new project or just have a chat – we will always be here and happy to hear from you.

All the best,

*The Izzy and
Jack team*

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