

Tucson Self Publishing Expo

The Simplicities of Self-Publishing With IngramSpark

March 4, 2017



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WHAT IS INGRAM?

The world's largest and most trusted
Wholesaler/Distributor of Books



INGRAM CONTENT GROUP

- **50 years** in the publishing industry—family owned
- Ingram Book Company (Wholesale)
- Full Service Distribution —IPS, Perseus (PGW, Consortium, Legato)
- Ingram Library Services
- CoreSource (ebook platform)
- VitalSource (textbook platform)
- Lightning Source (POD)
- IngramSpark (Indie Author platform for P&E)

INGRAM'S REACH

- Global & Regional Chain Bookstore
- Independent Retailers
- University Bookshops
- Internet Retailers
- Gift Retailers
- Specialty Retailers
- Museum Shops
- Libraries

Your Book + This Guide = Strong Author Platform

Learn how to use your website, blog and social media to sell your book.

DOWNLOAD YOUR GUIDE

Self-Publishing is Simple

From print on demand to e-book publishing, IngramSpark makes getting your content to readers across the planet as easy as 1,2...well, you get it.



Create an Account

WHY POD MAKES SENSE

Get print books **ONLY** when you need them

- Inexpensive to bring a book to market (\$49 for P&E)
- Test demand in the marketplace—can always print offset later if demand is there
- **No inventory to manage**
- No warehousing cost
- No orders to pack or costs associated with shipping (boxes, envelopes, etc)
- Easily make revisions to source files—not stuck with outdated or incorrect inventory

POD Title Analysis

Top Subjects	% Total
Fiction	28%
Juvenile Fiction	11%
Religion	8%
Biography & Autobiography	7%
Business & Economics	5%
Self-Help	3%
Poetry	3%
Family & Relationships	3%
Juvenile NonFiction	3%
Education	3%
Body, Mind & Spirit	2%
History	2%
Health & Fitness	2%
Art	2%
Cooking	1%
Comics and Graphic Novels	1%

Top Trim Sizes	
6 x 9	29%
5.5 x 8.5	22%
5 x 8	20%
8 x 8	10%
5.25 x 8	10%
8.5 x 11	9%

FINISH	
Gloss Finish	75%
Matte Finish	25%

POD + DISTRIBUTION— HOW IT WORKS

- You upload your print and/or ebook files into your IngramSpark account
- Titles are processed and you get an eproof to review
- You approve your proof and turn on distribution
- Title goes out in a data feed to our partners and into Ingram's catalog
- You can set your titles up as PREORDERS
- Partners place orders through Ingram
- Ingram uses POD to manufacture print titles
- We deliver print and e-book content to retailers
- Ingram pays YOU for the sale


THINGS TO KNOW ABOUT DISTRIBUTION...

- Distribution takes some time depending on the partner
- YOU still have to market your book to retailers so they know where to get your book
- You tell retailers/libraries that your book is available from Ingram
- Most retailers prefer to order from Ingram
- Ingram is not directly selling your book into stores through sales reps or agents (this is what full service distributors like IPS, IPG, PGW, Midpoint do)
- Ingram does have Advance catalogs where you can purchase announcements for your new book

WHAT DO I NEED TO SETUP MY TITLES/ACCOUNT

- For Print - PDFs (cover & interior)
- For E-book - EPUB file, a JPG cover
- ISBNs (for distribution)
- Credit Card
- Email Address
- Metadata

METADATA

- Book Title and Author
 - Author bio, affiliations, physical location
 - BISAC (subject codes—3)
 - Description/Short Description
 - Keywords, reviews, endorsements, TOC
 - Audience (Adult, YA, JUV—age, grade)
 - ISBN's (for distributed titles)
 - Pricing in Global Markets (US, UK, EU, CA, AU)
 - Print Attributes (size, # pages, paper color)
 - Retail Discount
 - Print—30-55% of list price
 - E-book—60% of list price
 - Returnability—3 options
 - Publication Date and On sale date--Preorders
- 

IngramSpark Metadata Screen 1

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Keywords

Series Name and Number

Edition Description

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Print and Ebook *Ready to submit interior and cover files in both formats.*

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ABOUT YOUR BOOK

* Title ? IngramSpark Guide to Independent Publishing

Subtitle

* Language ? English

Short Description ?
Max 350 characters

Keywords ?
(separated by commas) Ingram, IngramSpark, independent publishing, self published a

Series Name and Number ? #

Edition Description ?


* Full Description ?
Min 200 to Max 4000 characters

B I U S x₂ x²

The *IngramSpark* Guide to Independent Publishing















IngramSpark Metadata Screen 5

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Contributor(s): [Clark, Brendan](#) (Author)



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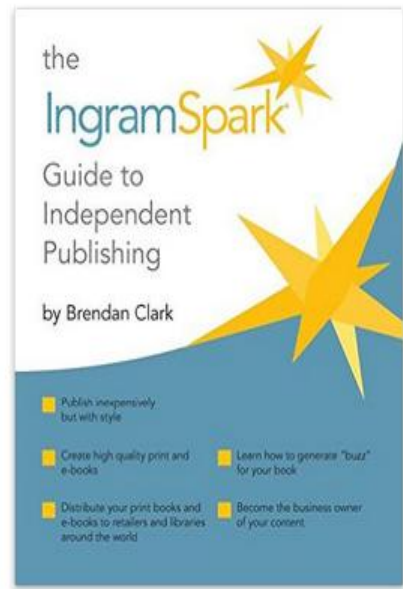
Biographical Note:
 Brendan Clark is a graduate of Western Washington University's English Department, where he studied creative writing, technical writing, and world religions. As the Publishing Director at Village Books in Bellingham, Washington, he designs books for independent local authors and consults with them on using IngramSpark to print and distribute their titles. Brendan is an avid hiker, music enthusiast, and speculative fiction writer.

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Contributor Bio: [Clark, Brendan](#)
 Brendan Clark is a graduate of Western Washington University's English Department, where he studied creative writing, technical writing, and world religions. As the Publishing Director at Village Books in Bellingham, Washington, he designs books for independent local authors and consults with them on using IngramSpark to print and distribute their titles. Brendan is an avid hiker, music enthusiast, and speculative fiction writer.



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– October 6, 2015
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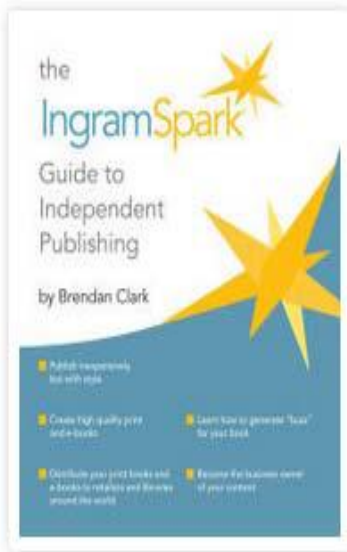
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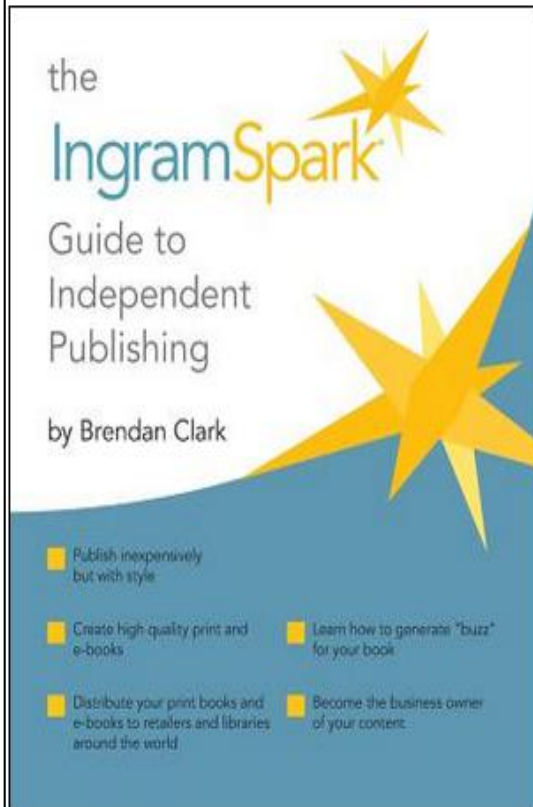
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By **Brendan Clark**

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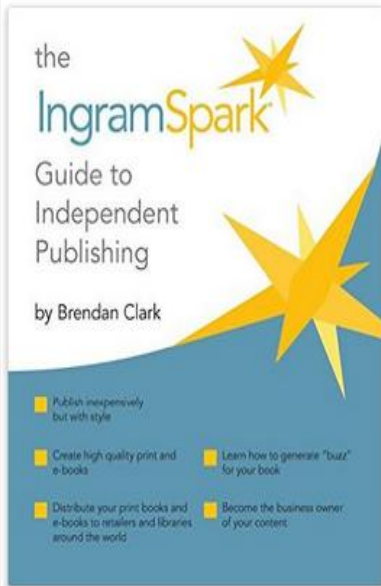
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Authors Guild to Award Morrison, Patterson, IngramSpark

Jan 25, 2017

Novelist and Nobel laureate Toni Morrison, best-selling author and literary philanthropist James Patterson, and self-publishing service IngramSpark will be honored for their contributions to American literature at the Authors Guild's 25th Annual Gala on Wednesday, May 24 at the Essex House in New York. Since 1996, the Authors Guild has presented awards for distinguished service to authors including Joan Didion, Suzanne Collins, Dave Eggers, Lawrence Ferlinghetti, Marita Golden, Joyce Carol Oates, and Robert Pinsky, among others. [Click here for information on purchasing tickets to the gala.](#)

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