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## **DISTRIBUTION: SALES CHANNELS FOR BLURB BOOKS**

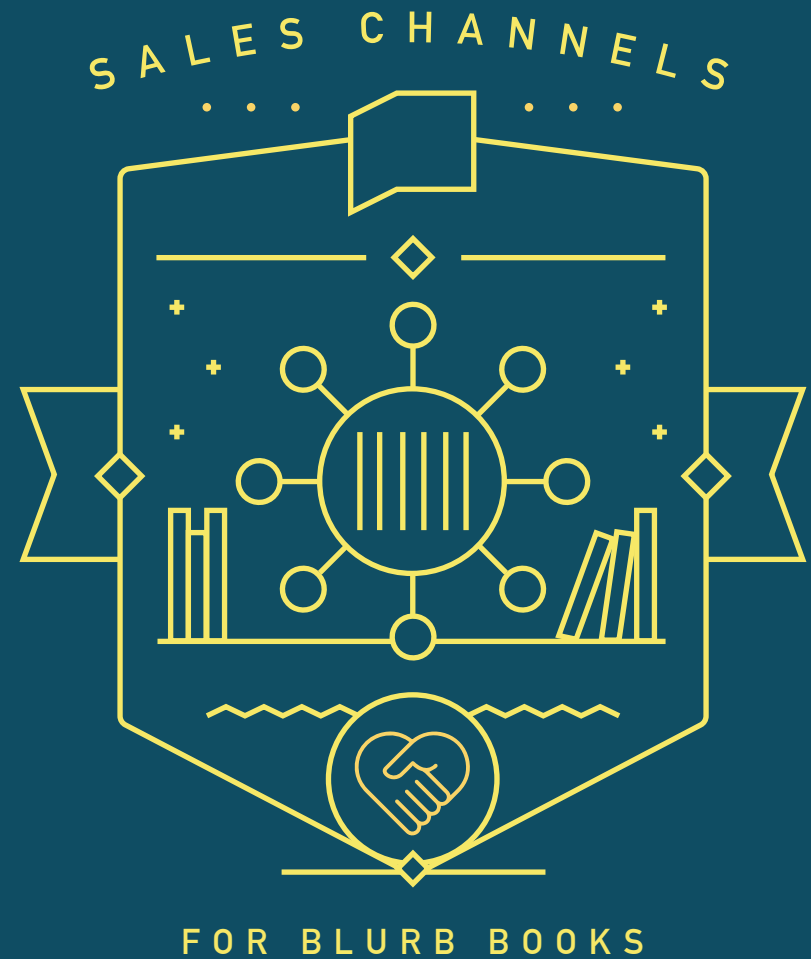
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You've finished your project and it's ready to greet an audience. It may seem like making your book was the hard part, but in some ways, the work has just begun! While getting your book in front of an audience takes some strategy and persistence, making your book available for online selling takes only a few clicks. Find the best path for your project with this guide to Blurb distribution channels.

## GETTING STARTED

### Terms To Know:

- **Base Price:** The cost-per-copy to print your book
- **List (or Retail) Price:** The price your customer sees for your book
- **Wholesale Discount:** The amount added to the base price that distributors (except for Blurb) might add to your book
- **Profit:** Your markup on the base price of your book that you get to keep
- **Fees:** Distributors (except for Blurb) charge these per copy, and they are factored into the retail price



## SELL ANY FORMAT THROUGH BLURB

The Blurb Bookstore is your free, online store where you can sell your Blurb books in any format. Book-makers can share the links to their books from their dashboards, embed widgets on the websites, and track sales. All order fulfillment is handled by Blurb, and you collect the profit.

**Formats:** Photo Books, Trade Books, Magazines, Ebooks

**Requires ISBN:** No

**Distribution fees:** None

### Step By Step:

1. Go to [your dashboard](#) and click the *Sell My Book* button beside the book you want to sell.
2. Change the setting from *Not listed for sale* to *Invite Only* or *Publicly available* depending on your preference.
3. Next, scroll down and edit the fields for book description, category, language and price. You can also choose to show a preview of your book (the first 30%) or turn preview off.
4. Go to the *Sell & Distribute* tab to set your profit markup and choose your channel.
5. Grab a link from the Promotion section to start sharing and selling your book.





## HELPFUL TIPS

You or your customers can find your book by searching the bookstore by author name or title of the book. It should be available almost as soon as you set it up. Don't forget to share the link through email and social media!

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It's a requirement that if you sell your book in more than one place, i.e. Blurb AND Amazon, your prices must match, otherwise, you could be removed from the distribution program.

## SELL YOUR PHOTO BOOK THROUGH AMAZON

Sell your photo book through the world's leading online bookseller in the Amazon Marketplace. Amazon will handle all order fulfillment and shipping.

**Formats:** Photo Books only

**Requires ISBN:** Yes (An ISBN will be added to your book during the submission process.)

**Distribution fees:** \$1.35 fee per book and a markup (Wholesale Discount) of 15% on the List Price.

**Payment:** [Amazon](#) will report a sale after the 30-day return window closes. Blurb will process a payment and send it to you within 15–45 days if you meet the [minimum payment threshold](#).

### Step By Step:

1. Finish your book, upload, order, and review a printed copy to make sure your book is ready for global distribution.
2. [Sign up to sell your book](#), which enables you to sell your photo book on Amazon.com. (Remember, books with our Layflat paper and binding option can't be enabled for Amazon.com).



## Step By Step Continued:

3. Go to [your dashboard](#) and click the button *Sell My Book*.
4. Enter information about your book on the *Book Details* tab. Click *Save & Continue* when done.
5. On the *Sell & Distribute* tab, select the Amazon option. Set your book pricing by determining what the List Price should be. This will change the amount of profit you receive on each book sale, as well as Amazon's fee, which is \$1.35 per book plus 15% of List Price. When finished setting up your book, click *Save & Continue*.
6. On the *Review and Submit* screen, give your book details, pricing, and format availability a final review. Then indicate that you have reviewed your book, understand ISBN ownership, and agree to the distribution services agreement. Click *Submit* to submit your book to Amazon.
7. You should see a confirmation at the top of the screen "Your book has been submitted to Amazon.com and will be listed within three days."



## HELPFUL TIPS

One day after you set your book up for sale, go to Amazon and search for your book using your ISBN. If you used your own ISBN, search for that number on Amazon. If you had a Blurb-provided ISBN, you can find out what that number is by following the instructions [in the FAQ's](#). You can also search using your author name or book title, but ISBN is a more precise search.

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Our Layflat Photo Books cannot be sold through Amazon.com (unless pre-ordered in bulk and [warehoused](#)). Also note that it is not possible to distribute your Blurb book via Amazon's international sites, e.g. amazon.de, amazon.fr.

## SELL YOUR TRADE BOOK THROUGH INGRAM

Sell your Trade Book on Amazon.com, Bn.com, and through Ingram's global retail network, which includes over 39,000 retailers. There's a sliding distribution markup (Wholesale Discount), and the bigger the percentage you choose for Ingram, the more visible your book can be with their booksellers.

**Formats:** Trade Books only

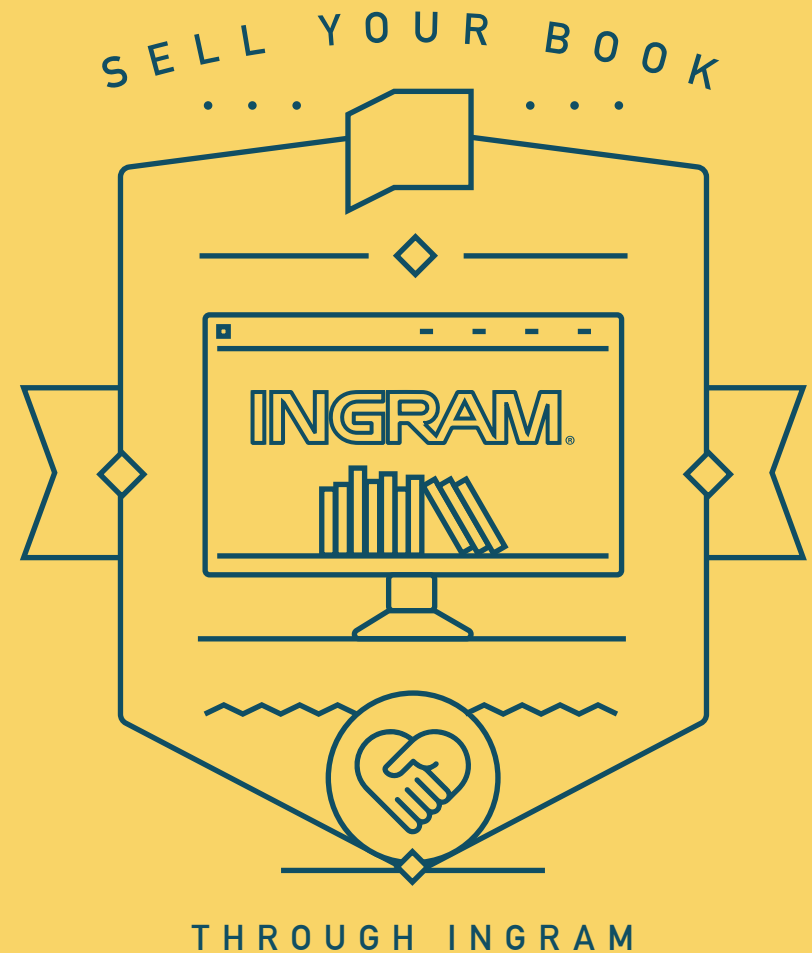
**Requires ISBN:** Yes

**Distribution fees:** 22%-55% of list price (Wholesale Discount)

**Payment:** Get paid at the end of the month, 90 days after a sale, when you reach the [minimum payment threshold](#). Choose check or PayPal.

### Step By Step:

1. Finish your book, upload, order, and review a printed copy to make sure your book is ready for distribution to the world.
2. Go to [your dashboard](#) and click the button *Sell My Book*.





## Step By Step Continued:

- 3.** Enter information about your book on the *Book Details* tab. Click *Save & Continue* when done.
- 4.** On the *Sell & Distribute* tab, select the Global Retail Network option. Set your book pricing by determining what the List Price should be. This will change the amount of profit you receive on each book sale. You can also adjust the Wholesale Discount percentage higher or lower. The higher the discount percentage, the broader the distribution possibilities for your book. Some retailers will only accept books with a 55% discount, so selecting a 55% discount will ensure the broadest exposure. When finished setting up your book, click *Save & Continue*.
- 5.** On the *Review and submit* screen, give your book details, pricing, and format availability a final review. Then indicate that you have reviewed your book, understand ISBN ownership, and agree to the distribution services agreement. Click *Submit* to submit your book to Amazon via the Global Retail Network.
- 6.** You should see a confirmation at the top of the screen "Your book has been submitted to the Global Retail Network."



## HELPFUL TIPS

Distribution on Amazon via the Global Retail Network depends on Ingram and its retailers to distribute your book. It can take several weeks for the listing to show up. Books are listed in the Ingram Catalog, and retailers can opt to list them on their own sites.

After a few weeks, go to Amazon and search for your book using your ISBN. If you used your own ISBN, search for that number on Amazon. If you had a Blurb-provided ISBN, you can find out what that number is by [following the FAQ instructions](#). You can also search using your author name or book title, but ISBN is a more precise search.

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If you don't want to keep checking Amazon's site, you can set up a [Google Alert](#) for your ISBN so that you are notified whenever it appears online. You will get an email when your book is on Amazon.

## SELL YOUR EBOOK ONLINE

Once you purchase your ebook file, it's yours to upload and sell as you please. Blurb offers setup with the Apple iBooks Store.

### Selling your ebook online

Your ebook, in industry-standard EPUB3 (.epub) format, can be sold on the Apple iBooks Store. This process is handled through Apple, but here's what you need to do:

**Formats:** Ebooks only

**Requires ISBN:** Yes

**Distribution fees:** 30% commission for all purchases through the iBooks Store, Blurb takes no royalty.

**Payment:** Get paid at the end of the month, 30 days after a sale, when you reach the [minimum payment threshold](#). Choose check or PayPal.



## Step By Step: How to sell your ebook in the Blurb Bookstore

1. Go to [your dashboard](#) and click the *Sell My Book* button beside the ebook you want to sell.
2. Change the setting from *Not listed for sale* to *Invite Only* or *Publicly available* depending on your preference.
3. Next, scroll down and edit the fields for book description, category, language and price. You can also choose to show a preview of your book (the first 30%) or turn preview off.
4. Grab a link from the Promotion section to start sharing and selling your ebook.

## Step By Step: How to sell your ebook in the Apple iBooks Store

1. Complete the steps above to sell your ebook in Blurb's Bookstore, and choose *Publicly Available* distribution with the ebook preview turned on.
2. Click the *Apple iBooks Store* tab.
3. Read and review Apple's guidelines for submission and make sure that you understand the submission requirements.
4. Click *Submit to Apple iBooks Store*.
5. You'll see notification that your ebook has been submitted for review by Apple, and the date of submission. You'll receive an email when your book is approved or rejected by Apple, which can [take several days](#).



## HELPFUL TIPS

Apple says that it'll take 24 hours to review and publish your ebook to their store. Then you can search by title and author to find it.

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It's a requirement that if you sell your book in more than one place, i.e. Blurb AND Apple iBooks Store, your prices must match; otherwise, you could be removed from the distribution program.

