



eBook Essentials

**The Must-Know Steps for Fast, Effortless Ebook
Creation and Sales for Today's Entrepreneurial Author**

Book Breakthrough
University Teleclass

By Steven Spatz, VP Marketing
BookBaby.com

eBook Essentials

- *And 'Baby makes three....* About us.
- *Same song, second verse...* what authors can learn from musicians.
- *eNormous*The case for eBooks
- *If you don't know your ePub from your metadata.....*what are your options?
- *Nine things to remember...* do's and don't's to help you navigate the eBook process
- *The new ultra-scarce resource...* and how I link my alma mater with the key selling eBooks.

Our music publishing roots

➤ We started out in life

as:

- World's largest indie music store and distributor
- Sent. 3.5 million songs to iTunes.
- Paid out over \$200 million to indie artists since 1996.



We know the interwebs.

➤ Next 'Baby to be born:

- Comprehensive hosting solution for over 25,000 musicians.
- Templated system that allows musicians to set up their own website in 90 minutes
- Musicians (and authors) need much more than a Facebook page!



Beyond our music publishing roots

- In early 2011 we rolled out:



- Deep experience – and relationships - in digital distribution
- Book digital files < Music digital files
- Staff, systems in Portland, OR and Philadelphia – over 400 people.

Hello, publishing marketplace



- Our primary target market = indie authors
- Came out into the marketplace with a disruptive pricing and payout model
 - \$99. Yes. Really. That's it. There's no catch.
 - 100% payout. Ditto. We're not kidding.
- Self publishing stigma..going, going....gone?



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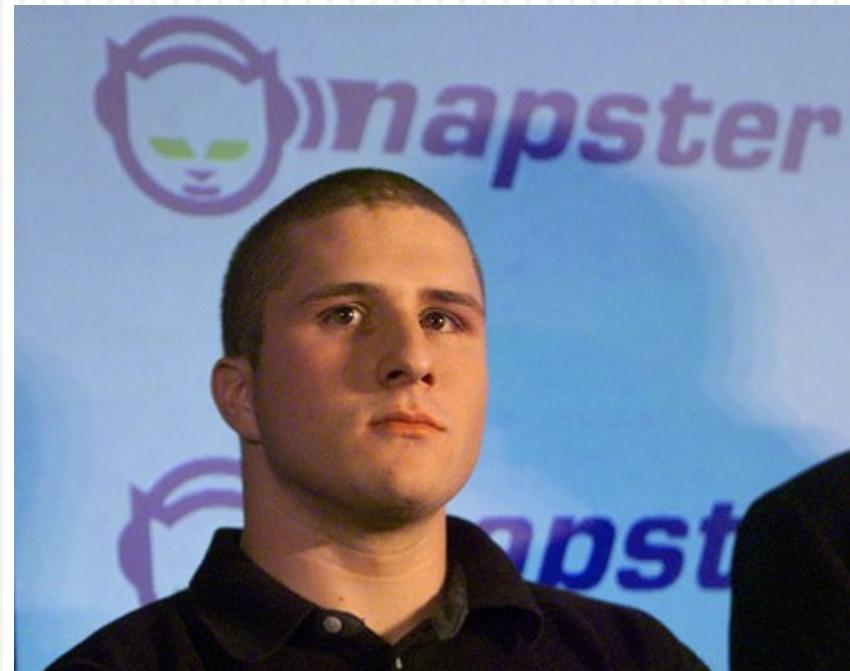
Haven't we heard this song before? How the publishing world is following the exact same road as music.

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Deja Vue, all over again

- Let's take a ride in the wayback machine..to 1999.
 - 18 year old Shawn Fanning creates Napster .
 - P2P file sharing is born.
 - Suddenly the Record Company labels don't control the marketplace.
 - It's the beginning of the end of music business as we knew it.



Any of this sounding familiar?

- Access to music – and marketplace -- is forever changed.
 - Prices for music go from \$19.99 - \$14.99 for a full CD....to \$0.
 - Record labels lose huge revenue streams; sue Napster and others to put the genie back in the bottle. Now fighting for survival.
 - New hardware is developed – iPod and m3 players – to optimize digital formats. Bye bye, CDs.



Been there. Done that. Have the t-shirt.

- The music landscape is almost unrecognizable from 2000
 - Online stores – iTunes, CD Baby and others overtake brick & mortar retailers.
 - With unfettered access, musicians flood the market and quantity of content explodes.
 - But is it any good?

Bottom line – we've been down this road before. And we know who is going to win. And lose.





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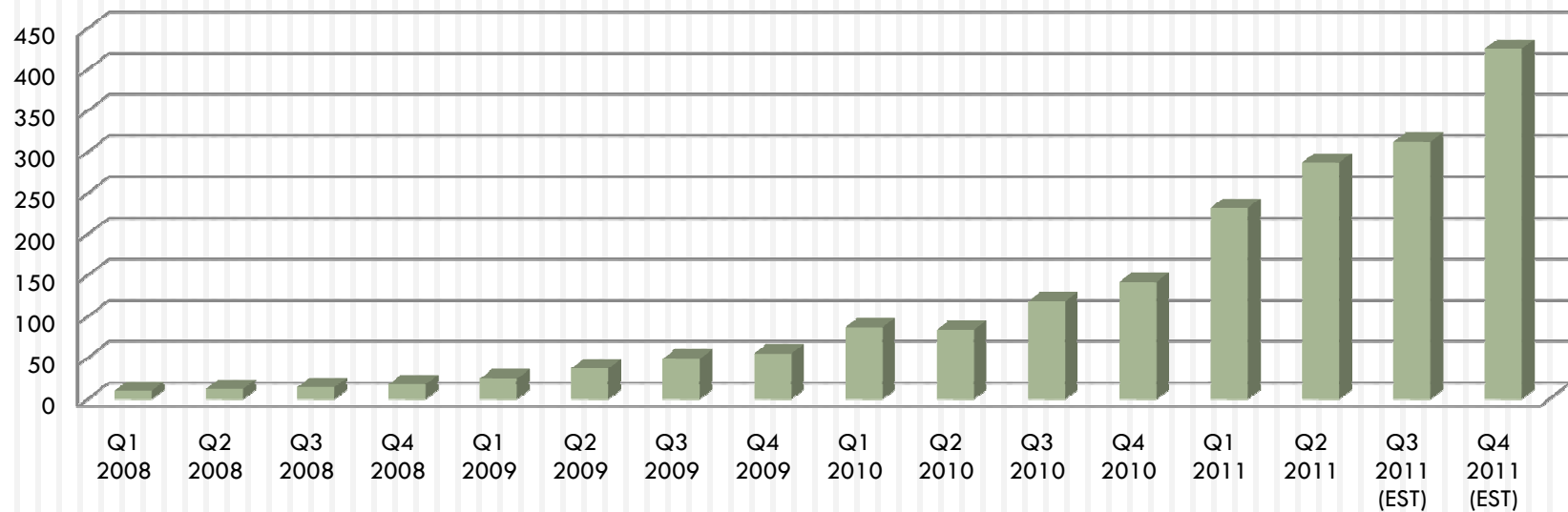
It might be time to find something else to put on those library bookshelves: eBooks are not going away. Ever.

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Why join the Digital Revolution?

Worldwide eBook Sales by Quarter



- eBooks now account for 16% of total book sales revenue.

Move over, John Grisham

- Beyond the numbers, eBooks are the future for authors and readers.
- Authors in control. When, where, how they sell.
- More bank. Lots more. Up to 70% of sales revenue.
- Get noticed. BookBaby success stories already just a few months in our existence.
- Short timeline. From finished manuscript....to Amazon Kindle store page....in less than 3 weeks.
 - *Yes. Really. There's no catch. We promise.*

Let the marketplace decide

- Ebooks take an end run around the traditional publishing gatekeepers – agents and publishers.
 - Is that a good...or bad...thing?
 - Depends on who you ask.



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So you're sold on doing an eBook! My job is half-way done. What's next?

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So you want make an eBook....



- **It's basically a two-step process.**
- File conversion
 - Taking your source files (Word, InDesign) and converting to ePub and .MOBI.
- File Distribution
 - Getting your converted files up to the major book stores.

So you want make an eBook....



- All different ways to come into the marketplace, from DIY to Deluxe.
 - Kindle Direct – Amazon only and Free.
 - Pub It – Barnes & Noble only and Free.
 - Smashwords – Distributes to iBookstore, B&N and their own store. Free.
 - Lulu – Specializes more in POD books but has comprehensive eBook services.
 - New guys entering the marketplace every day.
 - New DIY software getting better every day.

I hear these guys are pretty good....



First gratuitous commercial slide.

- **Upload your eBook and pay just \$99.**
 - Sign up is fast and easy. You set the selling price, supply book descriptions, author bio – even list out keyword search terms so readers can buy your books online.
 - You're in control from start to finish, and retain all publishing and ownership rights.

...a few more words from our sponsor.



➤ **Sell your eBooks worldwide.**

- We convert your original electronic files so that your eBook can be read on every reading device -- Kindle, iPad, Nook, Sony Reader and more.
- In about two weeks, your eBook is up for sale at Amazon, Apple's iBookstore, Barnes & Noble, the Sony Reader Store, and many more in the coming months.

Last gratuitous commercial slide.

➤ **Get paid 100%.**

- We collect your net sales from the online retail stores. A few days later, BookBaby pays its authors every last cent.
- Our cut of your sales? 0%.

Yes, it's really that easy.

More info?

www.bookbaby.com



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The nine most important things to consider when planning and getting your eBook ready to publish

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The necessary nine

- 1. **Editing...it's more important than ever.**
 - Publishers, Agents used to provide
 - Hire help; Don't count on the one member of your family you haven't alienated.
- 2. **Formatting....help your file converter help you.**
 - Word file is preferred
 - Each converter has different requirements and specs; read their documentation carefully.
- 3. **Artwork, Pictures and Graphics – oh my!**
 - Can be a challenge to incorporating in eBooks.
 - New generation of readers, software is improving.

The necessary nine

- 4. ISBNs....barcodes on steroids.
 - Need separate numbers for print and electronic
 - Standards are changing by the day so stay informed.
- 5. Intellectual Property rights.
 - Make sure you own and keep your rights!
 - eBook distributors such as BookBaby do not retain ANY rights or control.
- 6. eBooks ARE judged by their covers. More so!
 - Get a quality, eye-catching design. Don't leave this to your brother-in-law

The necessary nine

- 7. Pricing your book.
 - Know your goals. Is it \$\$? Is it exposure?
 - Your book price will determine how much each store will pay you. Evolving payment models.
- 8. Understand the retailers and territories.
 - Amazon, iBookstore, B&N control 80% of the market.
 - Each provides tools and advise to maximize sales.
- 9. Keep current.
 - During the first 30 mins of this presentation, the world may have changed.
 - Lots of terrific blogs and online resources. Read daily!



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Finding the most scarce resource on the planet, and how this relates to selling your eBook.

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Congrats....your book is up for sale!

➤ But why isn't it selling?

- It's the number one question we get post-publishing.
- Everyone is getting in on the Digital Revolution
- How can you/your book stand out?

- There is no magic potion. Don't let anyone tell you – or try to sell you on that.
- But one way to answer that question may lie with my alma mater and personal passion every Saturday afternoon in the Fall:

Stay with me here...I do have a point.

- Ladies and Gentlemen....I give you....the Oregon Ducks football team
 - There is no good reason why the University of Oregon should be a top-10 football program. And yet they are.
 - Small population. Not big or fast. Rains a lot. No football tradition.
 - And yet some of the most gifted high school athletes are now falling all over themselves to play for Oregon – **why?**
 - Oregon came up with an ingenious plan to grasp a vital share of today's most scarce commodity....



Attention, everyone:

- Two years before Napster ruined/saved the music business, a leading economist made this statement at a seminar in Cambridge, MA:
- **We are headed," Michael H. Goldhaber said, "into what I call the attention economy."**
- Pre-internet days – channels were scarce
- Post-internet – content in demand.
- Today – attention is the most scarce and coveted commodity.

How did the Ducks attract a flock?

- Set themselves up for success by making sure the fundamentals were covered.
 - Blocking and tackling. Coaching. Footballs. Cheerleaders.
- They defined success.
 - Rose Bowl or National Championship.
- Most importantly: Defined what kind of attention is meaningful..... and formulated a plan to get it.
 - In other words....match the target audience to the offer...that helps them directly towards the end goal.
 - And thanks to an important alumni, they had the means to design and implement such a plan....



You might need sunglasses now.

- Oregon became known as 'that team with the wild uniforms.'
- Hello, ESPN SportsCenter.
- Every kid noticed and loved them.
- Some of them were large and fast.
- 2010 – Rose Bowl
- 2011 – National Championship Game.
- *"This new economy," Goldhaber said in Cambridge in January 1997, "is based on endless originality."*



And this relates to eBooks how?

- **First, set yourself up for success.**
 - Great content. Better editing. No silly misspellings.
 - Attention-getting eBook cover.
 - Priced right, in all the key stores
 - Metadata.
 - Website? Twitter Feed? LinkedIn? Facebook?
 - Lather...rinse...repeat. Constant improvement.
- **Define what success looks like.**
 - Bigger bank account
 - Professional recognition
 - Crossing off line item of bucket list.
 - 3-book deal with Random House.

The right kind of attention

- The key to capturing attention...is defining the kind of attention you want to capture.
 - Define as narrowly as possible to increase chance of success.
 - Is it Buyers? Readers? Colleagues? Publishers? Your parents? College admissions decision makers?
 - Only after you determine which eye balls you want to capture can you formulate an action plan to attract them.
 - The attention you do gain has to be meaningful.
 - Flashy, ever changing uniforms to 18 year olds = meaningful.
 - 1000s of free downloads targeted towards publishers = meaningful.



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Thank you very much for your attention (and putting up with my Oregon Duck story)

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