

# PROFIT FROM NEW BOOK PUBLISHING OPTIONS



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# DON'T TAKE NOTES

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The information today will be dense

- [Slideshare.com](https://www.slideshare.com)
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# BASIC SALES CHANNELS

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- Bookstore Retail
  - Barnes & Noble, Borders, Books-A-Million, Indies
- Libraries
- Online
  - Amazon.com, BN.com, others who take data feed
- Specialty Accounts
  - Airports, club stores, corps, non-bookstore retail
- Direct Sales
  - Back of room, website, package deals



# QUESTIONS FOR YOU

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- What are your goals?
- How much control do you want?
- What are your strongest sales channels?
- What is your timeline?
- What level of risk is okay with you?



# ALWAYS IMPORTANT

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- Content
- Platform (Social Media)
- Marketing & PR
- Alignment



# 4 BASIC APPROACHES

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- Traditional Publishing
- eBooks & Print on Demand
- Self Publishing
- Independent Publishing



# TRADITIONAL PUBLISHING HOUSES MARKET SHARE (2009)

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- |   |                  |                      |
|---|------------------|----------------------|
| ① | Random House     | (15.9% market share) |
| ② | Pearson          | (11.0%)              |
| ③ | HarperCollins    | (10.6%)              |
| ④ | Simon & Schuster | (9.3%)               |
| ⑤ | Hachette (TW)    | (6.2%)               |
| ⑥ | Scholastic       | (5.2%)               |
| ⑦ | Thomas Nelson    | (4.7%)               |
| ⑧ | Holtzbrinck      | (4.4%)               |
| ⑨ | Tyndale House    | (1.9%)               |
| ⑩ | Wiley            | (1.9%)               |



# TRADITIONAL PUBLISHING

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- Smallest upfront investment by author
- Great distribution when released
- Credibility
- Advances and Royalties
- Author pays for Marketing and PR
- Little / No Creative Control
- 18 to 36 months before published
- Need an Agent first





# TRADITIONAL PUBLISHING MONEY

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- There is no “average advance”
- But... think \$10k for an unknown author
- Royalties of 10-15% Hard, 6-10% Paper
- Agent gets 15%
- PR costs \$25,000 - \$75,000 for 6 mo
- Buyback usually 50% off cover
- Sell ~15k units before seeing royalties



# TRADITIONAL PUBLISHING

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Right for you if:

- Creative control isn't very important
- Cash is tight
- Timeline isn't important
- Bookstores are primary outlet for sales
- This is a “lottery ticket” and not a marketing tool



# TRADITIONAL PUBLISHING HOW TO

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- Start with a great Query Letter
  - Jeff Herman's *Book Guide To Book Publishers, Editors, & Literary Agents 2010*
- Get an Agent
- Write a proposal
- Sign with a Publisher
- Market your book



# EBOOKS AND PRINT ON DEMAND

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- eBooks
  - Hardware-agnostic readers (Stanza, Blio, Iceberg)
  - iPad, Amazon Kindle, Sony eReader, B&N Nook, and MANY others
- Print on Demand
  - CreateSpace, Lightning Source, Lulu
  - LuLu, AuthorSolutions (iUniverse, AuthorHouse, Xlibris)



# EBOOKS AND PRINT ON DEMAND

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- Relatively small investment
- Editorial still important
- Online distribution only
- Not big Credibility booster
- Royalties more like 25-70%
- Lots of Creative Control
- Very short Timeline
- No need for an Agent



# EBOOKS AND PRINT ON DEMAND

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- eBooks grow ~400% per year... But:
  - Only 4-5% of the US market
  - And only 0.5% of the Global market
- ASI did 19k titles, 6x > Random
- Lulu has 700k titles, 80% for 1 unit
- POD not cost effective over 1k units
- POD quality & tech are limited



# EBOOKS AND PRINT ON DEMAND

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Right for you if:

- Timeline is Critical
- Cash is tight
- Online is primary outlet for sales
- Just want the information “out there”



## EBOOKS AND PRINT ON DEMAND HOW-TO

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- Write your book (Editorial still critical)
- Convert eBook Files
  - Amazon DTP, Code Mantra
- Go to POD Publisher with Word .doc
  - CreateSpace (Amazon), Lulu.com, Author Solutions
- Market your Book





# SELF-PUBLISHING

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- The Author is:
  - Publisher
  - General Contractor (Edit, Design, Printing)
  - Compliance Officer
  - Sales Manager
  - Marketing Manager
- Read Dan Poynter's "Self Publishing Manual"



# SELF-PUBLISHING

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- Moderate investment by author
- Need a distributor for bookstore sales
- Author still pays for Marketing/PR
- Author has Creative Control
- Book stays in print as long as the author supports it
- 3-6 months before book is published
- No Need for an Agent



# INDEPENDENT PUBLISHING

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- Hybrid between Traditional and Self
- Author Investment is Variable based on Goals
- Distribution through a Partner
- Credibility if Partner is known quantity
- Author pays for most Marketing and all PR
- Author retains all Creative Control
- Timeline is 3-12 months



# AIRPORTS

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- Airports primarily buy business books, regional, bestsellers, and children's
- Most airports and non-bookstore channels require that you work with a major publisher or distributor (volume)
- Airport space is 'rented' with co-op placement fees
- Consider ROI beyond book sales, (ie increased visibility, new speaking engagements)



# WHAT'S IN A BESTSELLER?

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- Bestsellers measure velocity of sales, not total sales
- Each list (NY Times, WSJ, USA Today) is run differently
- Making the list depends on how well your book sells AND how other books are selling that week
- In general, 5k-10k units need to move through retail in one week for a shot at making a list
- You need an experienced partner to route sales through appropriate channels (store weighting)

# PROFIT FROM NEW BOOK PUBLISHING OPTIONS



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# GREENLEAF BOOK GROUP

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- Greenleaf is the top Independent Publisher
- GBG accepts 3% of submissions, 96% retention
- In the past few years, 4 NYT and 9 WSJ Bestsellers
- Author investment is variable based on goals
- Author Receives
  - 35% of Cover price for Bookstore Sales
  - 100% of Cover price for Other Sales
- Author pays for most Marketing and all PR
- Book stays in print until Author says it's done