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July 9, 2016  
The Key Room, Novato, California

**Judy Baker**

[BrandVines.com](http://BrandVines.com)

**Becky Parker Geist**

[ProAudioVoices.com](http://ProAudioVoices.com)

**David Kudler**

[StillpointDigitalPress.com](http://StillpointDigitalPress.com)

**Ruth Schwartz**

[TheWonderlady.com](http://TheWonderlady.com)

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**HOW TO MANAGE YOUR MOST  
IMPORTANT PUBLISHING RELATIONSHIP**

# EVERYTHING AMAZON

- **CreateSpace**—Your Amazon Print-on-Demand Book: Tips on submission and marketing.
- **KDP**—Your Amazon Ebook: A quick map of the great KDP Select divide (exclusive or non-exclusive?), and the consequences, including Kindle Unlimited and the new subscription payment system
- **AuthorCentral**—Your Amazon Author Page: Why you need one, and how to improve what you've got
- **Amazon Affiliates**—Your Amazon Associates Relationship: Earn a little for every customer you send to Amazon
- **Amazon Reviews**: Best practices for getting them
- **Amazon's Goodreads**: How to engage reviewers for your book
- **Amazon Advantage**: How to sell your offset-printed books on Amazon
- **Amazon Seller Central**: How can you sell autographed copies of your books and other merchandise on the world's largest marketplace?
- **Audible Creative Exchange (ACX)**: The Audible world of Amazon and how to navigate your options with the development and distribution of audiobooks

# **AMAZON—OPPORTUNITY AND CONTROVERSY: WHAT'S ALL THE FUSS ABOUT?**

**amazon.com**<sup>®</sup>

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# AMAZON—OPPORTUNITY AND CONTROVERSY: WHAT'S ALL THE FUSS ABOUT?

- **World's largest marketplace**
  - Over 200 million products available in 35 departments
  - Over 250 million active customers



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- **Hub for book, ebook, and audiobook retailing in  
US and the World**
  - Over 15 million print titles for sale
  - Over 4 million ebook titles for sale
  - Over \$20 billion in annual book sales
  - 15 Country-specific stores on 5 continents



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  - 15 Country-specific stores on 5 continents
- **Con: Anti-competitive — the devil we know**



# **CREATESPACE— YOUR AMAZON PRINT-ON-DEMAND BOOK: TIPS ON SUBMISSION AND MARKETING**

URL: [CreateSpace.com](https://CreateSpace.com)





**CREATESPACE—  
YOUR AMAZON PRINT-ON-DEMAND BOOK:  
TIPS ON SUBMISSION AND MARKETING**

- **Createspace is your best path to getting your print book up on Amazon**

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- **Key ingredients: your own ISBN, cover and interior files to their specs, quality book description and keywords.**

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- **Pro: Great learning resources, articles about almost everything you can think of in terms of book design and marketing. Unlimited free uploads of revised files. 24-hour turnaround.**

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- **Con: “Extended Distribution” isn’t; Bookstores won't even talk to you if all you have is your CreateSpace edition**

URL: [CreateSpace.com](https://www.createspace.com)



# **KINDLE DIRECT PUBLISHING YOUR AMAZON EBOOK EXCLUSIVE OR NOT?**

URL: [KDP.amazon.com](https://kdp.amazon.com)



# **KINDLE DIRECT PUBLISHING YOUR AMAZON EBOOK EXCLUSIVE OR NOT?**

- **You have to release through KDP to get your ebook on Amazon — NOT exclusive**

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  - Books available through KindleUnlimited and Kindle Owner Lending Library
  - Amazon Marketing Services — advertising ([ams.amazon.com](https://ams.amazon.com))

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- **KS Cons:**
  - Exclusive (90 day term — renewable)
  - KindleUnlimited/KOLL payout much lower than it used to be
  - Freebie promotions difficult to translate into sales

URL: [KDP.amazon.com](https://kdp.amazon.com)



# **AUTHORCENTRAL**

## **WHY YOU NEED AN AUTHOR PAGE, AND**

## **HOW TO IMPROVE WHAT YOU'VE GOT.**

URL: [AuthorCentral.amazon.com](https://AuthorCentral.amazon.com)



# AUTHORCENTRAL WHY YOU NEED AN AUTHOR PAGE, AND HOW TO IMPROVE WHAT YOU'VE GOT.

**David Kudler**

Following

A native of Sausalito, California (famous mostly for being the town at the north end of the Golden Gate Bridge, and for having a cookie named after it), David Kudler is an author, editor and performer. He's excited that his teen historical adventure novel *Risuko* ([risuko.net](http://risuko.net) + [amazon.com/S01FPW9XQW4](http://amazon.com/S01FPW9XQW4)) comes out on June 15, 2016.

He is the founder, publisher, and editor-in-chief of SaltPoint Digital Press. Since 1989, he has overseen the publications program of the Joseph Campbell Foundation, where he has served as the managing editor of the *Collected Works of Joseph Campbell* series. He is honored to be serving as the current vice-president of the Bay Area Independent Publishers Association (BAIPA).

He lives in Mill Valley, California (he used to live north from Sausalito) with his wife, teacher and author Maure Vaught, their two author-to-be daughters, and their non-literary cats.

Want to keep up with him? Sign up at [slight.ca/author](http://slight.ca/author)

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- Blog post**  
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John Byrne Barry, award-winning author of political and crime thrillers, interviewed *Risuko* author David Kudler for the Bay Area Independent Publishers Association web site... 1 week ago [Read more](#)
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- Blog post**  
**#1 New Release - success!**  
Thank you all so much *Risuko* launch was pleased to say that *Risuko* is our New Release on 6... 2 weeks ago

**Books by David Kudler**

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  - Track and respond to reviews
  - Edit book description, “About the Author”, add editorial reviews

### Editorial Reviews

From School Library Journal

Kindergarten-Grade 3. A lively adaptation of small possessions into town, hoping to sell them in the market, so they exchange their items for dry.” This act of kindness reaps a generous reward in which an elderly man is the protagonist. They celebrate the fabric designs and folk art of Japanese readers. Margaret A. Chang, North Adams St. Copyright 1997 Reed Business Information, Inc.

From Kirkus Reviews

The kindness and generosity of two children...

### More About the Author

[Visit Amazon's David Kudler Page](#)



#### Biography

A native of Sausalito, California (famous mostly for being the

He is the founder, publisher, and editor-in-chief of Stillpoint Co. editor of the Collected Works of Joseph Campbell series. He

He lives in Mill Valley, California (the next town north from San Francisco)

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**amazon**  
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- **Cons: NONE!**



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- **Questionnaire to fill out**
- **Instant acceptance likely**
- **Cons: None**

URL: [AffiliateProgram.amazon.com](https://affiliateprogram.amazon.com)



# AMAZON REVIEWS

## BEST PRACTICES FOR GETTING THEM

URL: [amazon.com](https://www.amazon.com)

Customer Reviews



4.2 out of 5 stars ▾

# **AMAZON ADVANTAGE SELLING YOUR OFFSET PRINTED BOOK**

URL: [Advantage.amazon.com](https://Advantage.amazon.com)





# **AMAZON ADVANTAGE**

## **SELLING YOUR OFFSET PRINTED BOOK**

- **A way for non-Amazon vendors to sell goods on Amazon — including printed books**

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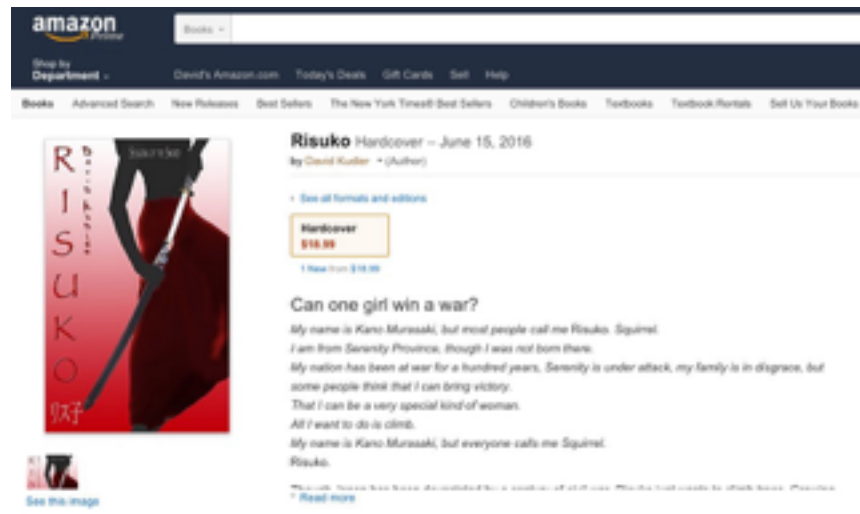
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advantage

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- **Con: Amazon keeps no inventory (often); you have to ship to warehouse as sales occur.  
Costs \$99/year**

URL: [Advantage.amazon.com](https://Advantage.amazon.com)



# **AMAZON SELLER CENTRAL SELLING AUTOGRAPHED COPIES OF YOUR BOOKS AND OTHER MERCHANDISE**

URL: [SellerCentral.amazon.com](https://sellercentral.amazon.com)

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**AMAZON SELLER CENTRAL  
SELLING AUTOGRAPHED COPIES OF  
YOUR BOOKS AND OTHER MERCHANDISE**

- **Source of “More Buying Choices” listings**

# AMAZON SELLER CENTRAL SELLING AUTOGRAPHED COPIES OF YOUR BOOKS AND OTHER MERCHANDISE

- Source of “More Buying Choices” listings



New offers for  
**The Seven Gods of Luck: A Japanese Tale (Paperback)**  
by David Kudler

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Price + Shipping	Condition <a href="#">(Learn More)</a>	Delivery	Seller Information	Buying Options
<b>\$4.66</b> + \$3.99 shipping + \$0.00 estimated tax	<b>New</b> Delivery is usually 5 - 8 working days from order. Please check Product Details for Language. International is by Royal Mail <small>air-mail</small>	<ul style="list-style-type: none"><li>• In Stock.</li><li>• <a href="#">Domestic shipping rates and return policy.</a></li></ul>	<b>Book Depository US</b> ★★★★★ 96% positive over the past 12 months. (684,262 total ratings)	 or <a href="#">Sign in to turn on 1-Click ordering</a>

URL: [SellerCentral.amazon.com](https://SellerCentral.amazon.com)



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- **You fulfill — within 2 days of order**
- **Cons: Not always easy to navigate, and may not be worth the time it takes to set up product**

# **AUDIBLE CREATIVE EXCHANGE (ACX) THE DEVELOPMENT AND DISTRIBUTION OF AUDIOBOOKS**

URL: [ACX.com](https://www.acx.com)



# **2016 STATS (APA)**

**\$1.7 BILLION IN 2015**

**YEAR TO YEAR GROWTH OVER 20%**

**FICTION 75%**

**TARGET AGE: ADULT 90%**

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- **Creative Exchange: audition and hire a narrator/  
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  - Royalty share: sales are split 50/50 by Audible between you and producer
  - Per finished hour (PFH): You pay narrator based on finished length of book, keep all royalties

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Audible, iTunes, & Amazon — 90%+ of market**

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  - Per finished hour (PFH): Pay narrator based on finished length of book, keep all royalties
- **Pro: One way to get your audiobooks into Audible, iTunes, (& Amazon)**
- **Con: Audible/Amazon holds a monopoly, so royalties aren't great**
  - Exclusive: 40% of sales — split with producer if royalty sharing
  - Non-exclusive: 25% of sales — split with producer if royalty sharing

URL: [ACX.com](https://www.acx.com)

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