



IngramSpark

Step-by-Step

With Ruth Schwartz aka the Wonderlady

- Almost 50 years in publishing, design and printing
- Creative Director on client graphics projects for over 27 years
- Last 10 years working with authors who want to self-publish
- Set up 17 author clients on IngramSpark to date and more to come

My Background

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- Why use IngramSpark & when
- Explore the site
- Setting up an account
- Setting up a title
- Best discount practices
- Preparing files
- Uploading files
- Proofing & troubleshooting
- Okaying for distribution

IngramSpark Step-By-Step

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- Reach bookstores & libraries
- Be able to do pre-sales for print editions on Amazon and elsewhere
- Get wider distribution for your print edition
- Do a POD hardback edition
- One way to distribute ebooks

Why Use IngramSpark?

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- Home
- Plan your book
- How it works
- Resources
- Blog

Explore IngramSpark

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- Click on CREATE ACCOUNT
- Fill out all of the required fields & click continue
- Go find the email they sent to activate your account and confirm your email

Your email address has been verified. Please use the login fields at the top of this page to login to your account and proceed with the setup.

Next Steps!

After logging in and agreeing to general terms of the site, you will be taken through four agreements.

Fear not! While the **Global POD** and **Global Ebook** agreement are required, it does not mean you are required to use those services. It simply means that you have those services on our account if you choose to use them later.

1. **Global POD** - Print-on-Demand (POD) services via our Lightning Source companies in the US, UK, AU, as well as the Global Connect and Espresso POD networks.
2. **Global Ebook** - Ebook distribution services to all of our Ebook Distribution Partners except Amazon Kindle and Apple.
3. **Amazon (Kindle) Ebook (optional)** - If you want to distribute your Ebooks to Amazon Kindle. (You can opt out if you are uploading direct to Kindle).
4. **Apple (Agency) Ebook (optional)** - If you want to distribute your Ebooks to Apple's US and International iBooks and iTunes stores.

Setting up an account

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Side by Side with the Wonderlady

- Log In
- Set up security questions
- Decide if you want to receive promo material
- Agree to TERMS OF USE and the PRIVACY POLICY – click on I Accept
- Read and accept the agreements
 - Global POD Agreement
 - Global Ebook Agreement (even if you going to do your ebooks in another way)
 - Apple (Agency) Ebook Agreement (optional)
 - Amazon (Kindle) Ebook Addendum (optional_

Setting up an account

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- Bottom of Agreement Page
 - IngramSpark Price Sheet
 - IngramSpark User Guide
 - Link to list of IS Print & Ebook Global Distribution Partners
 - Sign (type in your name) and title (owner, publisher, etc.)

Setting up an account 8

- Dashboard
- Complete Publisher compensation
- Add Publisher payment
- Enter tax information

Setting up an account 9

- Click on Add a New Title
- Select Product Type
 - Print
 - Ebook
 - Print and Ebook

Setting up a title

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- Things to prepare or come back to later
 - Short Description – max 350 characters
 - Keywords
 - Series Name and Number (if applicable)
 - Edition Description (if applicable)
- Fill in title and subtitle (if applicable)
- Select Language
- Full Description – min 200 to max 4000 characters – REQUIRED TO GO FORWARD – CAN CHANGE IT LATER

Setting up a title

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- Fill in at least one contributor (required)
- Fill in at least one subject – great BISAC Subject Lookup tool – get as close as you can
- Regional subject (if applicable)
- Thema subjects (if applicable)
- Audience (required)
- Table of Contents
- Review Quotes
- Photographs or Illustrations?

Setting up a title

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- Trim Size
- Interior Color and Paper
- Binding Type
- Laminate Type
- Page Count

Setting up a title

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- ISBN (for paperback edition, you can use the same one as you used for CreateSpace)
- Pricing
 - Print retail price
 - Wholesale discount
 - Returnable
- Global Connect Program
- Publication Date
- On-Sale Date

Setting up a title

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- Interior File: Same interior as you used for CreateSpace – same specifications
- Cover: get template for cover so you have spine specification.
- Ideally, run both files through Adobe Acrobat digital print Pre-Flight profiles

Preparing Files

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- Drag & Drop or Select
- Interior
- Cover
- When all files are uploaded, hit continue. Files will go through step one of a two-step validation process.
- You can also email an upload link to your designer or book midwife
- Fees
 - \$49.00 (discount with IBPA)

Uploading Files

- IngramSpark will review your files and get back to you via email with an okay or with things you need to fix
- File review can take a few days
- Fix files if necessary & upload new versions

File Review

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- IngramSpark will provide a PDF proof
- Review that proof
- Okay for printing but not distribution
- Order a printed copy
- Review and revise files if necessary
- Additional revised file upload fees (\$25.00 each)

Proofing & Troubleshooting

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- You may be able to just review the PDF at this point
- Or order another printed sample

Proofing & Troubleshooting

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- Once you are happy with the printed sample, click on the “approve for distribution button”
- IngramSpark will get your book out to all of its distribution partners
- Check barnesandnoble.com in a few days to see if the print edition is there. Then your book will be in the Ingram catalog for bookstores & libraries to order

Okaying for distribution

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- Help is available via Online Chat, Phone or Email
- I recommend Online Chat.
 - Getting someone on the phone is usually a little more challenging.
 - You have a written record

Help from IngramSpark

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Thank you, BAIPA!

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Side by Side with the Wonderlady