Mapping Your Book Distribution Strategy

Discussed in Episode 10

Decide where your book is going before you start uploading files. Start with the goals, then work the checklist.

Publishing goals

- [ ] Amazon only?
- [ ] Wide distribution?
- [ ] Bookstore availability?
- [ ] Library availability?
- [ ] International reach?

Distribution checklist

- [ ] Purchase your own ISBN
- [ ] Create your KDP account
- [ ] Create your IngramSpark account
- [ ] Create your Draft2Digital account
- [ ] Determine your trim size and page count
- [ ] Calculate your print pricing
- [ ] Decide on your wholesale discount
- [ ] Upload a CMYK print cover for Ingram
- [ ] Disable Expanded Distribution on KDP

- [ ] Decide whether your Ingram title will be returnable
- [ ] Create a Books2Read universal link
- [ ] Optimize your metadata, categories, and keywords
- [ ] Launch with confidence!