

# Lesson 10 Handout

## Distribution Options

### Directly with seller

The following are websites to upload an e-book directly to the more popular sellers:

- Amazon Kindle – [www.kdp.amazon.com](http://www.kdp.amazon.com)  
Use an existing account or create a new one just for publishing.
- Barnes and Noble Nook – [www.nookpress.com](http://www.nookpress.com)  
Nookpress is a separate website. Like Kindle Direct Publishing, an existing account can be used.
- iBooks - [www.apple.com/itunes/content-providers/book-faq.html](http://www.apple.com/itunes/content-providers/book-faq.html)  
This FAQ gives the details needed for offering a book in Apple's iBookstore.
- Kobo - [www.kobo.com/writinglife](http://www.kobo.com/writinglife)  
Like Amazon and Nookpress, use an existing reader account or create a new one.

### Aggregators

An aggregator is a company that offers conversion and distribution to the major e-publishing websites.

- Smashwords – [www.smashwords.com](http://www.smashwords.com)  
Smashwords is free on the front end, but charges a percentage of sales. It distributes to libraries, but has limited distribution to Amazon.
- FastPencil – [www.fastpencil.com](http://www.fastpencil.com)  
This company has a number of packages for e-publishing from a no-frills free account up to all you have to do is write package.
- Lulu.com – [www.lulu.com](http://www.lulu.com)  
Lulu began as a print-on-demand self-publishing company. They now offer e-publishing and distribution. Upfront cost varies according to services.
- Bookbaby – [www.bookbaby.com](http://www.bookbaby.com)  
Bookbaby offers everything from simple distribution to an all-inclusive package, as well as a la carte services. Prices vary according to services.

### A Website

E-book can be sold from a website using direct links to the various companies, such as Amazon. Or use a service that specializes in distributing e-products.

- Payloadz – [www.payloadz.com](http://www.payloadz.com)

A link is provided that handles every aspect of the sale, purchase to download. A different link is needed for each product.

- ClickBank – [www.clickbank.com](http://www.clickbank.com)  
Clickbank is designed for selling more than one e-product. They also offer affiliate services.

For those who want to handle the sales completely through a website, a shopping cart is needed.

- e-junkie - <http://www.e-junkie.com/>  
This shopping cart service allows payment directly to e-book owner. Packaged products can also be added to the store. Monthly fees based on number of products.
- WooCommerce - <https://wordpress.org/plugins/woocommerce/>  
WooCommerce is a WordPress plug-in, which allows products to be sold directly within the website or blog. A free version is available.

### Back-of-Room Sales

It is possible to sell an e-product at speaking engagements or exhibit hall.

### *CD-ROM*

An e-book can be burned on a CD or DVD to sell.

Kunaki - <http://kunaki.com/>  
Offers a variety of services from burning the disc to packaging.

### *Coupon Codes*

A customer can pay for the product in person and a coupon code provided for the download. Smashwords and WooCommerce both offer coupon codes.

e-junkie - <http://www.e-junkie.com/>  
A single-use code can be created and redeemed when the product is downloaded.

### *QR Codes*

These are bar codes that can be read by smart phones and other mobile devices. Generate a code through a service offered on the internet and have it printed on a card to sell.

- Kaywa - <http://qrcode.kaywa.com/>  
One code is free. Multiple codes vary in price.
- QR Stuff - <http://www.qrstuff.com/>  
Offers multiple services, including tee shirts with a code, along with a code generation service.