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BOOK SALES & MARKETING MARKETING & DISTRIBUTION SERVICES

You've written your book. It's been crafted, edited, refined, poured over... edited to death. You probably don't want to hear another line from it again. It's time to give it your public!

Effectively Market your Work! Market your work to all the major distributors: Amazon, Barnes & Noble, Borders, Baker & Taylor, Book Depository, Kobo, Kindle, NOOK and more!

Whether it's an e-book or a print book: we can help market it and make sure it gets advertised and sold on sites like Amazon, Barnes & Noble, Borders and more! Your book will also be available for ordering at bookstores in Canada, US, UK, and the EEC.

We provide:

- Copyrighting and legal services
- ISBN creation and registration.
- UPC and bar codes with pricing for all geographical markets
- Amazon, Barnes & Noble, INGRAM and worldwide distribution sign-on.
- Automatic order fulfillment and shipping (You receive a check at the end of the royalty period!)
- Different levels of advertising.
- Specialized marketing channels.
- Worldwide distribution: Your book will be available to buyers across North America, Europe, and Australia.

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BOOK SALES & MARKETING

Marketing a book is a multi-faceted campaign. Let's break it out:

- 1. PRODUCT QUALITY** - If you want the industry to treat your book seriously, you must comply with industry standards.
- 2. BOOK DISTRIBUTION** – This is about availability and accessibility. How available and how easy would it be for someone to purchase your book if they wanted to?
- 3. BOOK & AUTHOR PROMOTION** – It's more than just growing a fan base. You need to let people know about your book and give them a place and a means to discuss it.
- 4. SALES & ROYALTIES** – There might be other reasons than money for why someone would want to give life to a book. Nonetheless, why should someone else be taking the profit whenever a book is sold?

PRODUCT QUALITY & INDUSTRY STANDARDS

Not only must the book comply with physical quality standards (paper used, binding employed, etc) before a retailer or library will take it; but it must comply with industry standards in how it is presented, defined, marketed and sold. A simple example: if your book does not have a valid ISBN filing, then a bookstore, retailer or library will be unable to purchase it. If your book does not have a valid UPC barcode, then the large chains will be unable to sell it and the smaller retailers will be reluctant to stock it.

PHYSICAL QUALITY STANDARDS

Acid free paper
Quality binding and construction
Printing Resolution
Proper layout and typesetting
Etc.

BOOK QUALITY STANDARDS

Cover design and interior layouts
Editing & Proofreading
Summary, Author Bio, Copyright
Page, Indices and Content
Etc.

MARKETING DATA QUALITY STANDARDS

ISBN filing and registration
ONIX data generation for
distribution / ordering systems
UPC and Barcode
Author and Book Information
Etc.

MARKETING & DISTRIBUTION SERVICES

This is about having your book available at the chains, retailers and on-line stores so that if someone wanted to purchase your book, they'd be able to do so easily. Imagine doing all that publicity and marketing to acquire a ready and willing readership, only to have your public unable to find the book to buy it! If you opt for our distribution services, your book will be available for ordering via all the major book retailers and distributors in North America, UK (optional) and Europe (optional). Here are some of our distribution partners:

Here are some of our Distribution Partners:

Ingram
Amazon.com
Baker & Taylor
Barnes & Noble
Kobo
NACSCORP
Kindle

NOOK
Espresso Book Machine
Adlibris.com
Amazon.co.uk
Bertram
Blackwell
Book Depository

Coutts
Gardners
Mallory International
Paperback Shop
Eden Interactive Ltd.
Aphrohead
I.B.S - STL U.K

BabalonBOOKS also provides marketing and distribution services to small presses, independent publishing houses and self-publishing authors. Please contact us here if you are interested in being distributed by BabalonBOOKS.

BOOK & AUTHOR SUPPORT SERVICES

Authors often require help promoting their books. Here's where we come in. We can help authors not only promote those titles they have printed or distributed through us, but we can also help promote their personalities, and their entire portfolio of works. Some of the services we can provide include: press releases, author websites, social media (facebook, twitter, blogger) links, submissions to book reviewers and critics, video and ad campaign development... and more!

PROMOTION

You want to create 'hype' and 'buzz' about your book. You want to let people know what's special about your book. Those who opt for our promotion services get a personalized, catered service. Each book is unique and so it's marketing and promotional strategy will also be unique.

Here's how we can help:

- Press Releases
- Author websites,
- Book websites,
- Blog creation and maintenance
- Social account link ups (Facebook, Twitter, et al),
- Media generation and broadcasting.
- Video and audio presentations and editing
- Video adverts
- Online advertisements
- ... and more. Just ask us!

SALES & ROYALTIES

Receive on direct sales not just royalties! While most channels only give you a 30% or less royalty, we take only 15% which means you keep 85% of the profits! You determine the sale price and we take a 15% service charge. You get the rest. There's no exclusive distribution agreement with us so that you may sell your books elsewhere as well.

HOW IT WORKS

If you opt for marketing services, then you will see your book appear for sale through major retailers. Retailers will advertise and carry your book in stock. If a customer orders your book, the sale is registered and the inventory counts replenished. At the end of each quarter, you receive a royalty check along with a report on your sales.

PRINT BOOKS

$(\text{Sale Price}) - (\text{Print Cost}) - (15\% \text{ of Sale Price}) = \text{Your Return}$

So if you were to sell your book for \$24.99, then your return would be:

$\$24.99 - \$6.65 - \$3.75 = \14.59 (Your Profit)

E-BOOKS

$(\text{Sale Price}) - (15\% \text{ of Sale Price}) = \text{Your Return}$

If you sell the e-book version of the same book for \$4.99, then in this case, your return would be:

$\$4.99 - \$0.75 = \$4.24$ (Your Profit)

BOOK CREATION SERVICES

We print, stock, sell and market your books for you...



PROFESSIONAL DESIGN

Professionally Design and Craft your book! Increase your sales by providing quality. Take advantage of our tools and services to professionally design, edit and craft your work. Whether it's a professionally designed cover, or a manuscript copyedit for an e-book or a print book...



QUALITY BOOKS

First, our diverse product offering will ensure you're getting exactly the book you want. Second, our premium binding technologies and quality acid-free paper make sure you are not only get the best-looking, but also the highest quality product into the hands of your customer.



EFFECTIVE MARKETING

Effectively Market your Work! Market your work to all the major distributors: Amazon, Barnes & Noble, Borders, Baker & Taylor, Book Depository, Kobo, Kindle, NOOK and more!



MORE MONEY FOR YOU

Receive on direct sales not just royalties! While most channels only give you a 30% or less royalty, we take only 15% which means you keep 85% of the profits! There's no exclusive distribution agreement with us so that you may sell your books elsewhere as well.