



Sell (and RENT) Your Books To Libraries While Increasing Your Sales Everywhere Else

Amy Collins - Daniel Hall

Hosted By Sandra Beckwith

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Introduction

In today's training, you're going to learn something really awesome. This is especially true if you are interested in selling more of your books and developing passive income. The name of today's presentation is called **"Sell (and RENT) Your Books To Libraries While Increasing Your Sales Everywhere Else"**. Before getting started, you should know that this presentation does, in fact, have a sponsor and there will be an offer presented at the end of the presentation.

You can check out the offer that will be presented later on by visiting <http://www.RealFastLibraryMarketing.com/live>. This program shows independent authors and publishers how to sell more books faster to libraries nationwide. Now that this is out of the way, let's jump into today's training.

Our Promise

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In today's session, you are going to learn about a whole new world of publishing of profits. This will come about by exposing you to the immense library opportunity that hardly any indie publishers and authors even know about, much less know how to harness. In the lesson, you're going to learn what it takes!

Who We Are

Now that you know our promise and what's going to be covered today, let's make sure that this is for you. This information was originally presented by Amy Collins. She is a longtime book industry insider. She started out in this industry as a book buyer for a large chain of stores in upstate New York. In 1996, she became the national account rep for a very large company, and within three years, she became the Director of Sales for Adam's Media in Boston. After that, she actually rose to the level of Special Sales Director for F&W media, which is the parent company of Adam's Media.

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Amy Collins started her career in the book industry as the book buyer for a large chain of stores in Upstate New York. In 1996, she became a National Account Rep for a large company and within 3 years became a Director of Sales at Adams Media in Boston and quickly rose to the Special Sales Director for parent company, F+W Media. She's been profitably selling to libraries since 1996.

Over the years, she has sold to Barnes & Noble, Target, Costco, Borders, Books-A-Million, Wal-Mart, and all the major chains as well as helped **launch several private label publishing programs for the book chains and companies such as PetSmart and CVS.**

For the last 10 years she's headed up the super successful book sales and marketing company, New Shelves Books.



Amy has been profitably selling to libraries since 1996. She has also sold in such stores as Barnes & Nobles, Target, Cosco, Borders, Books-A- Million, Walmart, and just all of the major chains. She's actually helped a lot of companies start private label publishing programs internally. These are companies such as PetSmart and CVS.

For the last 10 years, Amy has headed up the super-successful book sales and marketing company called New Shelf Books. She was accompanied in this presentation by Daniel Hall who is the creator of the Real Fast brand.

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The Library Opportunity



A ton of people can be found in libraries every week and every month, yet so few indie publishers really understand how books get in there. First and foremost, you need to understand that selling to libraries is different than selling to bookstores in many ways. This presentation is primarily going to refer to the process as it pertains to eBooks. However, much of the information provided will pertain to physical books as well.

Let's start by taking a 30,000 foot view of how books get into libraries. If you're a publisher, it starts by making sure that you and your book are registered in all of the databases. The next step is making sure that your book is available from the major library wholesalers. This is mainly where libraries get their books. They probably won't get them directly from you. There are some exceptions, but for the most part, wholesalers are key.

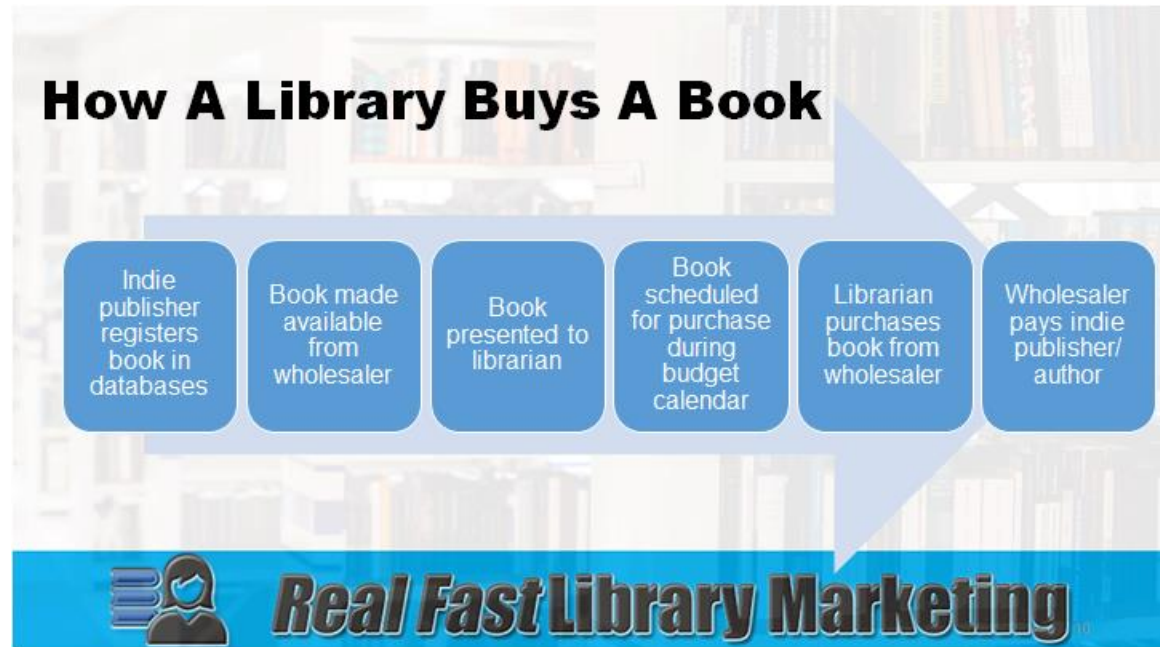
Once your book is available through a wholesaler, then you can present your book to the librarian. That's when you let them know how awesome your book is. If the librarian decides to buy your book, then they will schedule it for purchase. Don't expect them to do it right away. They have budgets and a budget calendar that they have to work with. After it is scheduled for purchase, then it will eventually be bought from the wholesaler. Then, the

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wholesaler will pay you. Before moving on, take note that libraries buy from wholesalers at a returnable discount. They don't return books, and this is a wonderful thing.

The Library Book Buying Process



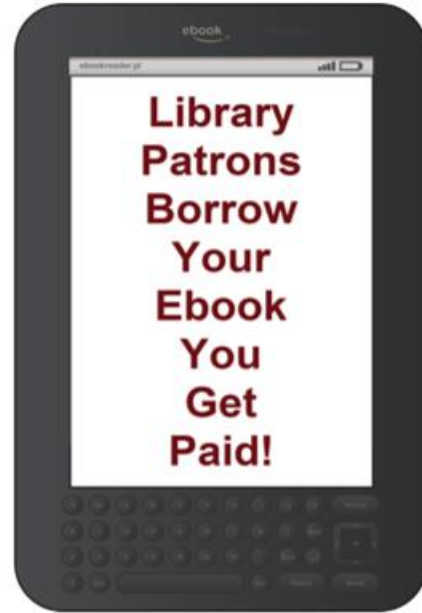
At this point, you might be wondering why you should even bother with eBooks and libraries. You may be saying to yourself, “Whenever I go into libraries, all I see is print books.” This is WHY there is so much opportunity here. What kinds of materials are being offered by libraries is a scenario that’s changing fast. A couple of years ago, only about half of the libraries out there were selling eBooks or making them available. Today, in 2015, 90% of the libraries in the United States lend eBooks. This statistic comes directly from the American Library Association.

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What Makes The Deal So Sweet For Authors & Publishers...

Licensing!



According to the Pew Foundation, only 5% of Americans have been in a bookstore within the last year but 58% percent of Americans have a library card. Furthermore, HALF of those folks have been in a library in the last month and almost 70% say that their local library is important to them. Those numbers should make you realize that if you're not focusing on libraries, you should be.

Libraries are great places to get readers, and they are where readers hang out. Still, you may be thinking, "But, aren't libraries broke?" That's a common perception, but this simply isn't true anymore. They were in trouble for a while, but over the last few years, their 'foot traffic' has been exploding and so has their budgets. The nationwide average is over 3% growth each year. Three percent doesn't sound like a lot, but for a number of communities that services a population of 500,000 or more, their budget are up 15 - 20%. In other words, it's 3% on average, but there are a lot of cities within the US that have budgets up to around 20%.

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How Much Money do Librarian's HAVE?

- **Library materials budgets are up 3%, averaging \$807,000 overall**
- **Budgets are \$30,000 on average for libraries serving populations under 10,000**
- **Budgets are \$4,437,000 on average for libraries serving populations over 500,000**

*Library Journal's Annual Materials Survey of U.S. Public Libraries Nationwide Report 2015
<http://tinyurl.com/me4cnzp>



Real Fast Library Marketing

Let's talk about how this breaks down for you. If you live in a fairly small town with a population of about 10,000-20,000, then your library gets around \$30,000 each year for materials. That's a lot of money, and you aren't asking for much of that. What if you live in an area with 100,000 people or less? A library that serves this size of a population has a \$160,000 annual budget for materials. This includes the purchase of eBooks.

Amy lives in Rochester, New York. She lives in an area with about 250,000 people, or at least that's the amount of people the library in her area services. They get an annual budget of \$2.1 million. Now, you might live in an even bigger area than that. If you live in a big city where the local library services 500k people or so, that library receives \$4.5 million dollars a year. Again, this is the money that the library uses to buy books, videos, eBooks, and other materials.

Figure out where you are geographically, and know that the kind of money that's available to you is actually completely at your disposal. This is not a "pie in the sky" type of idea. It is an opportunity that's yours for the taking. You might be thinking that \$4.5 million dollars sounds like a lot of money, but how much of that is spent on eBooks. Amy was actually able to provide the facts and figures pertaining to this. This is shown below.

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How Much Do Librarian's Spend?

MATERIALS	TOTAL by %	Under 10K %	10K-24,999 %	25K-49,999 %	50K-99,999 %	100K-249,999 %	250K-499,999 %	500K+ %
Books	59	66	64	62	55	53	50	45
Ebooks	7	4	6	5	10	9	9	9
Audiobooks	7	10	8	6	6	7	7	4
Downloadable audio	2	2	2	2	4	3	3	4
DVD/Blu-ray	12	12	15	11	11	13	11	14
Downloadable movies	0.3	0	0.3	3	0.5	0.7	1	1.6
Music CDs/downloadable	2	1	2	2	2	4	3	4
Other electronic products	6	2	3	7	7	10	12	11
Other	3	2	1	5	6	4	5	7

SOURCE: LJ materials Survey 2015

MATERIALS	2011 %	2012 %	2013 %	2014 %
BOOK CIRCULATION	66.8	61.7	62.8	57.7
MEDIA CIRCULATION*	29.1	31.9	30.6	33.7
DVD/Blu-ray circulation	n/a	21.2**	20.7	22.5
Downloadable movie circulation	n/a	n/a	0.2	0.2
Audiobook circulation	n/a	7.0**	6.6**	6.4
Downloadable audio circulation	n/a	n/a	n/a	1.9
Music CD/downloadable music circulation	n/a	3.7**	3.1**	2.7**
EBOOK CIRCULATION	1.5	3.3	4.4	5.4
OTHER CIRCULATION	2.6	3.1	2.2	3.2

Library Journal, which is *the* magazine for the library market, came out with a survey just this year. You can see in the picture above that in 2012, eBooks only took up about 3.5% of a library's budget. In 2014 it was 5.5%. Now take a look at 2015. Ebooks are upwards of 9%, and some cases, it's even more than 10%. It's doubled in the last few years, and it's going to double again. Ebooks are growing, especially now that all of the big publishers are offering their front list and their back list instantly.

Let's say that you lived near a library that served about 100,000 people. You know that library has about \$160,000 a year to spend on materials, and you know that 9 or 10% of that is going to be reserved for eBooks. That means their budget for eBooks is around \$16,000. How does this fit your situation? First, let's consider whether you are a fiction or a non-fiction writer and examine the slide below.

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This information is completely legitimate. Again, it comes from a survey that was published in 2015. The screenshots shows the various categories for fiction and non-fiction books. If you have written a book within any of these categories, then libraries need books like yours and they have plenty of money to spend on it. Some of the most popular categories for fiction eBooks are mystery/suspense, general fiction, and romance. When it comes to nonfiction, biography/memoir, cooking, and history are the most popular among eBook readers.

Amy used to think that cookbooks were kind of dead, but the truth is that people love recipes. History is big too, and so is self-help and psychology. These are all in the top 10. If 52% of that money is going to become a self-help book, that's \$9,000. They are going to spend that much on self-help eBooks, so why shouldn't some of that be yours. So, let's talk a bit about how some of that money is going to wind up in your pocket.

How do publishers make money on eBooks in libraries? It seems counterintuitive. Libraries buy one eBook and then they loan it out over and over? That's not how it works. It's close, but not really how it works. According to *Forbes Magazine*, all of the top publishers are making their entire catalogue available to public libraries. The big guys know that libraries are a huge profit center and because of this, we now have more data than we've ever had before.

Why do these top publishers make their entire catalogue available like this? It's because they know something that the rest of us didn't for a while. This is a way that they can make money, to make money passively, and to have it grow without any extra effort over the next couple of years. You see, they charge the library a licensing fee. This is a fixed fee that they take for a book.

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How Does the Money Work?

What Kind of eBooks do Publishers Make Available?	According to Forbes Magazine, most publishers make their entire catalog available to public libraries now .
How Much do they charge the library?	The cost per unit is fixed, approximately 3.5X what a Print copy would retail. (this varies WILDLY... .we will explore in next slide)
License volume?	Per unit. Libraries license a certain number of units each as they see fit and as they gauge demand.
License term	Often limited to 1-2 years or 26 loans and then the license expires and needs to be renewed.

Let's say that you are a non-fiction offer and you have written a business book, and the retail price of a paper version of your book is \$16. What a large publishing company would do is license the eBook version of such a book to one library for approximately 3 ½ times the retail value of the print version. Sixteen dollars is what someone would expect to pay for that book at any bookstore across the country. Well, a library is going to expect to spend \$55 to \$60 for one copy of that eBook to loan out. These numbers vary, but on average a library is going to pay 3 ½ times the retail price of the print version of a book even though it's an eBook.

Okay, so you might get \$50 or \$60 for an eBook. That doesn't seem like a heck of a lot of money when you think about the fact that they are going to be able to loan out the eBook for the next 10 years or so. The nice thing is that they don't. The license is for one year, and sometimes it's not for a time period, but for a number of loans. For example, a library may be able to loan a book out 50 times before they have to repay.

These companies will limit the number of libraries that can loan the book out, and they limit the number of times that a library can loan a book out. They may also limit the length of time that they can loan a book out. When they have surpassed the allowed limitations, then they have to purchase another copy. So, what happens if these limitations are in place and there ends up being a waiting list for a book? Well, they are going to license another copy.

Other libraries around the area are also going to notice that the library which has the license is loaning out a number of copies of a particular book. They have this data in their reports. So, when they see this data, they are going to order a copy because these libraries can't loan them from each other. This is an awesome way to make extra money without making any extra effort. Hopefully, this all makes sense.

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Douglas County Libraries Report
Pricing Comparison as of March 2, 2015

	BOOKS				EBOOKS				
	Library Pricing		Consumer Pricing		Library Pricing		Consumer Pricing		
	Baker & Taylor (1)	Ingram (2)	Amazon	Barnes & Noble	Overdrive	3M	Amazon	Barnes & Noble	
Fiction (NYTimes)									
1	The Girl on the Train	\$14.03	\$14.82	\$16.37	\$20.41	\$19.99	\$19.99	\$8.99	\$9.00
2	Fifty Shades of Grey	\$9.57	\$9.41	\$8.97	\$9.84	\$47.85	\$47.85	\$4.99	\$6.99
3	Under the Skin	\$15.99	\$15.99	\$16.99	\$19.99	\$19.99	\$19.99	\$4.99	\$6.99
7	The Nightingale	\$15.51	\$15.39	\$16.79	\$21.20	\$60.00	\$60.00	\$12.99	\$12.99
8	Fifty Shades Trilogy	\$28.71	\$27.99	\$27.99	\$31.90	\$89.97	\$89.97	\$14.99	\$22.49
9	A Spool of Blue Thread	\$14.38	\$14.27	\$15.57	\$18.01	\$77.85	\$77.85	\$10.99	\$10.99
10	Obsession in Death	\$15.48	\$15.37	\$20.68	\$20.99	\$18.99	\$16.99	\$10.49	\$10.49
11	Big Little Lies	\$14.03	\$14.82	\$16.16	\$18.71	\$16.99	\$16.99	\$3.99	\$9.79
12	Motive	\$15.51	\$15.40	\$21.37	\$21.48	\$84.00	\$84.00	\$9.99	\$9.99
13	Private Vegas	\$15.51	\$15.40	\$21.37	\$21.99	\$84.00	\$84.00	\$9.99	\$10.12
14	Still Alice	\$9.60	\$8.85	\$9.92	\$9.71	\$10.99	\$10.99	\$6.99	\$7.99
15	The Whites	\$15.51	\$15.40	\$16.80	\$19.44	\$60.00	\$60.00	\$14.99	\$14.99
Non-Fiction (NYTimes)									
1	American Sniper	\$16.61	\$16.49	\$22.88	\$23.22	\$9.99	\$9.99	\$4.00	\$10.49
2	Unbroken	\$15.51	\$14.85	\$16.80	\$17.28	\$48.00	\$48.00	\$4.99	\$10.79
3	Wonder	\$9.41	\$8.79	\$9.75	\$9.75	\$50.97	\$50.97	\$7.99	\$7.99
4	One and Only Ivan	\$9.41	\$9.34	\$11.80	\$12.09	\$7.99	\$7.99	\$5.70	\$7.99
5	Brown Girl Dreaming	\$9.41	\$9.34	\$9.34	\$10.31	\$16.99	\$16.99	\$4.87	\$10.99
6	Kid President's Guide to Being Awesome	\$12.18	\$12.09	\$17.79	\$18.24	\$19.99	*	\$9.78	\$10.99
7	The Only Game in Town	\$9.41	\$9.34	\$14.16	\$14.40	\$14.99	\$14.99	\$10.99	\$10.99
Young Adult (NYTimes)									
1	The Fault in our Stars	\$11.07	\$9.89	\$10.70	\$11.75	\$12.99	\$12.99	\$2.99	\$6.99
2	The Duff	\$6.00	\$5.90	\$7.65	\$7.91	\$26.00	\$26.00	\$2.99	\$6.07
3	Paper Towns	\$10.52	\$9.89	\$14.55	\$14.47	\$12.99	\$12.99	\$3.99	\$6.99
4	Looking for Alaska	\$10.52	\$8.95	\$14.74	\$14.74	\$12.99	\$12.99	\$2.80	\$6.99
5	If I Stay	\$9.97	\$9.34	\$13.09	\$13.15	\$12.99	\$12.99	\$2.99	\$9.99

source: 3/8/15 issue NYTimes (combined print & ebook: fiction & non-fiction)

* Not available for sale

1 Discounted pricing as advertised on website

2 Actual

Douglas County Libraries is the public library of Douglas County, Colorado, headquartered in Castle Rock, CO. Our annual collection budget (2015) is \$3.5 million. We serve a population of just over 300,000. For more information, contact Karen Gargan, Associate Director of Finance, kgargan@dclibraries.org. www.DouglasCountyLibraries.org

Look at the screenshot above. There are some *New York Times* best-selling books on this list, including *Fifty Shades of Grey*. You can see that even though the retail price of the printed book is approximately \$10, the wholesaler is licensing the ebook to a library for almost \$48. Another popular book on this list is *Unbroken*. The print edition retails for about \$17, but this ebook is licensed for \$48 as well. This is where Amy gets her numbers from, and there's a lot more of this data out there. You can go find data like this yourself, but you have this to use. Three and a half times the price is a really good rate for an independent publisher to start.

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Getting Into Libraries

Now you know that your book is needed and wanted in libraries, and you know that eBooks are enormously popular and that libraries have money for them. You also know how much to charge. So, you know a lot at this point. What you need to know now is how to get them into a library. How do libraries order? They will not order an eBook directly from you. That's not how it works. They are going to license it from a dedicated wholesaler that's already been approved by their library system. Some of the big ones are:

- B&T – Axis 360
- Overdrive
- ProQuest
- 3-M

These are the top four wholesalers.

Wholesalers are just about the only way in. They are the path. Now, what if you don't want to go through the whole process of making sure that your book is formatted correctly, and applying, and so forth? You can get in much more easily by using either Smashwords or Book Baby. You may have heard of these two companies. They are very well respected. This will cut into your profit, but it will also cut down the amount of time you have to invest and the amount of hassles that you have to go through.

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Want the path of least resistance? Fear Not!



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Smashwords will take a small percentage of every book that they sell, but they will make your book available to Axis 360, to 3-M, to Overdrive, etc. Book Baby doesn't take a cut, but they will charge you a couple hundred bucks up front to format your eBook. It doesn't matter if it's already formatted, they take this couple of hundred bucks up front as a setup fee. Then, they will get you into Overdrive, Axis 360, and so forth. This will cut into your profits a bit, but it is possible to outsource the process of getting into wholesalers.

The next step is not outsource-able. There is one thing that will bar you from libraries faster than anything else, and that is not having your data properly set up in the industry. So, Amy asks, "Are you willing to invest at most 20 minutes to become recognized as an approved library eBook vendor?" If you are convinced that libraries are where you want your eBooks, and if you want some of that income, would you be willing to invest 20 minutes to do all of the things you need to do in order to be an approved library eBook vendor?

Let's make sure that you do everything that you need to do in order to make a fabulous first impression. The first thing that you need to do is register as a publisher at the American Library Association's "American Libraries Buyers Guide". Tell them that you have an eBook and tell them if you have a print book. This is an online resource. It used to be an enormous book, but now it's an online resource. It helps libraries and other related professionals. It's a free listing, but you need to do this right.

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After you are registered with the American Library Association, you need to keep the following things in mind. These are things that have to be done. They are non-negotiable. You need to have your eBook in both an ePub format and a format that works for Kindle. You can't just have one or the other. The formats that work for Kindle are .prc or .mobi. If you don't know how to do this, then you should probably use the assistance of Smashwords or Book Baby.

In any case, you have to have both of these types of formats ready to go. You only have one chance to impress the librarian, and if you get on the phone with her and she finds out that you don't have your version for Kindle, you're not going to impress her very much. All of the links need to work.

Important Steps For eBook Publishers...

You will need your ebook in ePub Format & Kindle Format

Kindle Formats are either .prc or .mobi



Librarians and the wholesalers are going to check your eBook and any online versions of your book that you may have. So, if you've got an eBook online anywhere, you better make sure that the online links work and that any links that you put in your eBook are completely pristine. One broken link will bounce you out and make a really bad impression for you.

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You are selling a licensing agreement. You are not selling just one book. This licensing agreement can be consistently renewed with no extra work on your part. It can even be increased. However, that's only going to work for you if your book is as pristine as possible in the beginning.

You are selling a Licensing Agreement, not a book. It can be renewed or increased....

**Start at a moderate price
And increase with success**

SUCCESS

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Again, you should be registered as a publisher with the library guide, your book needs to be in its final formats, and it's in with the wholesalers. Only after all of this is done should you move forward and start pitching to librarians. But before you start reaching out to libraries you also must have a marketing plan. Items in such a plan will include some (but not all) of the bullet points on this slide...

Plan Your Book Marketing

- Guest blog posts
- Podcast guests
- Webinars
- Social media
- YouTube
- Local radio appearances
- Local TV appearance
- Local speaking engagements
- Email
- JV Promotion
- Local Newspaper Ads
- Local Radio Ads
- Discussion groups
- Circulars For Library
- Skype Discussion Library Event

Important: Librarians want to know that you are actively marketing your book... Which is good news for you and your book sales overall!

The important thing is librarians want to know that you're actively marketing your book. And the great thing about that is not only will your marketing help sell the book to libraries but it will also help you sell your book everywhere else its available like Amazon, Kindle, Barnes and Noble and Apple's iBookstore!

OK now that you're registered as a vendor, your book is available through distributors and you have a marketing plan. Your next step is to start letting librarians know that your book is available.

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Next Step...

Now that you're registered as vendor and your book is available through distributors...

You must let librarians know it's available usually thru calls and emails...



Contacting librarians is done primarily through email and calls. But the very nice thing about this process is librarians are generally very lovely people and not difficult to reach out to. They are after all quintessentially “book people” who care about authors and the people who read.

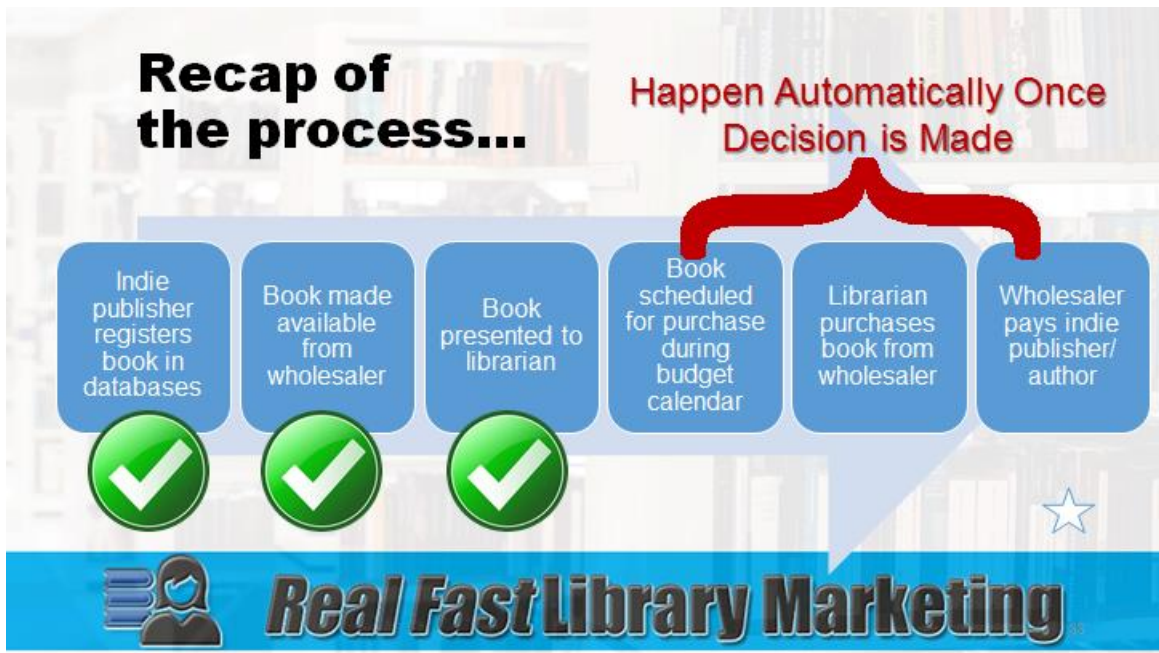


Amy has seen this passive income begin coming in over and over again for people. So, this is very possible for you, but you have to take care of these minimum requirements.

This slide recaps of the process we just walked through, essentially A to Z of selling both you POD books and eBooks into libraries....

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Now Amy and Daniel hope you are excited about the possibility of selling your book(s) into libraries nationwide and worldwide and they would like to invite you to continue your education with their brand new Real Fast Library Marketing course...

Go Here For Details and special pricing: <http://realfastlibrarymarketing.com/bookbuzz>

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<http://realfastlibrarymarketing.com/bookbuzz>

What Others Are Saying



The image shows two Facebook posts from a page named "Daniel Hall Webinars". The first post is by Deb Witherell, dated November 20 at 2:08pm. The text of the post reads: "I invested in real fast library marketing because I want to get my children's books into libraries. Then more children and parents will get to enjoy them!". It has 1 Like. The second post is by Trisha Allison, dated November 20 at 2:06pm. The text of the post reads: "I invested in Real Fast Library because I work with some medical and academic experts who offer unique help to people who really need it. I want to make their work available to the whole world. I am also writing some fiction books myself and it would be great if librarians would consider me. I am very confident on the phone and so I am confident this will work for them, and if the fates are kind, for me too.". It also has 1 Like. Both posts have buttons for Like, Comment, and Share.

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 **Ginny Dye** ▸ Daniel Hall Webinars
November 19 at 8:13pm · 🌐

I have an 8 book historical romance series that is doing very well on Amazon. I would be crazy to not do this!! The database alone is more than worth it!!

1 Like 

 Like  Comment  Share

 **Ronald Nutter** ▸ Daniel Hall Webinars
November 19 at 8:05pm · 🌐

Just bought Daniel's latest webinar on Selling/Renting books to libraries. I have never gone wrong with him and had no problems making the decision to make this investment. I also invested in his course on doing Real Audio books that work like gangbusters.

You can go wrong with this one. You have already written a book, don't leave money on the table !!

2 Likes 1 Comment 

 **Ali Bierman** ▸ Daniel Hall Webinars
November 19 at 8:05pm · 🌐

I just bought Real Fast Library Marketing because I have tried to get my books into the local library and was presented with red tape by the person in charge of doing so. i am excited to use this complete detailed "how-to-do-it" system.

1 Like 1 Comment 

 Like  Comment  Share

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Nora Femenia, Ph.D. @peacewonk · Nov 20

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1



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1



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