

Publishing the ITT Short Story Collection Without a Budget!

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&

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Origins / Background

'15

Red Line Meeting

Idea

Idea

Library Discussion

Decision to propose

User Survey Suggestion

Internal Proposal

Funding

Library Dept Head TMT

Co-ordination with Red Line Split funding – judging and prizes

Approval

Early '16

Launch

Online entries only

Open online

Survey Gizmo

Logistics

Library to run, Red Line to include in Book Festival

Logistics discussed with Red Line

Library Staff Assigned

SurveyGizmo

Reports, allows uploads, no limit on number of responses

Staffing

Leveraging Staff Strengths

Mid '16

Platform Review

Took about 6 weeks

Platforms identified and evaluated for function & cost.

Smashwords CreateSpace Kindle Direct Publishing

1st Award Ceremony

10 stories: some read out

10 short listed stories ready for template

Template loaded and cover created

Mid '17

Platform Selection

Ooops – tax clearance

1st Publication

Took much longer because of the tax clearance issues

Outreach to communities:

- Local
- National
- Global

Part of strategic plan

Co-operation with local public library.

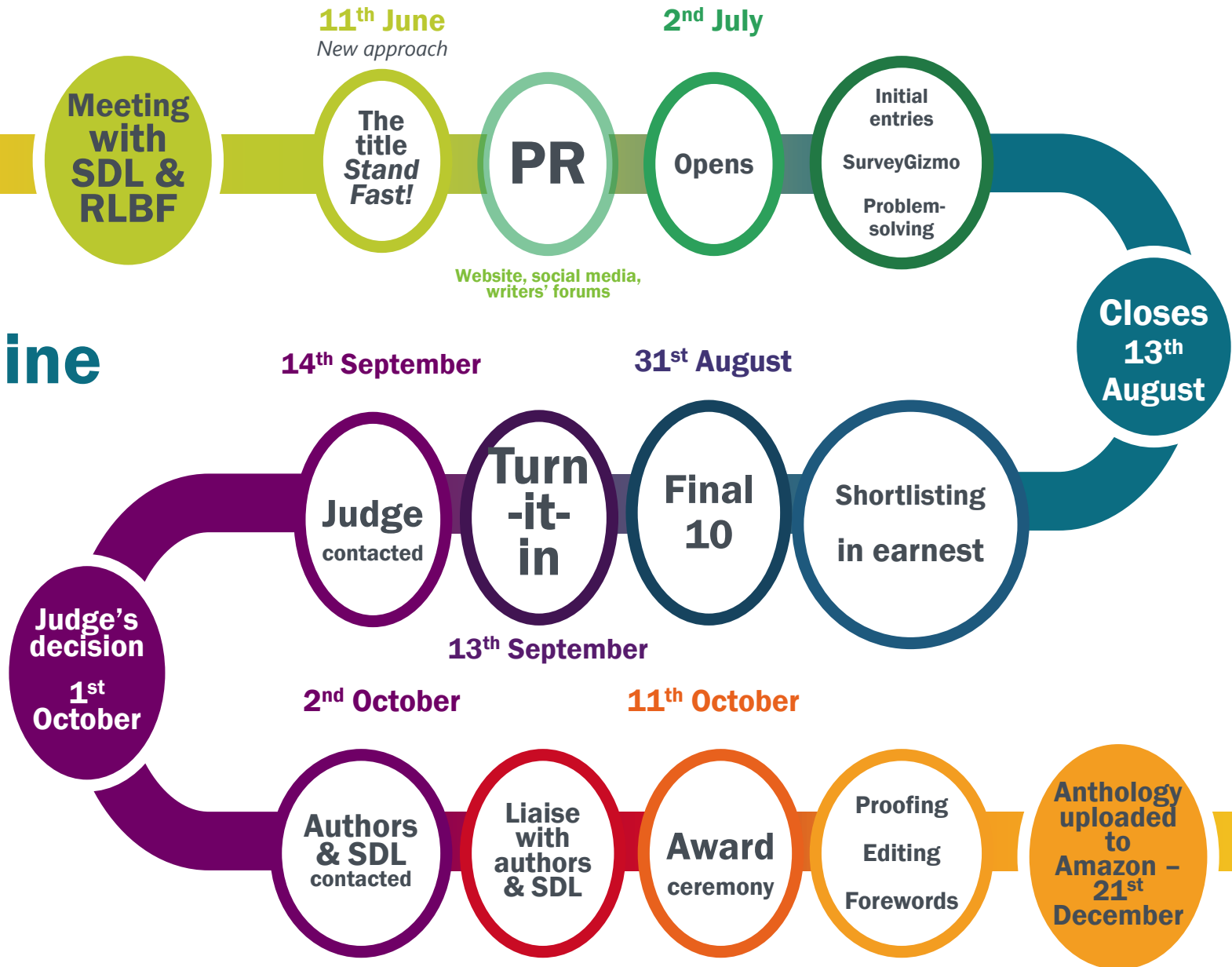
Enabled via Red Line Book Festival.

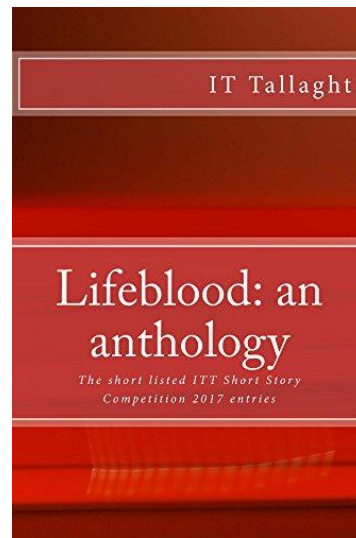
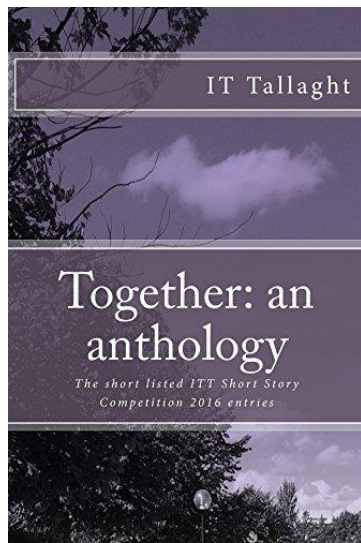
User Survey suggestion

Platform selection

PLATFORM	CreateSpace (Amazon)	Smashwords	Lulu	BookBaby	Nook Press	iBook Authors	Kindle Direct Publishing	Lightning Source	Issuu	Blurb	Vook	eBookIT
CATEGORY	E-book distributor	E-book distributor	E-book distributor	E-book distributor	Single Channel Retailer-	Single Channel Retailer-	Single Channel Retailer-	E-book distributor	Single Channel Retailer-driven	E-book distributor	E-book distributor	E-book distributor
UPFRONT FEE	✓	✗	✓	✓	✗	✗	✗	✓	✓	✓	✗	✓
ROYALTY RATE	Sales channel - 40% + €0.60 + €0.012 per page.	Publisher - 40% of list price & 55% of library sales.	Print books - 20% commission from net. E-books 10%.	0%. Sales through Bookshop - 15%. Retailers % unspecified.	Deduct \$: 0.99-2.98 - 40%; 2.99-9.99 - 65%; 10.00-199.99 - 40%.	Deduct 30%	Customer - 35%, all territories; 70%, designated territories (incl. USA & Europe).	Customer - 45-70%, print books (less manf. Costs); 40%, e-books.	Not found.	Deduct: Amazon 15% + \$1.35; Ingram's - 22-55%; Apple - 30%.	Deduct: 0% (for now); Amazon 30%; iBooks 30%; B&N 50%; Kobo 30%; Google Play 30%.	Deduct: 15% of Net Sales; Trade discount - 25% or 55%.
AUTOMATIC PRICE	✗	✓	✓	!	✗	✗	✗	!	✗	!	✗	✗
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E-ISBN, ASIN, EAN	✗	✓	✓	✓	✓	✗	✓	✗	☐	✓	✗	✓
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Timeline 2018





Publication: CreateSpace to KDP 2018

- **Account > CreateSpace to KDP**
- **Tax Clearance seems to have carried across**
- **Template and Layout seemed to be slightly less problematic with sections and headers**
- **Cover creation > Could not continue with same cover**
- **Proofing and editing, and loading and loading and loading**
- **Print on demand, and e-book**
 - **Ordered copies for authors, legal deposit and libraries.**
- **Statistics on sales etc. on account > Pay when it reaches threshold.**
 - **(Paypal)**

Global response: starting to build a community

