



Book Store Sales and Distribution Resources

Getting your indie / self-published book onto book store shelves is possible, but takes some careful planning and work. Here are some helpful resources.

“How to Get Your Book Distributed: What Self-Published Authors Need to Know,” Jane Friedman, February 6, 2017. Detailed post offers overview of distribution tips for print and e-books. Read the comments for Jane’s replies to reader questions.

<https://janefriedman.com/get-book-distributed-self-published-authors-need-know/>

In March 2017, the **Independent Book Publishers Association (IBPA)** Advocacy Committee published an **Industry Standards Checklist for a Professionally Published Book**. The purpose of the checklist is “to give book authors and industry professionals an at-a-glance gauge of the professional presentation of any book to help level the playing field between indie publishers and large-scale conglomerates.” Essentially, if you want your book to swim in the big pond with the big fish, it’s worth the effort to be sure your book meets industry standards.

<http://www.ibpa-online.org/page/standardschecklist> Download checklist here:

<https://c.ymcdn.com/sites/ibpa-online.site-ym.com/resource/resmgr/docs/IBPA-checklist-FINAL.pdf>

“How to Get Self-Published Books into Stores and Libraries,” Publishers Weekly, October 23, 2015. <https://www.publishersweekly.com/pw/by-topic/authors/pw-select/article/68467-how-to-get-self-published-books-into-stores-and-libraries.html>

IngramSpark’s blog offers useful pointers. See **“Three Ways Indie Publishers Sell Books”** <http://www.ingramspark.com/blog/three-ways-indie-publishers-sell-books> and **“4 Things Local Bookstores Look for in an Indie Author”** <http://www.ingramspark.com/blog/4-things-local-bookstores-look-for-in-an-indie-author>

“How Authors Can Partner with Indie Bookstores”

<https://www.ingramcontent.com/blog/how-authors-can-partner-with-indie-bookstores>

From **Digital Book World**, **“8 Tips for Indie Ebook Authors to Sell Print Books at Local Bookstores”** <http://www.digitalbookworld.com/2016/8-tips-indie-ebook-authors-sell-print-books-local-bookstores/>

“Best Practices for Authors Who Want Their Book in Bookstores,” Brooke Warner, SheWrites Press, http://www.huffingtonpost.com/entry/best-practices-for-authors-who-want-their-book-in-bookstores_us_596e0e68e4b05561da5a5a97?ncid=engmodushpimg00000003