

How to Create Your Own

Imprint



A Step-by-Step Guide for Authors

By Tiffany Harelik

As an author, you want to control your own publishing destiny while generating extra income. One great way to do this is to have your own publishing imprint! We know the professional publishing process can be arduous and confusing. You don't want to spend precious time learning the ins and outs of how to publish your books, but you want to get your books out there—and help others publish theirs—at the best rate. That's why we are here to help you learn step-by-step, how to create your own imprint with Ingram. The best part? You can do it yourself, or we will even set up your imprint for you if you'd like some help along the way.

What Is an Imprint?

An imprint is a trade name that identifies a line of books within a publishing company. For example, Golden Books is an imprint within Random House. As an author, having your own imprint gives you the ability to publish your own books, retain complete control of your royalties, and enjoy the freedom to do what you love—writing—all with the benefit of an expert publishing team behind you every step of the way!

Benefits of having your own imprint:

- Keep 100 percent of sales royalties
- Receive direct deposits every month with no middle man
- Control your own publishing account
- Own your copyright
- Order books at the wholesale print cost and resell them in any of your locations
- Retain creative control and direction of your books and branding
- Stand out in the crowded publishing space with a professional imprint—giving you greater credibility, authority, and more revenue-generating opportunities.



Added Bonus: Invite others to publish under your imprint

Why Ingram?

- Ingram is the world's largest book distributor
- In order for most bookstores to carry your book, you will need an Ingram account
- Print on Demand with no minimum orders
- Access to 7 billion readers across the world
- Ebook distribution to connect you to all the top players in digital

How do I benefit monetarily?

- You receive 100% of your royalties from bookstore sales direct deposited.
- You receive 100% of the profits when you print and sell your own book.
- You can publish your own books at a lower cost through AuthorSource.
- You can charge an imprint handling fee for authors under your imprint.
- You can split royalties with authors under your imprint.



Feeling ready to dive in? Great! Here's how you create your own imprint.

GET PREPARED

Step 1: Define your imprint's name and mission. Examples: Leading Edge Press is a publishing imprint for men and women who write books about leadership in business. TH Press is a publishing imprint for Tiffany Harelik's fiction books.

Step 2: Define your branding with this fun [quiz](#).

Step 3: Create a unique logo with your branding guidelines. You can hire a designer, or utilize free or low-cost design resources such as [Canva](#) or [Fiverr](#) to get your logo made. Check out [CreativeIndieCovers](#) for tons of free design resources and guidance.

Step 4: Buy your domain name. Domains typically cost \$12/year through GoDaddy or Google Domains. Whether you plan to create a website or not, owning your company's domain name is a smart business move.

Step 5: Optional: Set up a basic website. You can hire a designer or build your own through platforms like [Wix](#), [Wordpress](#), [Squarespace](#), and [Spacecraft](#).

Step 6: Set up your finances. With Ingram, you can use your social security number and your personal bank account—or you can use a business EIN and business checking account. You'll need these items when you're setting up your publishing account.

Step 7: Optional: Set up social media accounts for your imprint: Facebook, Twitter, Instagram, YouTube, Pinterest, LinkedIn, to name a few.

Step 8: Optional: Pro-tip: Set up a newsletter account (we recommend MailChimp) and link it to your website and social media accounts.



Need help? Don't fret! If you need help with any of the above or below, email info@AuthorSourceMedia.com for one of our publishing professionals to quote your project.

ACCOUNT SET UP

Step 1: Go to: <https://myaccount.ingramspark.com/> and click “create account” in the top right of the navigation bar.

Step 2: Enter your contact name, email, and create a password.

Step 3: Check your email to activate your IngramSpark account and click the link that takes you back to Ingram to verify your email.

Step 4: Once in Ingram, log in for the first time. Congratulations! You’re in! After logging in and agreeing to general terms of the site, you will be taken through basic business set up, including security, agreements, compensation, and payment method. That’s it! You’re all set up.

EXPLORE YOUR INGRAM DASHBOARD

- Add a new title.
- Update your account info.
- Create orders and reports (once you have some sales rolling in).
- Explore their marketing and community options.
- The help tab offers guided tours as well as useful calculators to help you size and price your book. You can determine your publisher’s compensation (what you’re paid in royalties when bookstores order your book). Similarly, the print and ship calculator helps you define what it will cost to print and ship your book.
- Be aware that Ingram will charge you for any returns made through bookstores. As such, we recommend keeping savings for these unforeseeable occurrences.



Pro tip: When prompted to set up your wholesaler discount, offer a discount of 55% (Ingram will take 15% and the bookstores will take 40%). Make sure that your compensation is still positive with the 55% discount, or increase your retail price accordingly. If you increase your retail price, make sure this is reflected on your back cover.

NEXT STEPS

- Write, layout, and upload your book (interior and cover files) to your Ingram account.
- Once your files have been approved, your book is automatically uploaded to Amazon and Barnes & Noble, among other online retailers.
- You may wish for Ingram to create an ebook from your print files for an added expense. These will be loaded into Amazon and all major digital distribution platforms.
- Create a pre-sales and [marketing strategy](#).
- Determine how you are going to sell books.
 - Will you direct buyers to purchase on Amazon? All you need to do is search your book on Amazon and send your customers the link to purchase. *Pro-tip:* Ask them for a review on Amazon as well to boost your ratings.
 - Will you call stores to set up a book signing and have them order your books through Ingram? We suggest setting up a spreadsheet of stores in your area. *Pro tip:* Create a press kit (or one sheet PDF) that includes the details of your book: your cover photo, ISBN, back cover text, about the author, and author photo. Send this to stores or media you'd like to connect with about marketing your book signings.
 - Will you order some to keep on hand and then sell through your website? *Pro tip:* Practice being a user on your site and ordering books to streamline your ordering system. What marketing strategies are you using to point readers to your site to buy? Is there a clear call to action they can easily find?



Interested in becoming an Amazon bestseller? This is a great time to reach out to our team for more information at info@authorsourcemedia.com.

How Can AuthorSource Help Me?

- We do all of the back-end work, allowing you to do what you do best—write!
- With your initial direction, we provide a logo for you.
- We create a publishing account on your behalf so that all books under your imprint will be available to bookstores, Amazon, Barnes + Noble, and more.
- We upload your print-ready files to the publishing account, including cover and interior layout files, book metadata,* pricing information, ISBN.
- We register member/client title with Bowker, Library of Congress, including the required physical copy to be mailed.
- We offer full book production services, including ISBN assignment and everything needed to take a book from manuscript to printed product (and ebooks).**
- We can include writing, editing, and proofreading services for your books.**

*back cover text, keywords, author bio, unique BISAC categories, market distribution settings, review quotes

**additional custom quote needed



If you want to invite other authors to publish under your imprint, contact us for more information.

Why should I go with AuthorSource?

- With more than 20 combined years of cover creation, writing, editing, publishing, and marketing experience, we offer you personalized attention and one-on-one contact throughout the publishing process.
- We will price out your book according to needs and budget, giving our best suggestions and guidance.
- We do not try to “upsell” to other products and services.
- We offer digital print runs (1-500 books) and offset printing (501-thousands) at competitive pricing.
- We will add your book titles to your distribution account for online and bookstore sales under your imprint.

We offer two types of collaboration

OPTION 1 – DIY Account (\$499)

- AuthorSource reviews author-provided print-ready files and/or produces books for your imprint (non-print-ready files require custom quote).
- AuthorSource sets up distribution account and uploads required files.
- AuthorSource provides training session in the distribution account dashboard.

OPTION 2 – AuthorSource Managed Account (\$499 + \$10/book/month maintenance fee)

- AuthorSource reviews author-provided print-ready files or produces books for your imprint (non-print-ready files require custom quote).
- AuthorSource sets up and maintains distribution accounts and uploads required files.

ALREADY HAVE PUBLISHED BOOKS? YOU CAN ADD THEM TO YOUR OWN IMPRINT—ASK US HOW!



Ready to start?

FOR MORE INFORMATION CONTACT INFO@AUTHORSOURCEMEDIA.COM