# ‘Sea’ Yourself In Print e-books

Presented by Sonja Bernhardt OAM

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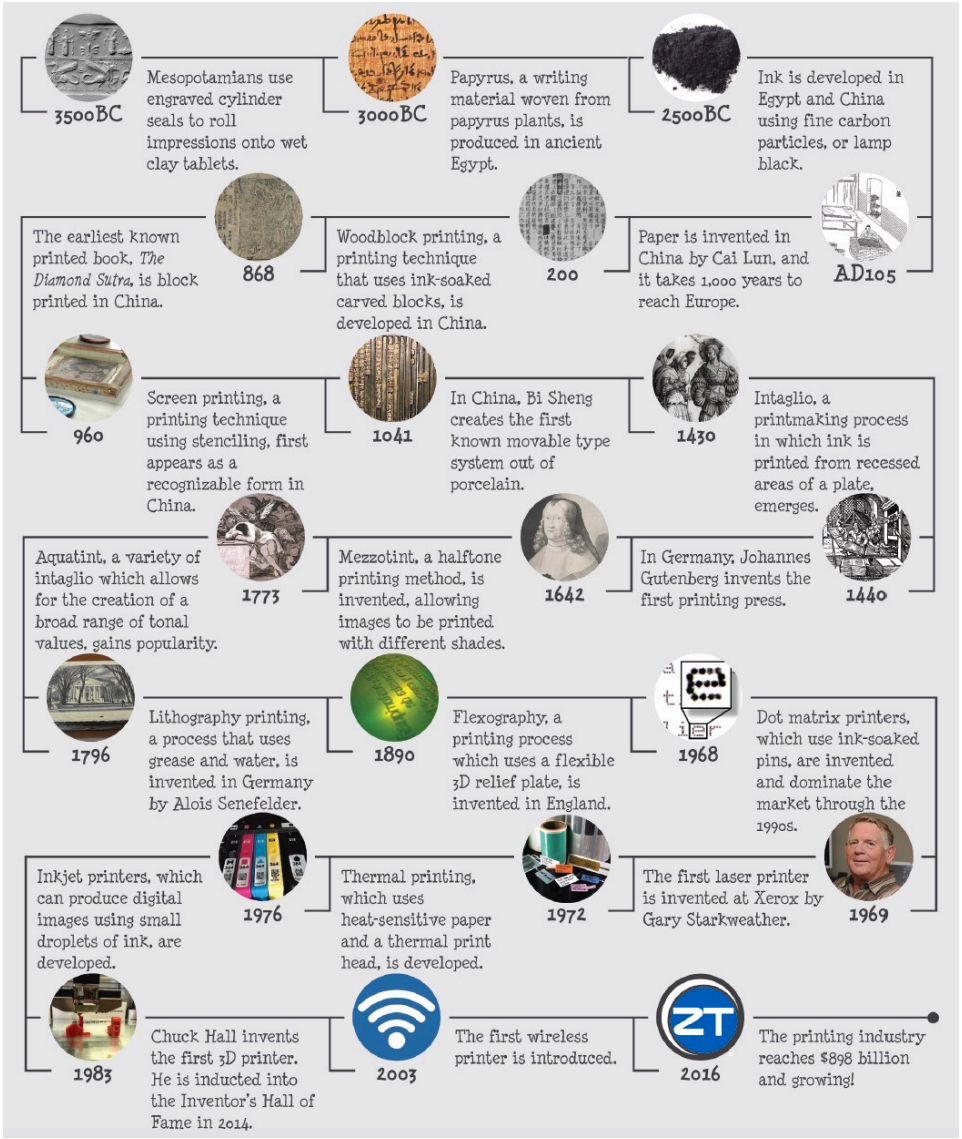
# Agenda

1. From Clay Tablets to Digital Tablets – a Little History
2. eBooks Timeline
3. Steps to Self Publish
4. How Much $ Do Authors Make?
5. Are Printed Books Days Numbered?

# Printing History Timeline



# **2.** eBooks Timeline

- eReader
  – 1949 – female Inventor
- Internet
  – 1971 – Michael Hart

Angela Ruiz Robles
born March 28, 1895
died October 27, 1975

School Teacher and Author – Spain
Motivation; to carry less books

- Content and Publishers

1987 – 1st hypertext book "afternoon, a story" by Michael Joyce

1993 – 1st company selling ebooks (BiblioBytes)

1993 – "Host" by Peter James published 2 floppy discs

6 People Downloaded

Bill of Rights
American Constitution
Christian Bible

Negative Press

Sold 12,000 Start of the fear of 'destroying literature'

# **2.** eBooks Timeline

400,000 downloaded  first 24 hours

2000

## *First mass-market ebook*

**Stephen King's *Riding the Bullet* novella** is released in March 2000 by Simon & Schuster, and available for download in pdf format at $2.50. The huge demand in the first hours is causing the servers to jam. Readers have to wait for hours for the file to download.

PHOTO: WIKIPEDIA.ORG / UNSPLASH.COM

2010

## *First author to sell one million ebooks*

In July 2010, Hachette Book Group reveals that **James Patterson** has sold 1,141,273 ebooks, becoming the first author to cross the one million mark. At that time no third-party monitoring of ebook sales was available, so Hachette used its own sales figures and checked other top authors.

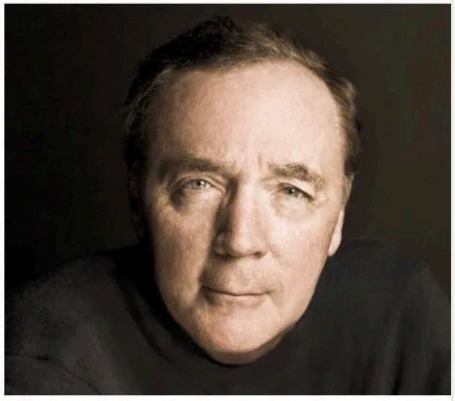


PHOTO: JAMES PATTERSON / FACEBOOK

2010 Paranormal Romance

## *In just a few months, a 26-year-old author Amanda Hocking earned $2 million from her self-published ebooks*

After being rejected by publishers, a young paranormal romance writer Amanda Hocking looked into self-publishing. In April 2010, she started publishing her novels for Kindle.

In less than a year she sold over 900 thousand copies of her nine novels, with 450 thousand in January 2011 alone.

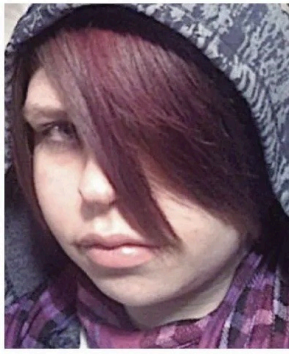
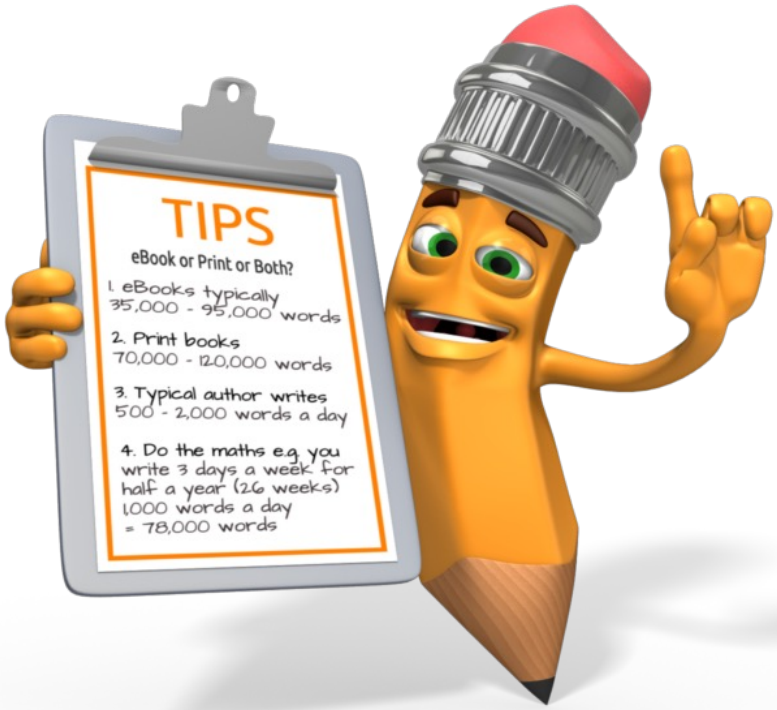


PHOTO: HUFFPOST.COM

# 3. Steps to Self Publish

## Tools, Tools and more Tools




- Craft content – in word document
- Use Publish Tool
- Upload created document
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  - Test different cover designs with family and friends.

- ISBN not required for eBook
- Set Price - guidelines are provided
- BINGO within 24 to 72 hours you are Published on Amazon

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Create series page

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# Steps to Self Publish

## Tools, Tools and more Tools

Use Publish Tool kdp.amazon.com

- Language
- Title
- Author(s)
- Description
- Primary: Audience
- Primary: Marketplace (e.g. amazon.com)
- Keywords

# Steps to Self Publish

## Tools, Tools and more Tools

- Upload created document
- Cover – design, graphics, artwork

# Steps to Self Publish

## Tools, Tools and more Tools

- Upload created document
- Cover – design, graphics, artwork

- ISBN not required for eBook
- Set Price - guidelines are provided
- BINGO within 24 to 72 hours you are Published on Amazon

# 4. How Much $ Do Authors Make?

There were more high-earning self-publishing authors than Big 5 authors at every single publishing “age”.

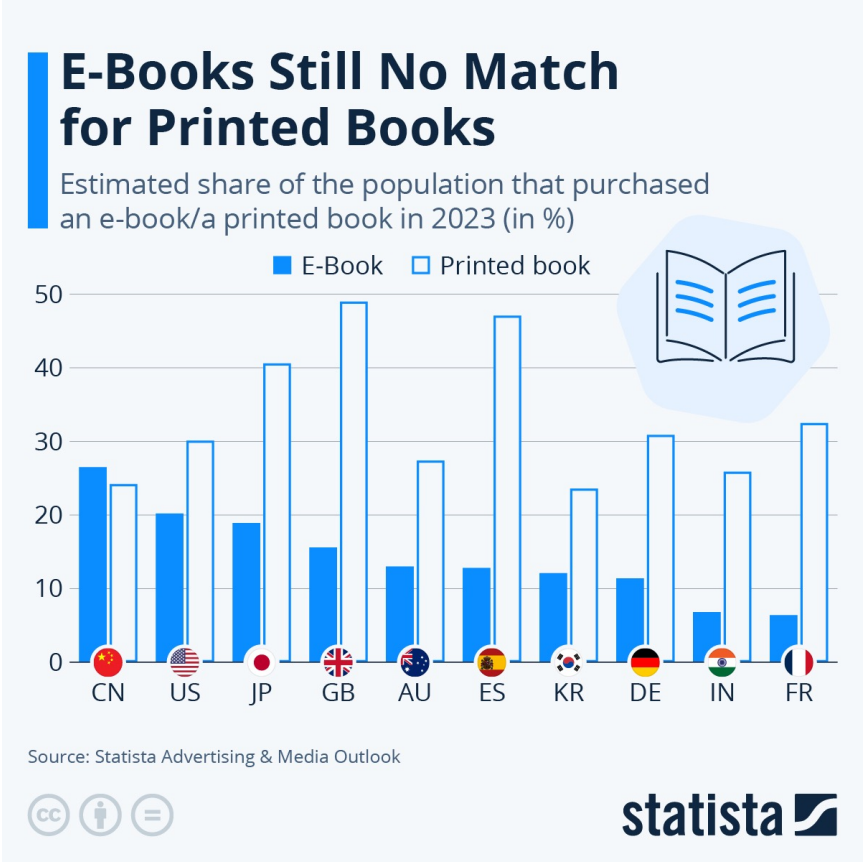
Whether an author debuted in the last century, the last decade, or the last 3-5 years, they were more likely to have a higher income as an indie.

Approx 4 printed books sell for every eBook
US 2022 research

Despite growing popularity eBook,
Printed books here to stay

# Are Printed Books Days Numbered?

Approx 4 printed books sell for every eBook
US 2022 research

Despite growing popularity eBook e.g. Jan 2023 US ebook sales increased 3.7%

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