



IBPA
PUBLISHING
UNIVERSITY
2018

Ten Trends Shaping the Future of Indie Publishing

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Class Time: 2:00 PM – 3:00 PM

WIFI Network: SCI (no password needed)





JIM MEETS MARK COKER



**ROCK
AND
ROLL!!!**



THAT WASN'T ME



LESLEYANN & MARK COKER

BOOB TUBE

A Novel

REJECTED

REJECTED



MARK'S SOLUTION



Smashwords™
your ebook. your way.

- **Free ebook printing press**
- **Free global distribution to retailers & libraries**
- **Free educational resources**

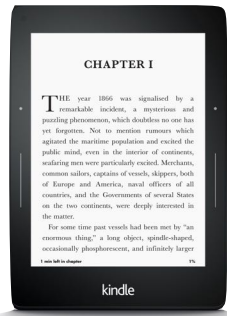
TREND 1

**THE RISE OF
EBOOKS**

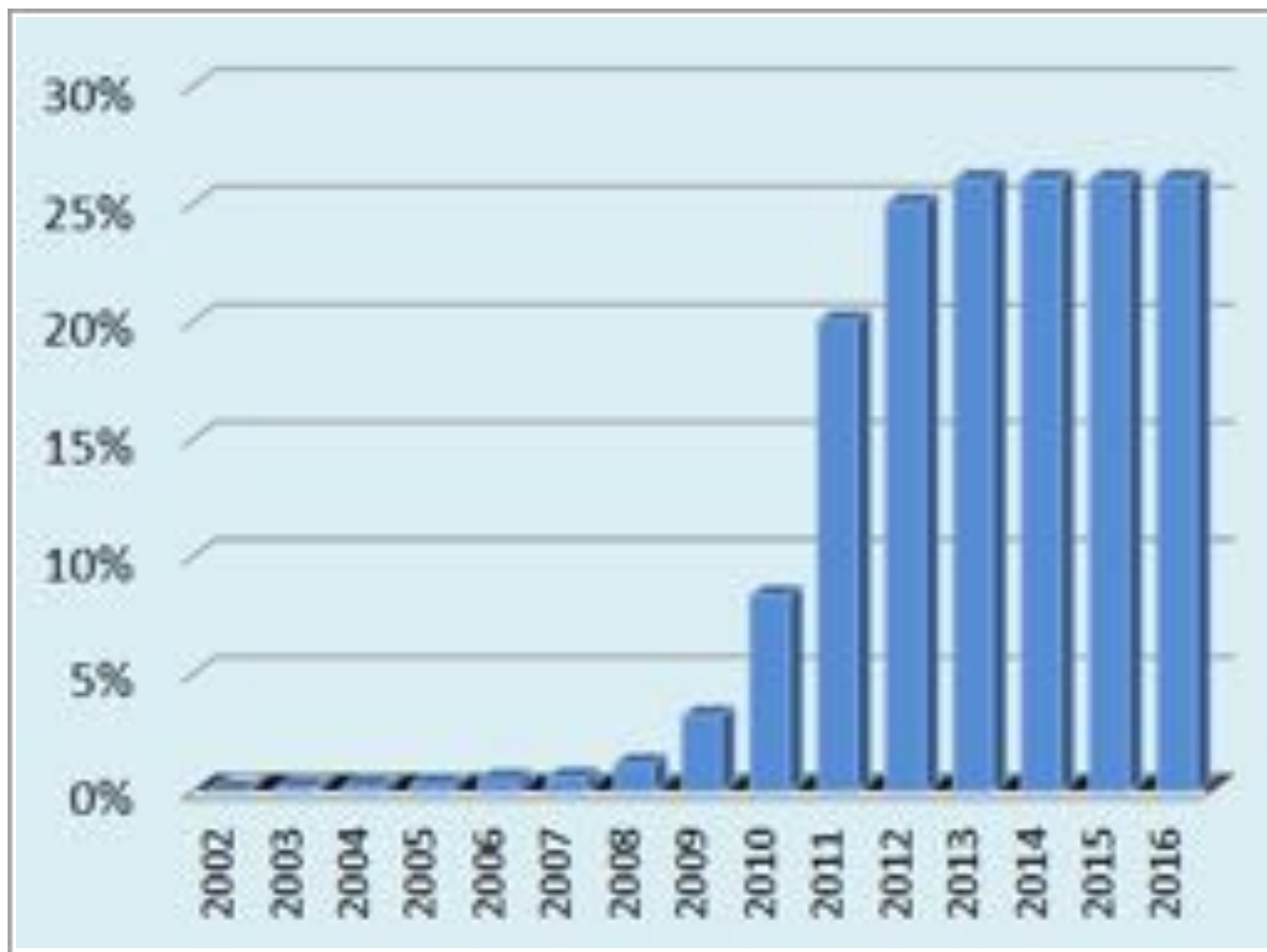
**“THE EBOOK IS
A STUPID PRODUCT.”**

*— Arnaud Nourry, Chairman & CEO, Hachette Group
Feb. 17, 2018 (Scroll.in)*

SCREENS ARE THE NEW PAPER

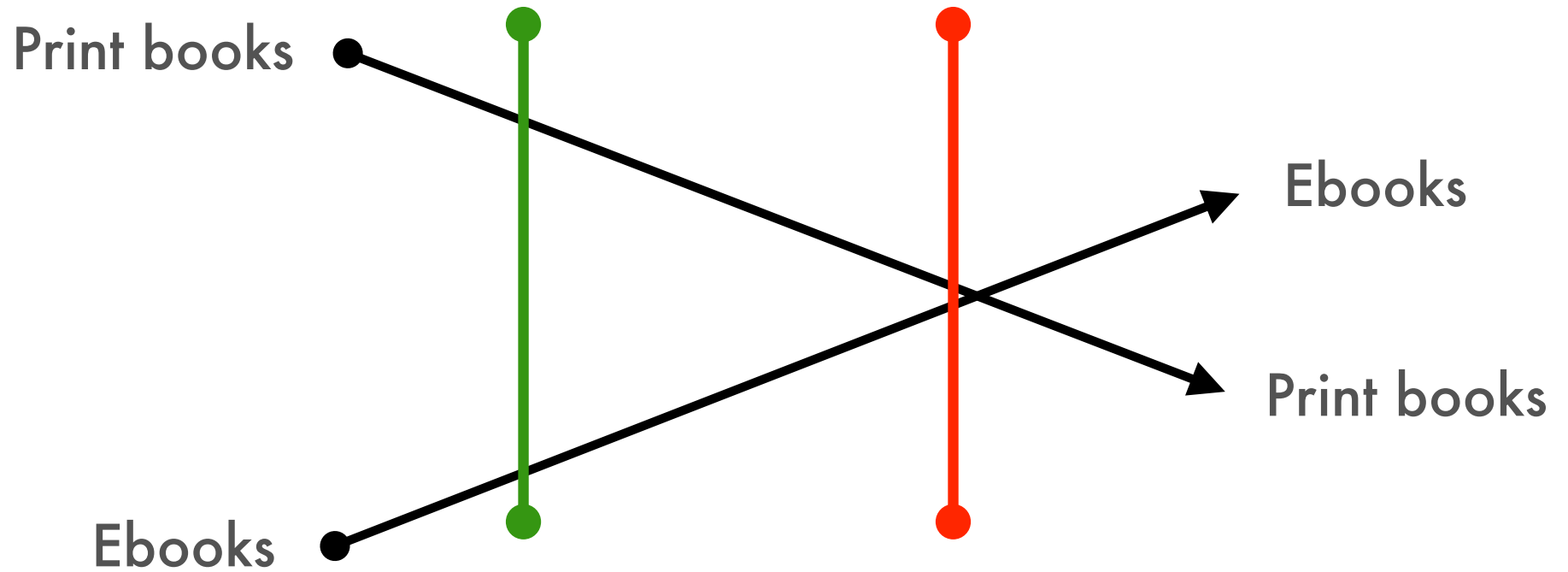


EBOOKS AS PERCENTAGE OF US TRADE BOOK MARKET



Source: Association of American Publishers, publishers.org. 2012-2016 Smashwords estimate

UNIT VOLUME TELLS A DIFFERENT STORY



WHY EBOOKS GAINED POPULARITY

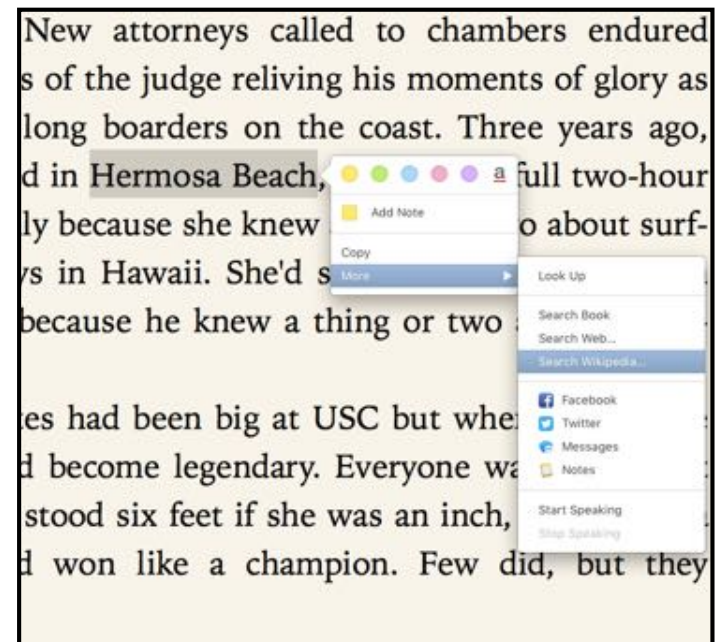
Better reading experience

- Changeable font size
- Portable, compact and discreet
- Dictionary, Wikipedia, Hyperlinks

Consumer drivers

- Price
- Convenience
- Selection

A B C D E F G



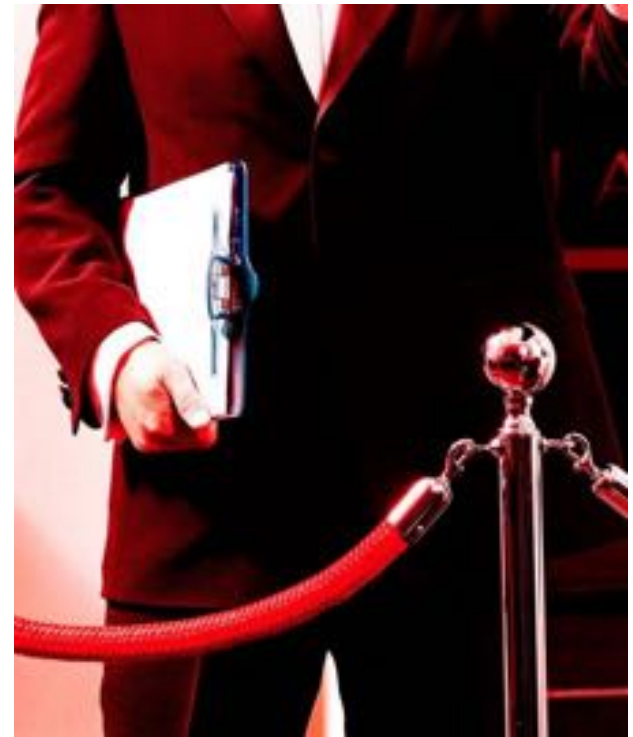
TREND 2

**PUBLISHING IS
DEMOCRATIZED**

IN PUBLISHING'S DARK AGES...

Publishers Controlled

- The Printing Press
- Best Practices Knowledge
- Retail Distribution



TREND 3

**EBOOKS ARE
GOING GLOBAL**

THE GLOBAL EBOOK OPPORTUNITY

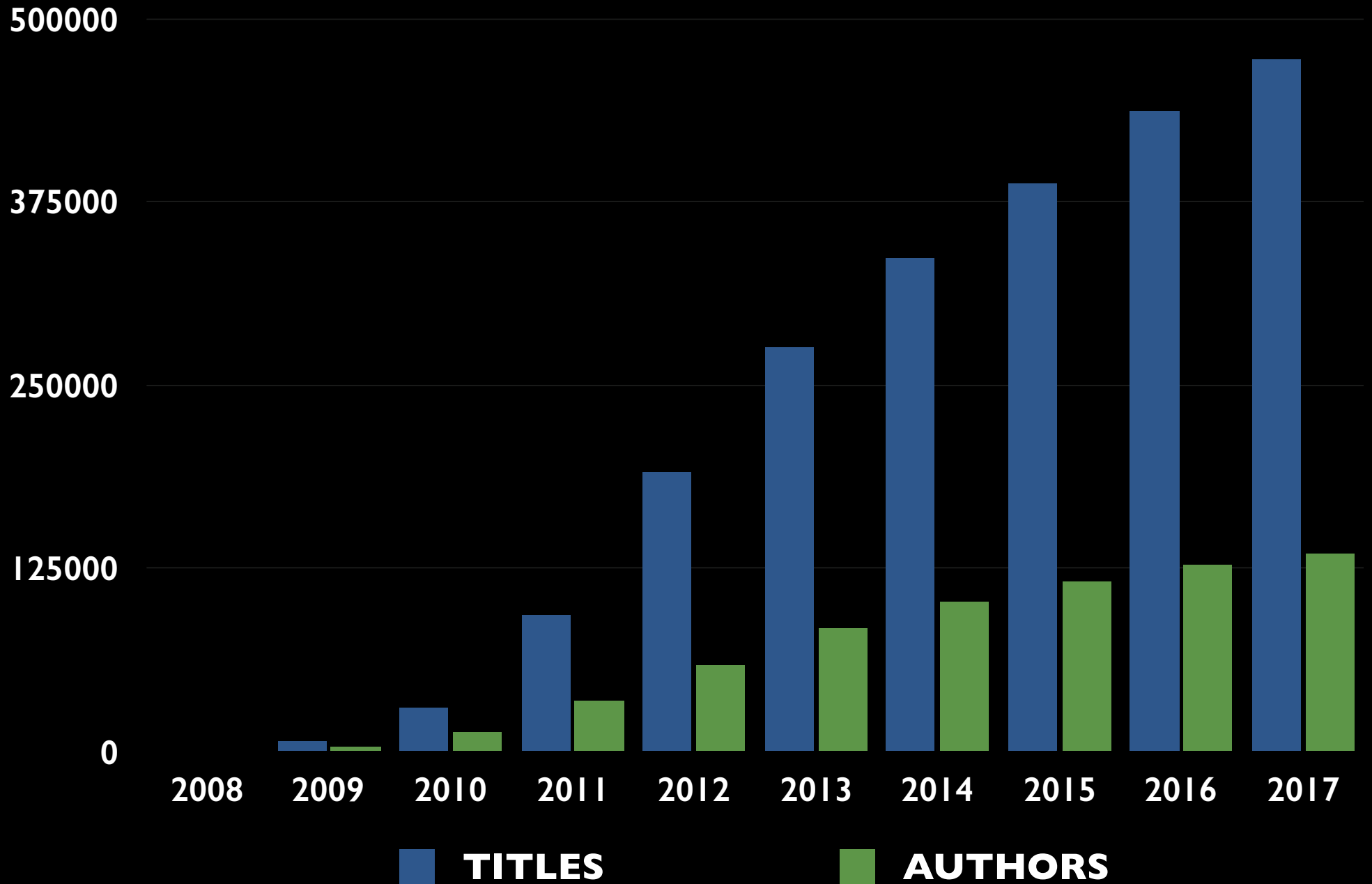


- Ebooks are freed from logistical limitations of print
- Markets outside US are growing
- Retailers are going global
- ~40% of Smashwords/iBooks sales from outside US

TREND 4

**THE RISE OF
INDIE AUTHORS**

GROWTH OF SMASHWORDS 2008-TODAY



**THE POWER CENTER IS
SHIFTING TO AUTHORS**

**ALL AUTHORS ARE
INDIE AUTHORS**

INDIE VS TRADITIONAL?



A GLOBAL CULTURAL PHENOMENON

BENEFITS OF INDIE EBOOK AUTHORSHIP

FASTER

GLOBAL DISTRIBUTION

**EBOOKS NEVER
GO OUT OF PRINT**

**CREATIVE
CONTROL**

**LOWER EXPENSES,
LOWER PRICES,
MORE READERS**

**EARN HIGHER
ROYALTIES**

INDIE EBOOK AUTHORS EARN HIGHER PERCENTAGE OF LIST PRICE

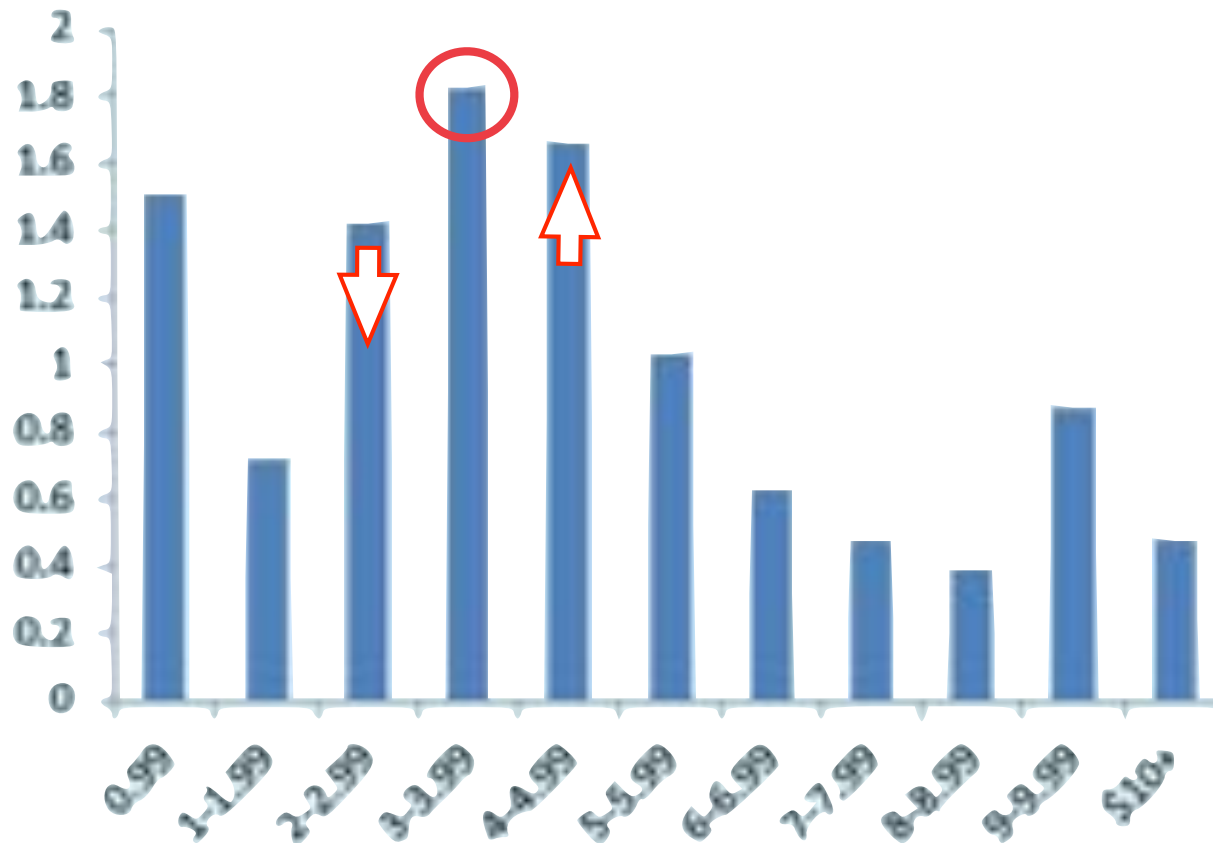
Indie
60-80%

Traditional
12-17%

- At \$3.99 ebook list price, indies earn ~\$2.50. Trad author would have to price between \$14 - \$20.
- Lower Prices—>Reach More Readers—>More Unit Sales at Higher Earnings

PRICE MATTERS

Which prices get the most unit sales?



TREND 5

**INDIES OUT PUBLISHING
BIG PUBLISHERS**

INDIES OUT PUBLISHING BIG PUBLISHERS

- Hitting All The Bestseller Lists
- Taking Marketshare Away from Big Publishers

Indie Ebook Marketshare 2008 = 0%

Indie Ebook Marketshare 2018 = 15-20%

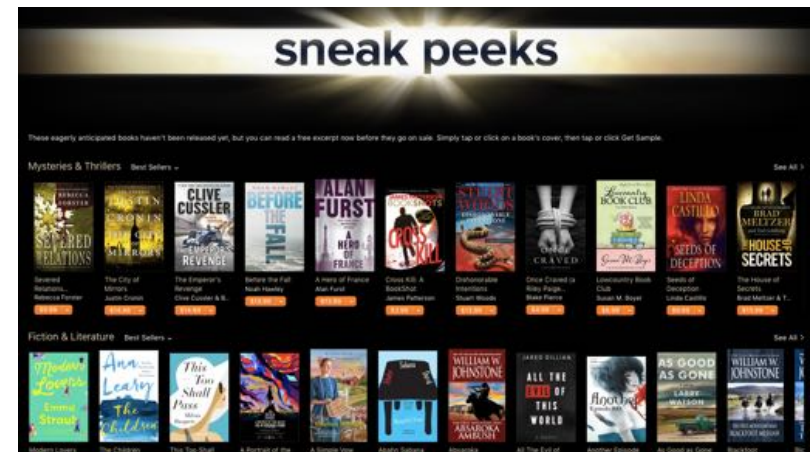
TREND 6

SELF-PUBLISHING

STIGMA EVAPORATING

WHY STIGMA IS EVAPORATING

- Success and Opportunity
- Indies Hitting Bestseller Lists
- Retailer Merchandising Support
- Indies Pioneering Best Practices
- Indies Inspiring Next-Gen Authors



TREND 7

**AUDIOBOOKS ON THE
RISE**

AUDIOBOOKS ON THE RISE

- Double-digit sales growth y/y
- US - 25% read at least 1 audiobook in 2016 (up 22%)
- Most listening on smartphones
- Digital downloads = 82.4% of sales
- Podcasts = gateway drug



TREND 8

**GLUT OF HIGH-QUALITY,
LOW COST EBOOKS**

THE EBOOK TSUNAMI

- Unlimited shelf space. Retailers accept all books
- Ebooks don't go out of print
- Anyone can publish
- Supply outstrips demand (Less sales for everyone. Price competition ensues)
- Traditional ebook authors suffer from higher prices

TREND 9

**AMAZON EXPLOITS
THE GLUT**

**AMAZON IS
SCARY SMART**

AMAZON'S BUSINESS MODEL

- Lowest prices
- Largest inventory
- Commodity driven
- Operate at break even

AMAZON EBOOK SELF-PUBLISHING

KDP Select

- Preferential access to readers
- 1.5 million titles enrolled

Kindle Unlimited

- Author paid from shared pool
- Earnings divorced from retail price of book

INDIE AUTHOR'S DILEMMA

- Go exclusive and gain preferential treatment?
- Go wide and get buried?

Isn't it ironic, don't you think?

TREND 10

INDIE AUTHORS ARE

WRITING THE NEXT CHAPTER

YOUR DECISIONS MATTER

- Resist the temptation to surrender your independence
- Think long term
- Support a dynamic ecosystem of multiple competing retailers and publishing alternatives

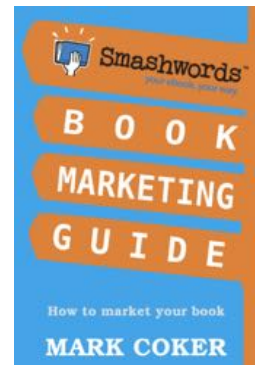
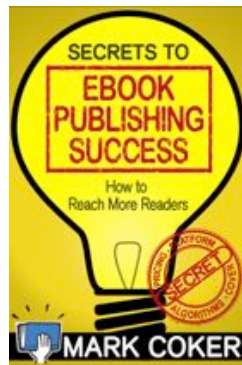
**YOUR KEY
TAKEAWAYS**

YOU HAVE POWER

- ★ Power center has shifted from publishers to authors
- ★ Indie authors continue to capture market share
- ★ You decide when, where and how to publish
- ★ Opportunity to reach readers never greater

THAT'S IT FOR NOW

FREE EBOOK PUBLISHING RESOURCES



1. Smart Author Podcast
2. Secrets to Ebook Publishing Success
3. Smashwords Book Marketing Guide
4. Smashwords Style Guide

THANK YOU!

- Email: jim@smashwords.com
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