

MAKING MONEY

as a self-publishing author



KDP/KINDLE UNLIMITED

PRO: EASY ACCESS FOR READERS
CON: EBOOK EXCLUSIVITY
INCOME: LOW



PAPERBACKS

PRO: HIGHER VALUE THAN EBOOKS
CON: HIGHER COST TO READER
INCOME: MEDIUM



EBOOKS

PRO: EASY ACCESS FOR READERS
CON: NO KINDLE UNLIMITED
INCOME: LOW



YOUR OWN STOREFRONT

PRO: UNDER YOUR CONTROL
CON: DAILY WORK AND SHIPPING
INCOME: POTENTIALLY HIGH



PREMIUM CONTENT

PRO: STEADY MONTHLY INCOME
CON: CONSTANT ACTIVITY REQUIRED
INCOME: POTENTIALLY HIGH

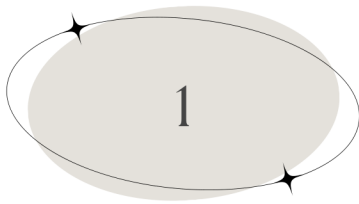


SUBSCRIPTION BOX

PRO: NETWORKING AND INCOME
CON: SHIPPING
INCOME: POTENTIALLY HIGH

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INCOME: LOW

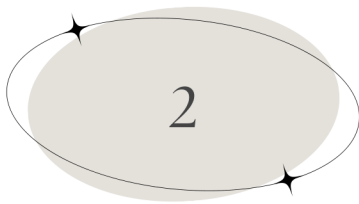
*AVERAGE KDP PER PAGE PAYOUT JAN-JUNE 2023: \$0.00416

PROS:

- EASY ACCESS FOR READERS
- FREE ADVERTISING WITHIN KU (E.G., MORE LIKE RECENT, ETC)
- MEANINGFUL REVIEW PLATFORM

CONS:

- EXCLUSIVE TO KDP FOR EBOOKS
- LOW PAYOUT PER PAGES READ



PAPERBACK SALES

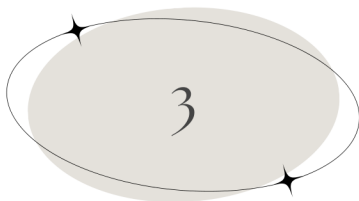
INCOME: MEDIUM

PROS:

- ABLE TO SELL ONLINE AND IN STORES
 - WIDER AUDIENCE
- CAN USE FOR MORE PROFITABLE VENTURES

CONS:

- HIGHER COST THAN EBOOKS



'GOING WIDE' EBOOKS

INCOME: LOW

PROS:

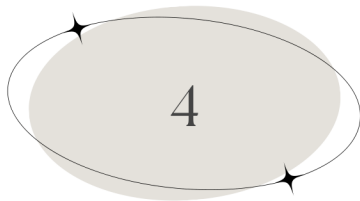
- MORE CONTROL (COMPARED TO KDP)

CONS:

- HIGHER PAYOUTS (COMPARED TO KDP)
- POTENTIAL LOWER VIEWERSHIP WITHOUT KU

MAKING MONEY

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YOUR OWN STOREFRONT

INCOME: POTENTIALLY HIGH

PROS:

- CONTROL OVER YOUR OWN MERCHANDISE
- HIGHER INCOME POTENTIAL

CONS:

- SHIPPING
- CONTENT CREATION
- ITEM ORDERING

WHAT CAN YOU SELL?

- SIGNED PAPERBACKS
- MERCHANDISE
 - BOOKMARKS
 - STICKERS
 - APPAREL
 - ACCESSORIES
 - ENDLESS POSSIBILITIES

WHERE CAN YOU SELL?

- ETSY
- SHOPIFY
 - ALSO GREAT AS A WEBSITE ALTERNATIVE
- WORDPRESS
 - START YOUR WEBSITE, THEN ADD A SHOP

I DON'T WANT TO MAKE T-SHIRTS OR SHIP STICKERS.

IS THERE AN EASIER WAY?

- YES! IT'S CALLED PRINT-ON-DEMAND.
- PRINT-ON-DEMAND SERVICES CREATE AND SHIP YOUR ITEMS SO YOU DON'T HAVE TO!
- HERE IS A LINK TO MY FAVORITE THAT I HAVE USED FOR YEARS.

WHY 'POTENTIALLY' HIGH?

THIS DEPENDS SOLELY ON YOU AND YOUR MARKETING. THESE AVENUES OF INCOME CAN MAKE YOU A LOT OF MONEY, BUT YOU HAVE TO PUT IN THE WORK TO CREATE A FANBASE.



MAKING MONEY

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PREMIUM CONTENT SUBSCRIPTIONS

INCOME: POTENTIALLY HIGH

PROS:

- STEADY MONTHLY INCOME
- HIGH INCOME POTENTIAL
- GUARANTEED READERSHIP AND PURCHASERS THROUGH THIS EXCLUSIVE FANBASE

CONS:

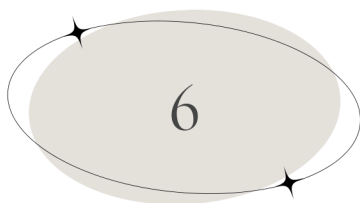
- CONSTANT ACTIVITY REQUIRED
- CONTENT CREATION
- POTENTIAL SHIPPING

WHAT CAN YOU OFFER?

- EXCLUSIVE SPECIAL EDITION PAPERBACKS
- EXCLUSIVE SNEAK PEEK CHAPTERS
- EXCLUSIVE ART PRINTS
- EXCLUSIVE MERCHANDISE
- EXCLUSIVE GIVEAWAYS
- ENDLESS POSSIBILITIES

PLATFORMS WHERE YOU CAN OFFER EXCLUSIVE CONTENT:

- PATREON
- INSTAGRAM SUBSCRIPTIONS
- BUY ME A COFFEE
- KO-FI



SUBSCRIPTION BOXES

INCOME: POTENTIALLY HIGH

PROS:

- STEADY INCOME
- CAN OFFER QUARTERLY, BI-YEARLY, OR EVEN TO COINCIDE WITH NEW BOOK RELEASES
- CAN INCLUDE OTHER AUTHORS IN YOUR GENRE TO NETWORK AND BUILD RELATIONSHIPS

CONS:

- SHIPPING
- NOT A CON FOR EVERYONE, BUT PUTTING TOGETHER A BOX IS A LOT OF WORK
 - FIND AND PRICE OUT ITEMS TO INCLUDE
 - NETWORK WITH OTHER AUTHORS IF COLLABORATING
 - MARKETING AND CONTENT CREATION
 - BOX AND SHIP