

GET SHELVED!

Hello Indie Authors!

Welcome to a world where your words come to life on shelves. At Studio Moonfall, we are proud supporters of indie and self-published authors. However, ensuring a book is shelf-ready is crucial for both our credibility and your success. Here's what we look for:

THE ESSENTIALS

- **Cover Design:** Ensure it's attractive and clearly represents the book's genre.
- **Tagline:** Positioned either on the front or top of the back cover. This should spark a reader's curiosity and hint at familiar narratives.
- **Description:** Pique a reader's interest without giving too much away.
- **Editing:** This is *vital*. A majority of complaints stem from poorly edited content. Ensure your book undergoes at least one or two rounds of professional editing.

FROM OUR SHELF TO YOURS

- **Pricing:** Typically, paperbacks start at \$10 (even for short ones). Longer ones can range between \$20-\$35. Hardcover usually sell between \$25 and \$40.
- **Discounts:** A full wholesale discount is preferable for ensuring a reasonable profit margin for bookstores. Some stores prefer books to be returnable but not all. Because of the risks of a pile of books coming back to you, I don't recommend this. However, that can be worked out directly with your local bookshop.
- **Availability:** Set your book up for distribution through Ingram. For bookstores, a single channel is often easiest for bulk orders rather than dealing with small publishers one by one.



NETWORK AND GROW

Engage with local bookstores. Attend events or even host your own launch. Cross-promotions often outweigh perceived competition. And remember, the digital space offers numerous opportunities.

Promote via platforms like Bookshop.org, which supports independent bookstores, expanding their catalogs via Ingram.

Discover Studio Moonfall's Expanded Collection:

As long as your book is available through Ingram, we can add it to be featured in our expanded collection for our readers. And maybe someday, we'll have a big enough store to fit all the books!

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