



DISTRIBUTION

Distribution is getting your book into the hands of readers. It determines best-selling status. Understanding distribution helps you predict the number of books you will sell through various outlets and events so you know where to put your time and effort to improve your sales. This is the most ignored yet most vital and reliably repeatable aspect of the book business.

1. How many books do you want to sell?

2. What is your capture rate (CR)?

CR = # of people who saw/heard about you and/or your last book ÷ how many people bought your book.

3. How many people need to see your new book or connect with you before you reach your sales goal?

of books you want to sell this time (Question 1) x CR (Question 2) = # of people you need to reach this time

4. List at least five places which will get your book in front of your ideal reader? (Blogs, events, etc.)

5. What other questions do you have about the distribution?

If you want more information on distribution, check out the audios and classes at www.writersbusinessschool.com.