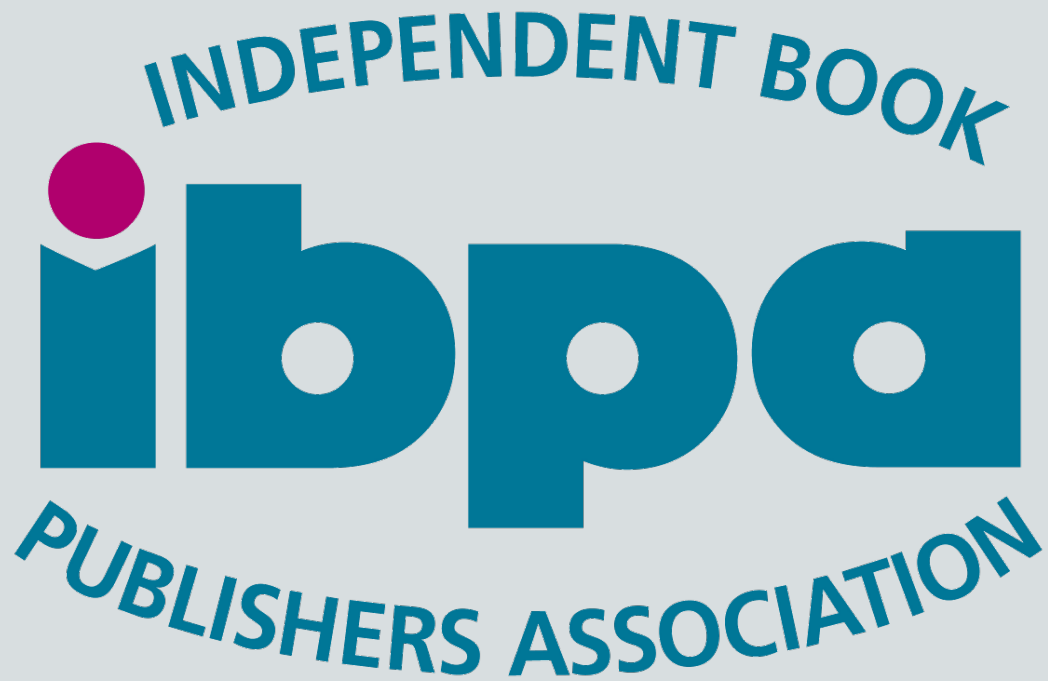


# 2023 Industry Trends and Tools for Publishing Success

March 25<sup>th</sup>, 2023



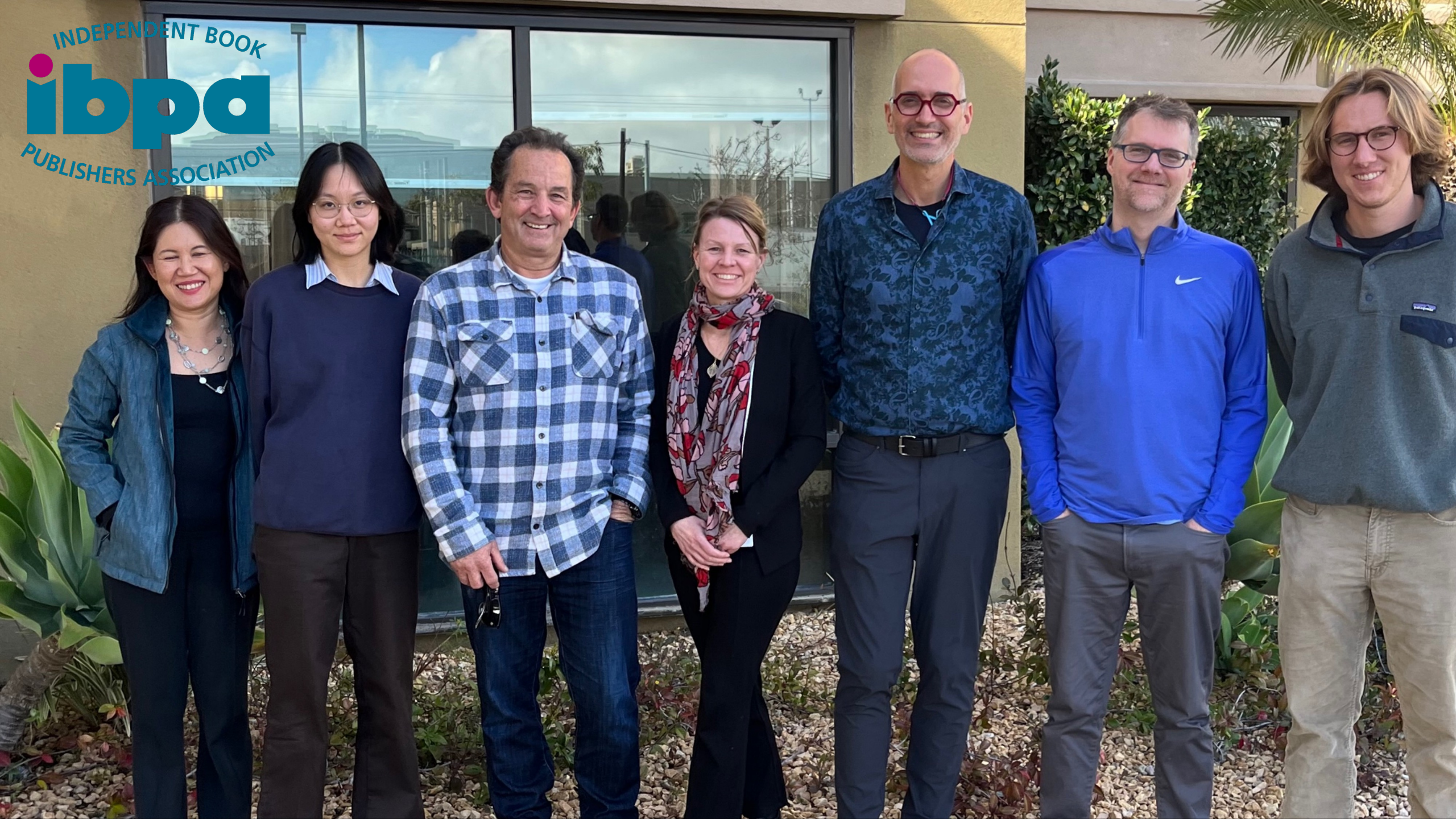
**Andrea Fleck-Nisbet, CEO**

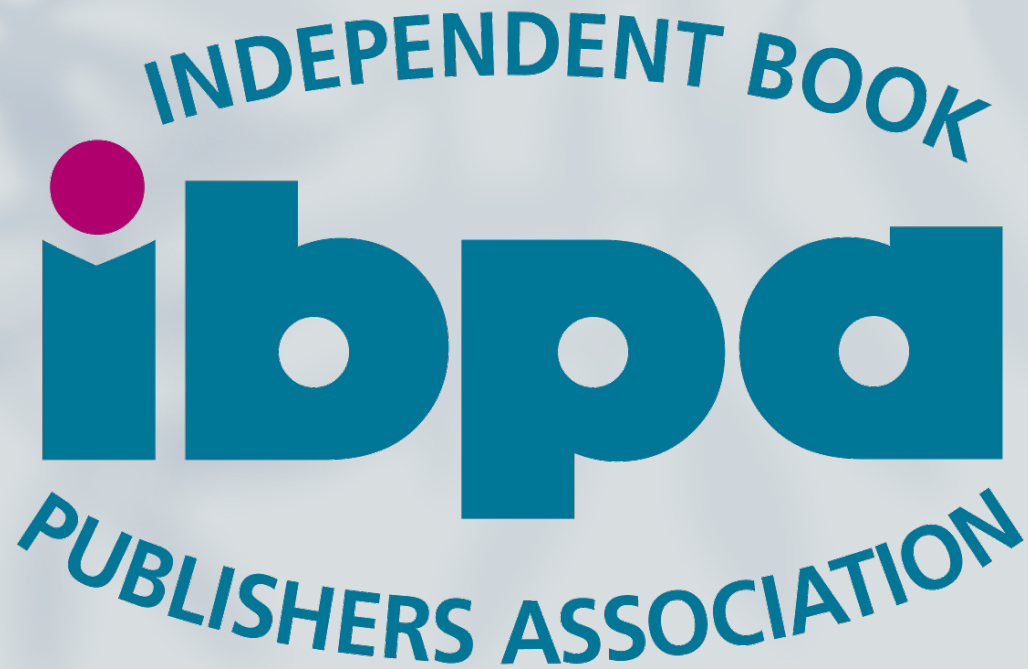
[andrea@ibpa-online.org](mailto:andrea@ibpa-online.org)

**Christopher Locke, Director of  
Membership and Member  
Services**

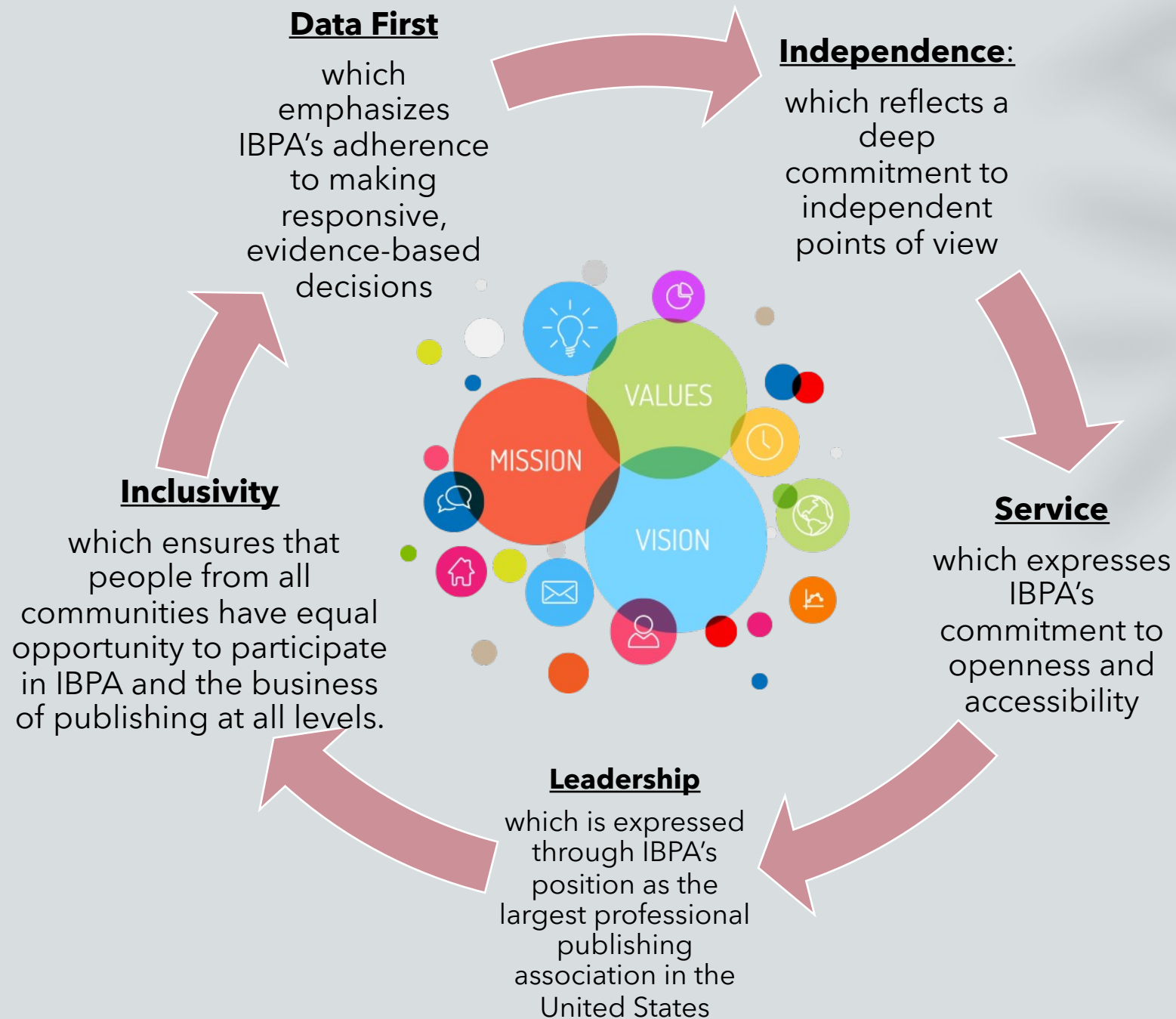
[christopher@ibpa-online.org](mailto:christopher@ibpa-online.org)

INDEPENDENT BOOK  
**ibpa**  
PUBLISHERS ASSOCIATION





IBPA's **MISSION** is to lead and serve the independent publishing community through advocacy, education, and tools for success.



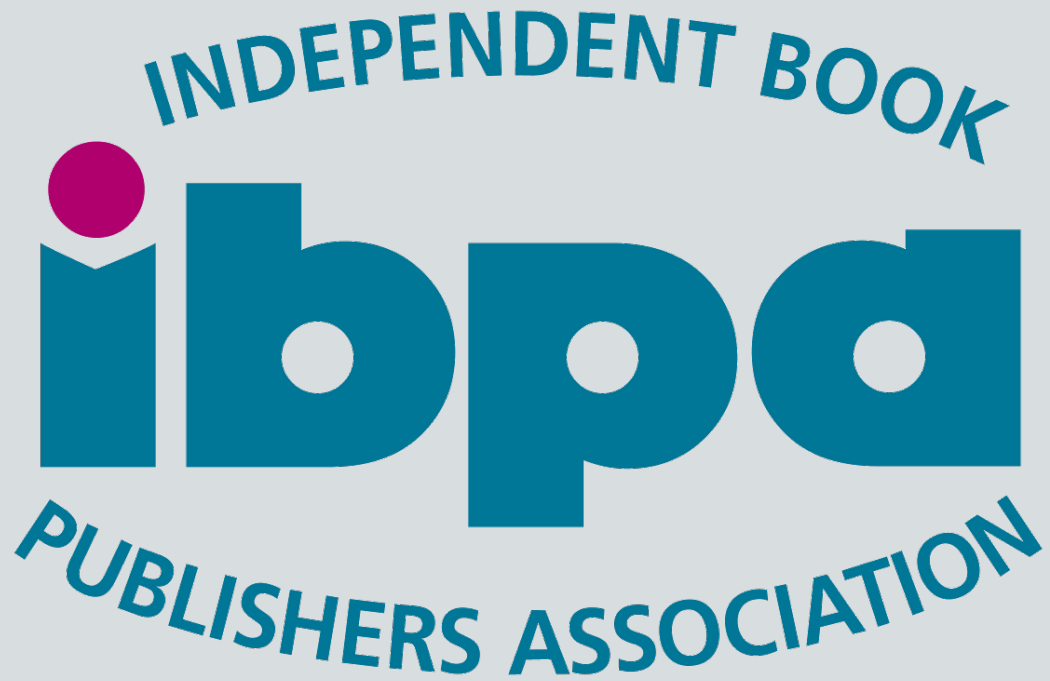
# Members We Serve

**Independent Publishers  
(Traditional and Hybrid)**

**Self-Published Authors**

**Publishing Partners**

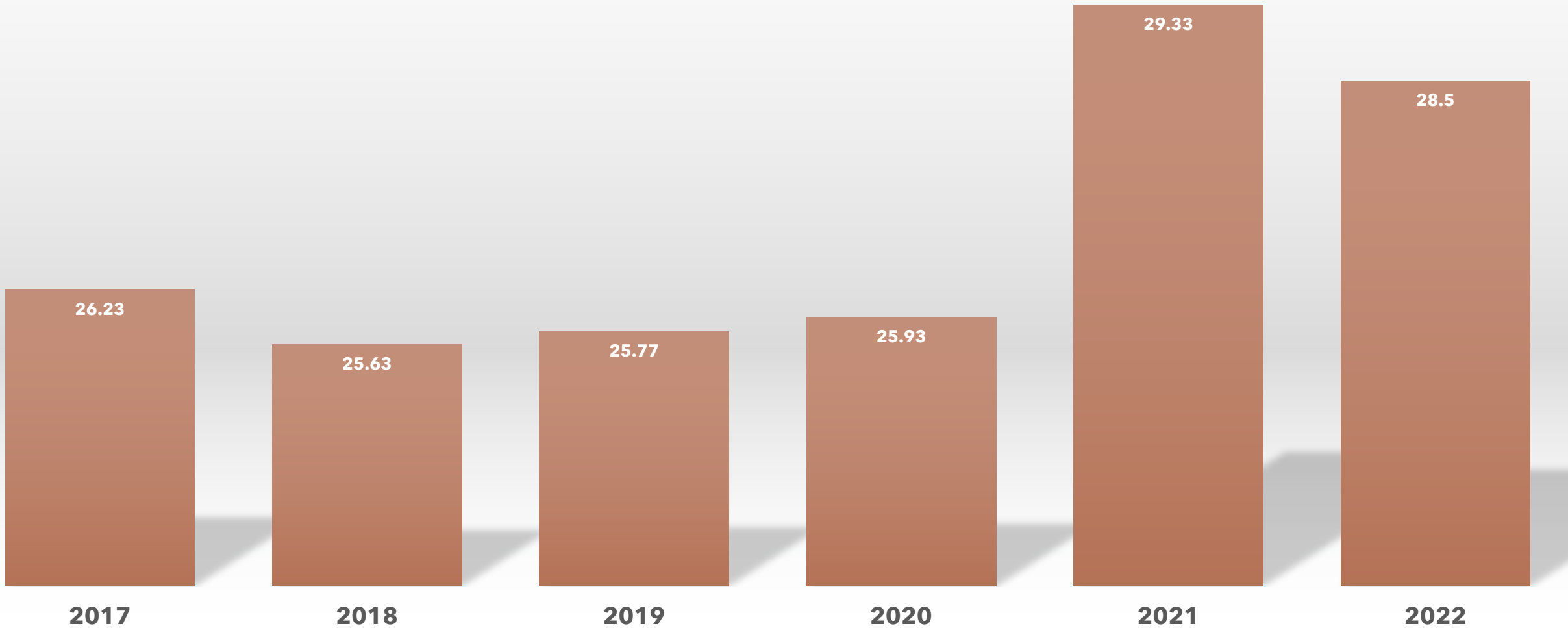
**Service Providers**



# State of the Industry

# Global Book Revenues (Billions)

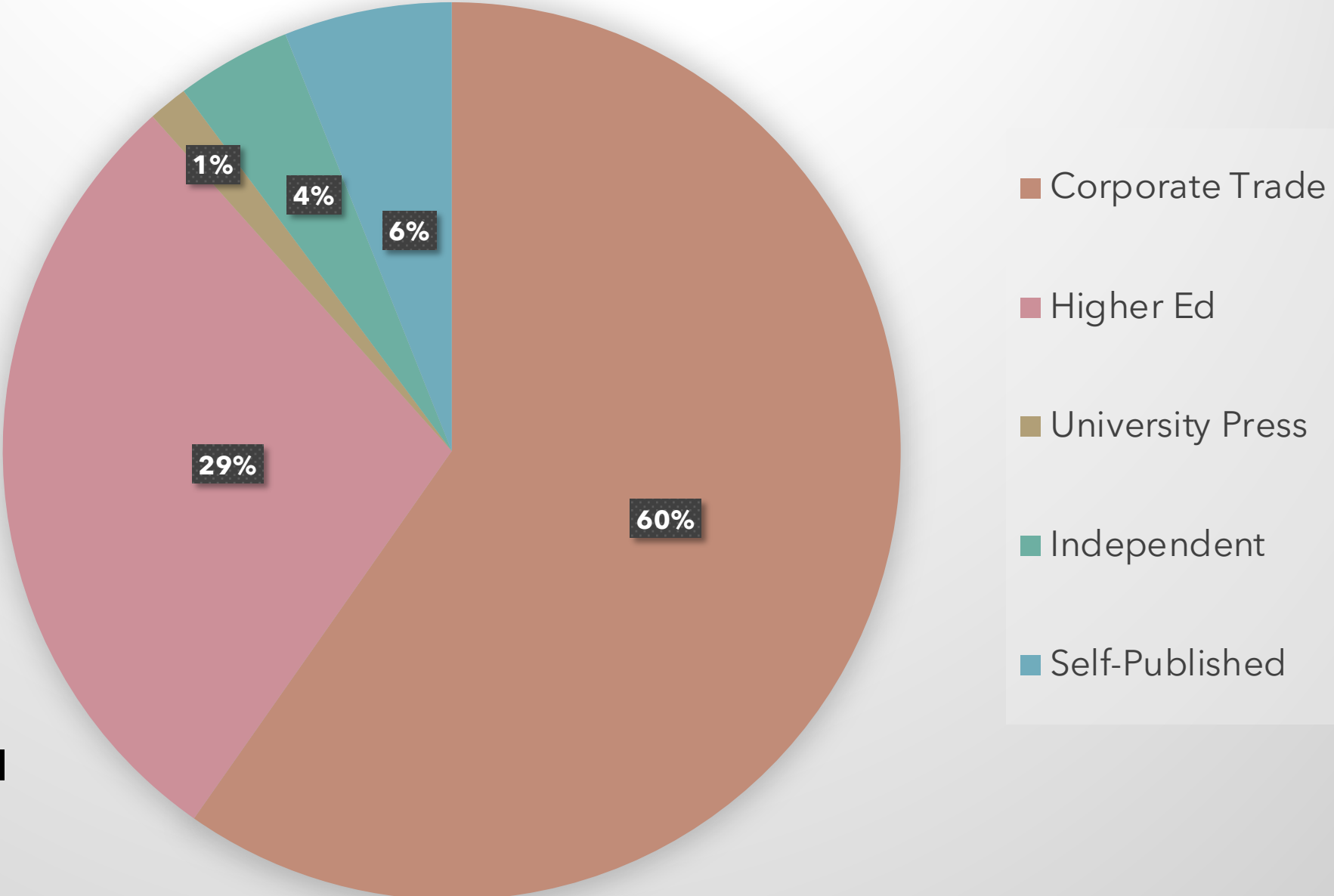
2017-2022



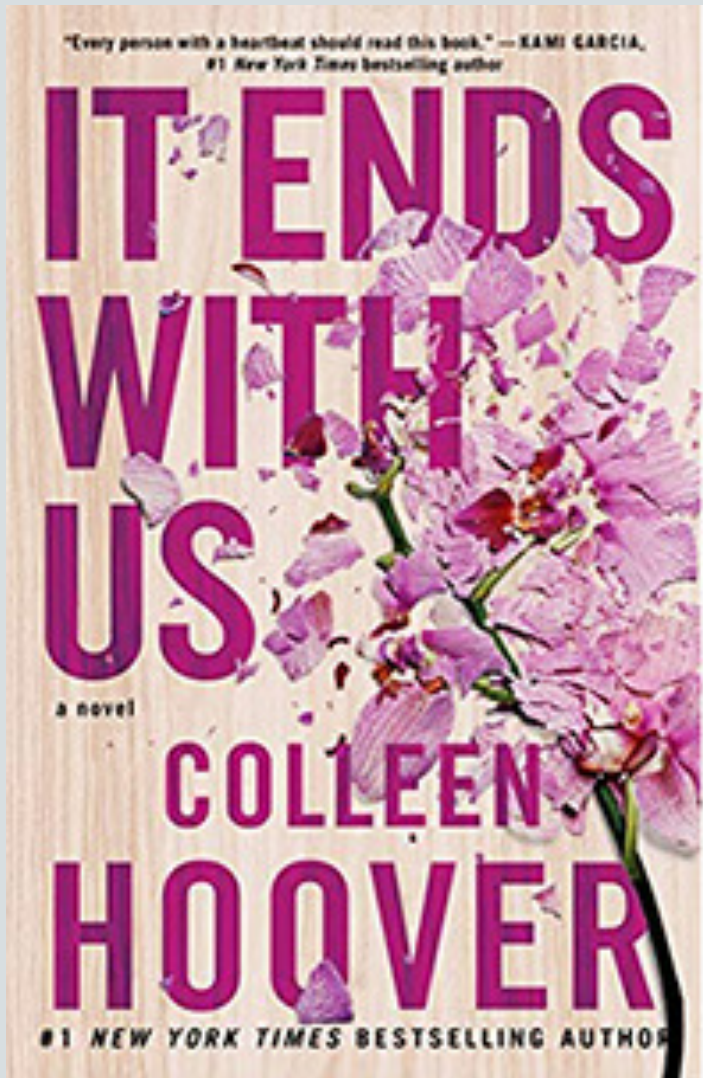


# Market share Breakdown: Publishing Type

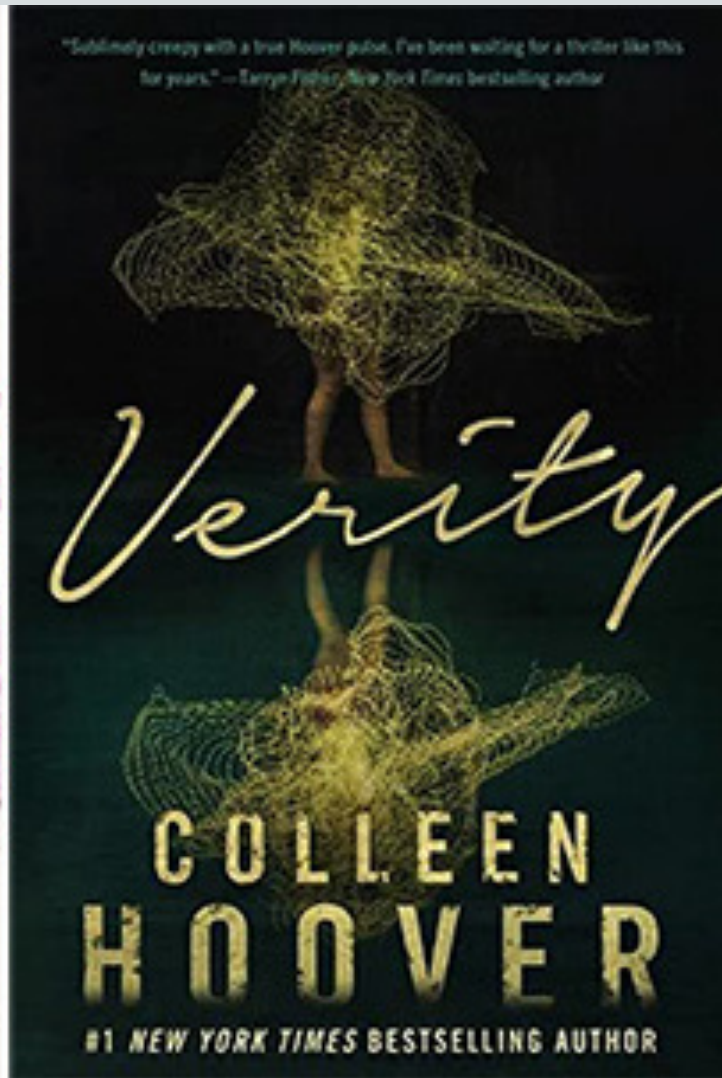
## Estimated 2022 Revenues (Billions)



**\$28.5B in total global book revenues**



2.73 million copies



2 million copies

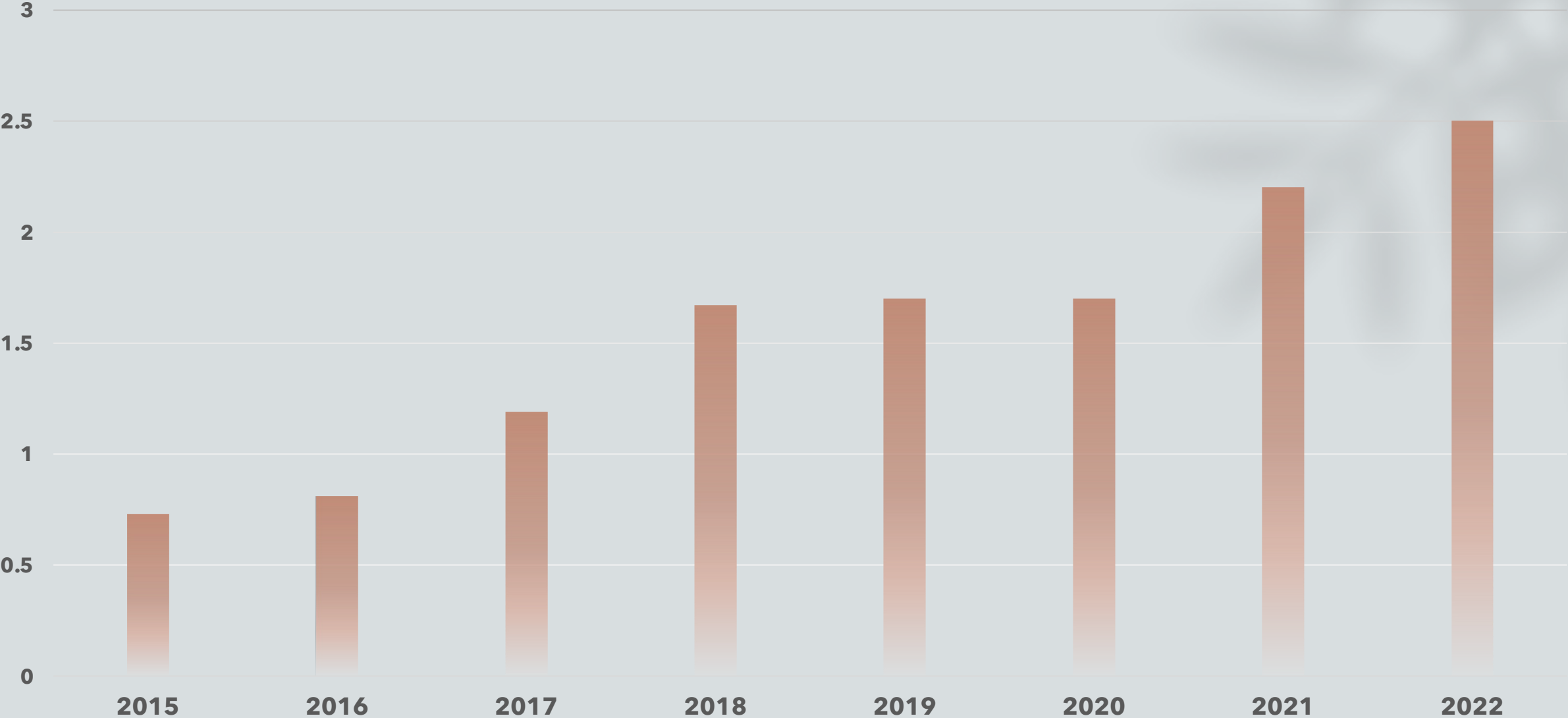


1.89 million copies

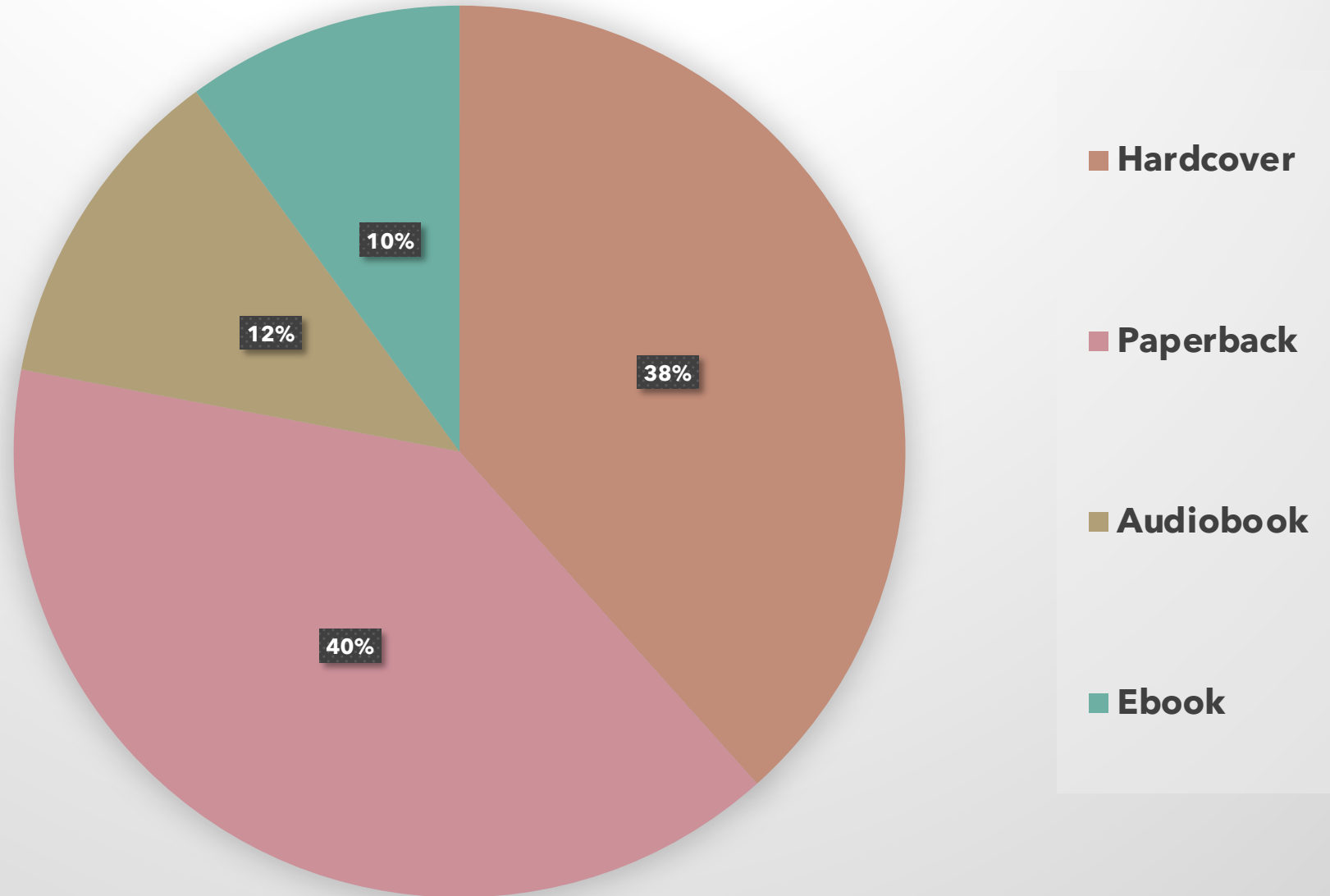
## TOP 25 OVERALL PRINT BESTSELLERS, 2022

Rank	Title	Author	Imprint	Units Sold
1	It Ends with Us	Colleen Hoover	Atria	2,729,007
2	Verity	Colleen Hoover	Grand Central	2,000,418
3	It Starts with Us	Colleen Hoover	Atria	1,885,351
4	Where the Crawdads Sing	Delia Owens	Putnam	1,868,518
5	Ugly Love	Colleen Hoover	Atria	1,502,036
6	Atomic Habits	James Clear	Avery	1,287,253
7	The Seven Husbands of Evelyn Hugo	Taylor Jenkins Reid	Washington Square	1,272,458
8	Reminders of Him	Colleen Hoover	Montlake	1,235,655
9	November 9	Colleen Hoover	Atria	999,552
10	Diper Överlöde (Diary of a Wimpy Kid #17)	Jeff Kinney	Amulet	830,325
11	The Very Hungry Caterpillar	Eric Carle	Philomel	738,840
12	The Light We Carry	Michelle Obama	Crown	733,949
13	The Body Keeps the Score	Bessel van der Kolk	Penguin Books	636,831
14	Oh, the Places You'll Go!	Dr. Seuss	Random House	627,750
15	Fairy Tale	Stephen King	Scribner	627,598
16	On Purpose (Cat Kid Comic Club #3)	Dav Pilkey	Graphix	623,347
17	The Four Agreements	Don Miguel Ruiz	Amber-Allen	605,859
18	All Your Perfects	Colleen Hoover	Atria	591,936
19	Brown Bear, Brown Bear, What Do You See?	Martin/Carle	Holt	583,564
20	I'm Glad My Mom Died	Jennette McCurdy	Simon & Schuster	583,027
21	Book Lovers	Emily Henry	Berkley	576,701
22	The Silent Patient	Alex Michaelides	Celadon	572,876
23	A Good Girl's Guide to Murder	Holly Jackson	Ember	556,546
24	Maybe Someday	Colleen Hoover	Atria	543,658
25	People We Meet on Vacation	Emily Henry	Berkley	540,803

# SELF PUBLISHED BOOKS PRODUCED (MILLIONS)

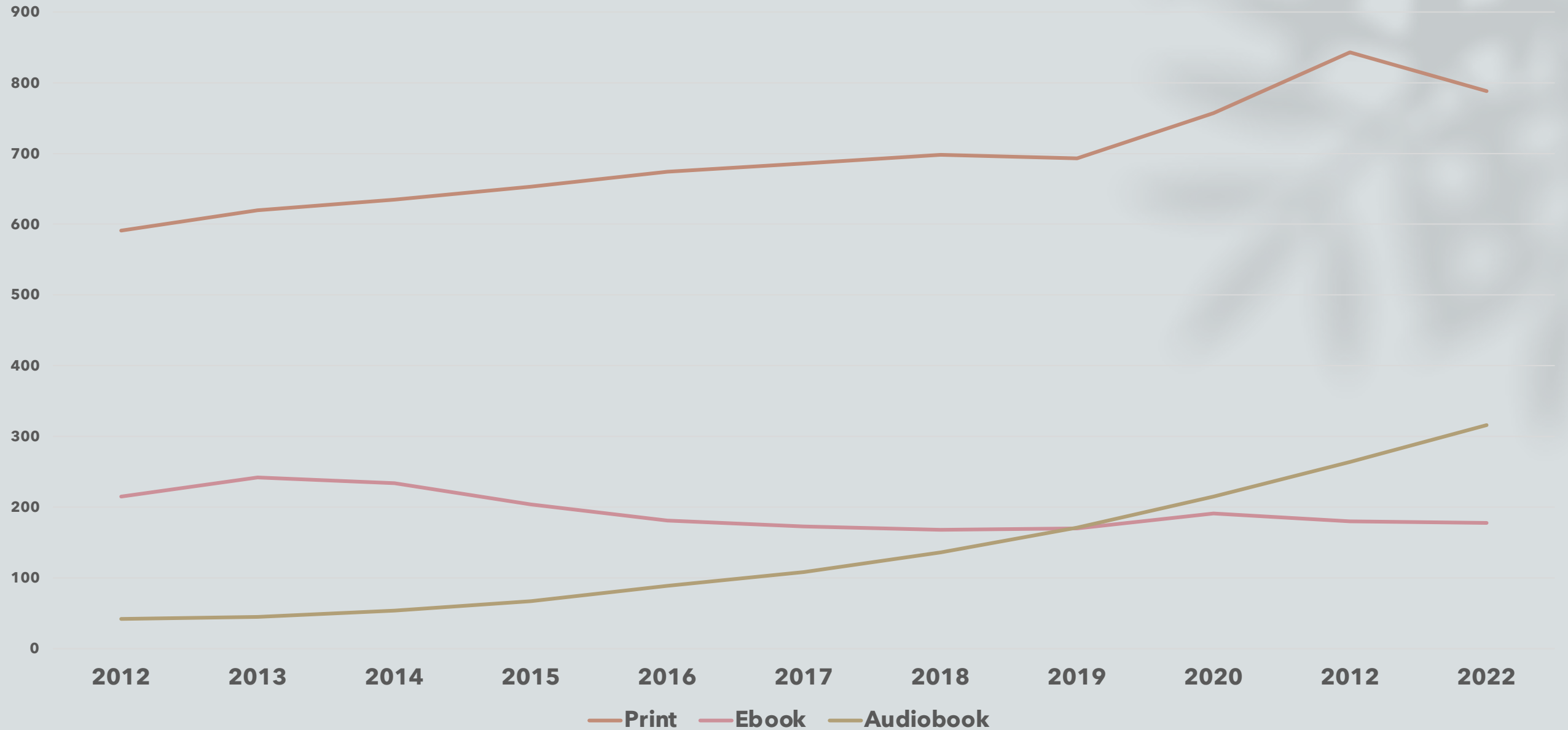


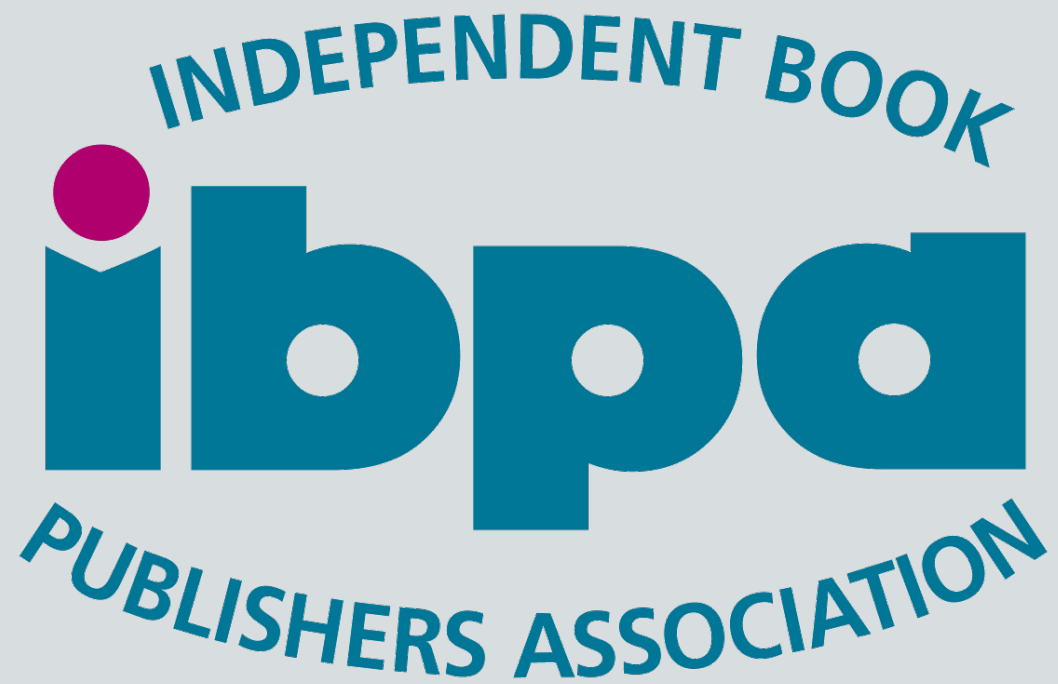
## 2022 Revenues by Format Type



# Unit Sales by Format in Millions

## 2012-2022





# 2023 Trends

# Top 2023 Industry Sales Trends

Print Book Sales  
Decline

Double-digit  
audiobook  
growth

Rising MSRP  
costs

Increase in Brick  
& Mortar Sales

Decrease in  
Amazon  
marketshare for  
print books

Consumer Direct  
Sales



## Unit Sales of Print Books, 2019–2022

(in thousands)

	2019	2021	2022	Change 2022 v. 2021
<b>Total</b>	705,652	843,121	788,687	-6.5%
Unit Sales by Category				
	2019	2021	2022	Change
Adult Nonfiction	296,034	322,787	289,612	-10.3%
Adult Fiction	129,11	173,065	187,821	8.5%
Juvenile Nonfiction	63,150	73,255	65,071	-11.2%
Juvenile Fiction	168,998	205,054	187,081	-8.8%
Young Adult Fiction	19,514	31,160	30,977	-0.2%
Young Adult Nonfiction	3,0057	4,573	4,362	-4.6%
Other	25,838	33,119	23,694	-28.5%
Unit Sales by Format				
	2019	2021	2022	Change
Hardcover	207,775	250,255	224,143	-10.4%
Trade Paperback	377,964	462,552	448,049	-3.1%
Mass Market Paperback	41,575	38,107	30,944	-18.8%
Board Books	41,656	50,186	48,643	-3.1%

SOURCE: NPD BOOKSCAN

## Reason for Decline

- Right Sizing of Demand Post-Pandemic
- Manufacturing Costs
- Shipping Costs
- MSRP Increase
- Amazon Drop in Discounting
- Audiobook Growth
- Consumer Preference



## Rise In Print & MSRP Costs

25% rise in wood pulp costs

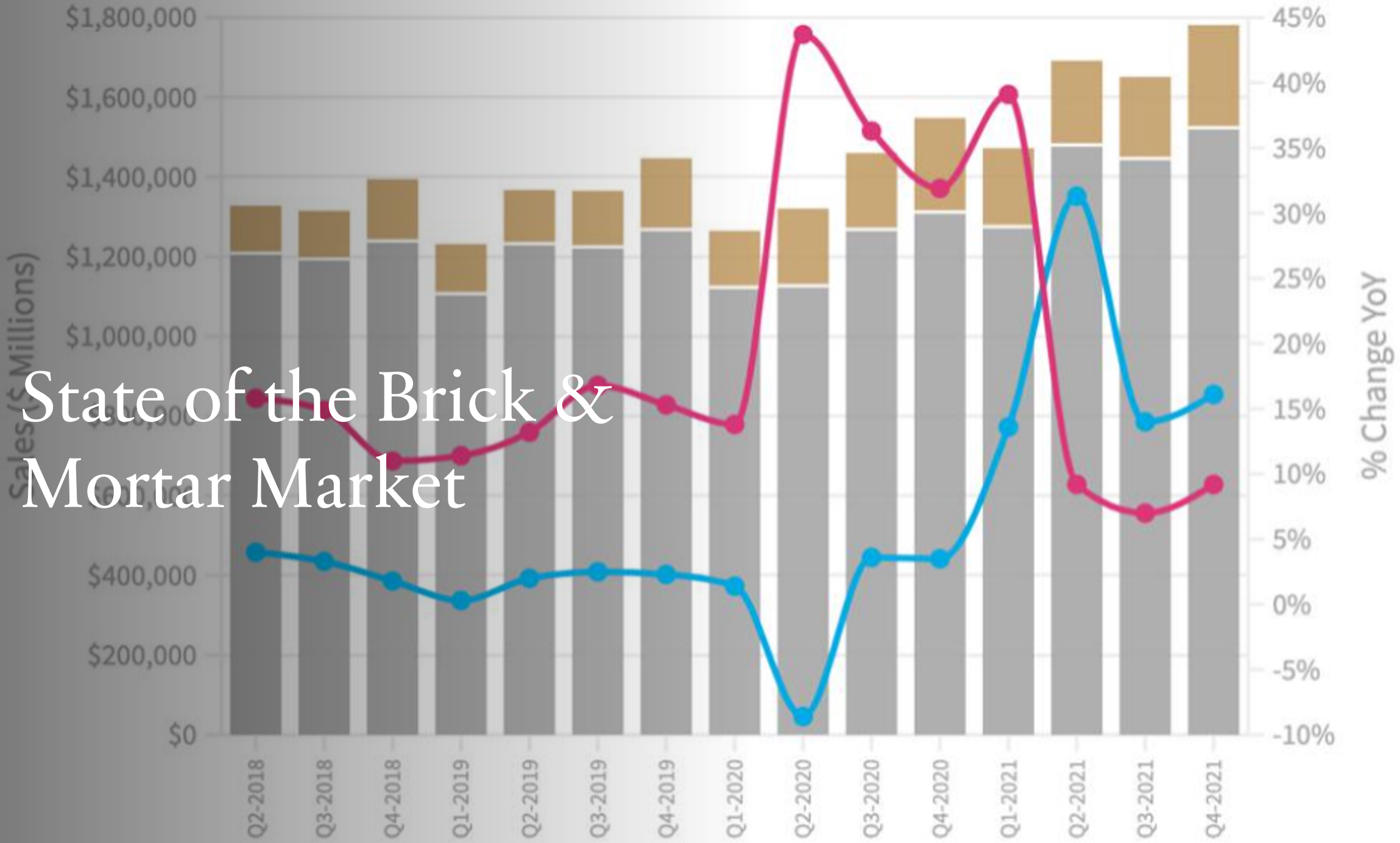
15-20% rise in print costs

50% fewer printers than 10 years ago

Shipping costs will increase 5-7%

Increase in distribution fees  
reduces overall publisher profit

# State of the Brick & Mortar Market



“Barnes & Noble’s resurgence is a reminder that there is nothing inevitable about its (or any bookstore’s) demise. Great bookstores and libraries still provide something the digital world cannot: a place not just to buy or borrow books but to be among them.”

-Ezra Klein, *How Barnes & Noble Came Back From Near Death*,  
**The New York Times**, January 28, 2023

# INDUSTRY HOT BUTTON TOPICS

# HarperCollins Workers Strike for Better Pay and Benefits

Employees say they'll not return to work until they have a contract. The company says it will "continue to negotiate in faith."

# Connecticut Introduces Library E-book Bill

By Andrew Albanese | Feb 25, 2022

Like 88 Share Tweet Comments



# Our New Promethean Moment

# Internet Archive faces skeptical judge in publishers' copyright lawsuit

By Blake Brittain



PUBLISHING INDUSTRY LIBRARIES ELECTRONIC BOOKS

# Just Because ChatBots Can't Think Doesn't Mean They Can't Lie

Or that they haven't already started to pollute Google searches. And if publishers win their lawsuit against the Internet Archive, verifying facts and quotes will get a lot harder.

By Maria Bustillos

# Onshoring and Sustainability Among Top Issues at PubWest-BMI Meeting

By Nathalie op de Beeck | Feb 06, 2023



Share Tweet Comments



# What happens to our culture when books are banned: 'A chilling effect'

\$AI



David Oliver

USA TODAY



Key Accounts Manager - Barefoot Books - Concord, MA.

NEXT JOB

# Is the Sale of Simon & Schuster Heating Up?

By Jim Milliot | Feb 15, 2023

Like 11 Share Tweet Comments



# Industry Hot Button Topics

- AI Adoption
- Copyright Protection
- Book Banning
- Accessibility
- Sustainable Production Practices
- Emerging Business Models
- Continued Corporate Trade Consolidation
- Fair Wage Practices

# Copyright Protection

- Hachette vs. The Internet Archive
- Proposed State Ebook Bills
- Generative AI



TECH / INTERNET CULTURE / CULTURE

**The Internet Archive has lost its first fight to scan and lend e-books like a library**



# AI Adoption

Generative AI and Copyright  
Protection

Devaluation of Human Generated  
Intellectual Property

AI Marketing Tools

Audiobook Creation



## Apple Books Digital Narration

Apple Books makes it easy to create digitally narrated audiobooks from an ebook using natural-sounding text-to-speech technology.

Create amazing marketing copy  
10X faster with AI.

# Book Bans



The association recorded the highest number of complaints since it began studying censorship efforts more than 20 years ago. Jefferee Woo/Tampa Bay Times, via Associated Press



## Attempts to Ban Books Doubled in 2022

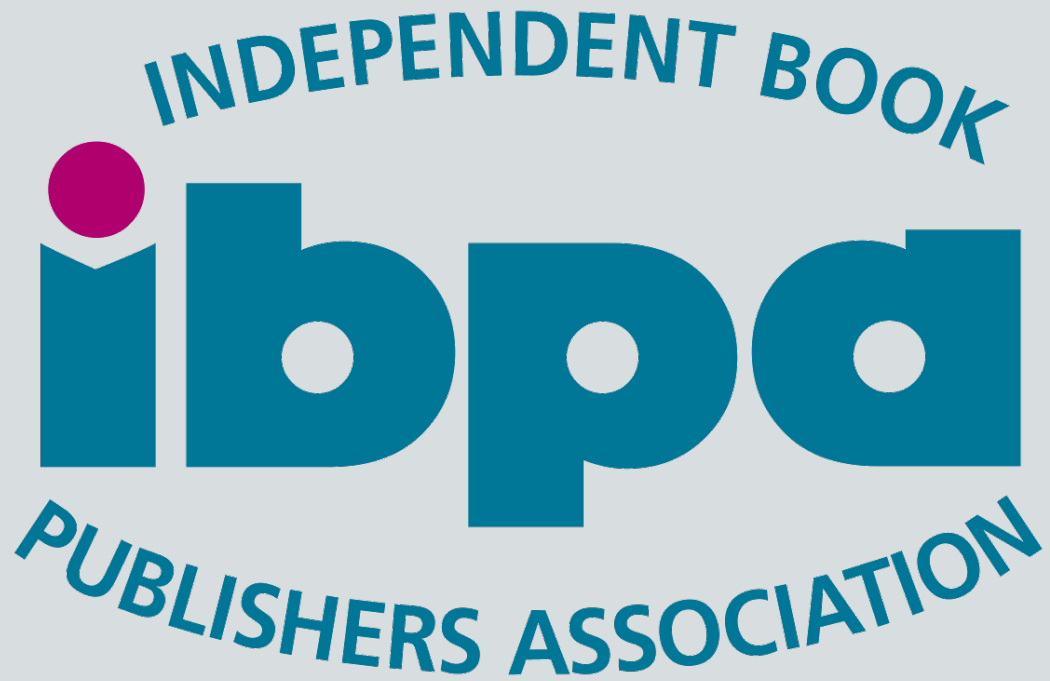
A new report from the American Library Association showed a spike in censorship efforts, with 1,269 attempts.

# Challenges for Indie/Self Publishers

- Rising Costs to Publish and Produce Books
- Competing Media for Consumer Time and Attention
- Retail Market Visibility and Conversion to Sale
- Competition from Corporate Publishing that Dominates the Retail Market
- Copyright Infringement

# Opportunities for Indie/Self Publishers

- Consumer direct sales and marketing
- Vertical/niche publishing: Find your niche and own it!
- Indie authors and publishers are closer to their readers
- Emerging business models can create long-term business stability
- New AI tools will create efficiencies and make marketing easier
- Audiobook development



# Tools for Success



PRE-PUBLICATION

# Educate Yourself

1. IBPA webinars
2. IBPA Independent magazine
3. IBPA Publishing University
4. IBPA PubSpot
5. IBPA Resource Centers – Metadata, DEI, and Distribution
6. IBPA Podcast – Inside Independent Publishing (with IBPA)



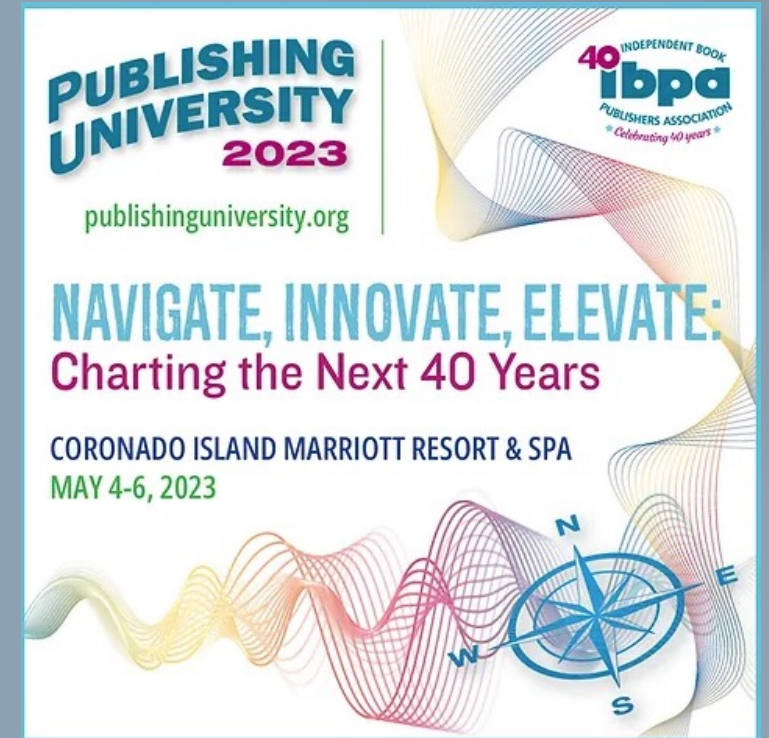
# Network

1. IBPA Member Roundtables

2. IBPA Publishing University

3. Join a regional publisher association

\$30 off IBPA membership PWSD30





# Realistic Expectations

1. Cost to publish
2. Length of time to publish
3. The 7 Stages of Publishing

1. Writing
2. Editorial
3. Production
4. Distribution
5. Marketing,
6. Promotion
7. Rights
8. Licensing

# Publishing Options

## 1. All-in-one service provider

- a. saves time from searching for multiple freelancers
- b. may be cheaper than hiring individual freelancers
- c. BookBaby - 10-20% IBPA member discount
- d. Gatekeeper Press - 5% IBPA member discount

## 2. Hire freelancers

- a. may do more custom work
- b. you are more in control of who you work with - find experts in your genre
- c. you're listed as the publisher

# Freelancer Tips

1. IBPA Industry Standards Checklist for a Professionally Published Book
2. Review comp books
3. IBPA member benefits
4. IBPA Supplier & Services Discovery Database
5. SocialLink
6. Contracts, contracts, contracts!



PUBLICATION

# ISBNs

Buy your own ISBN instead of taking the free ISBN from retail sites

1. You want to be listed as the publisher
2. The free ISBN can only be used on the website you get it from
3. You'll need a different ISBN for each format of the book - paperback, ebook, audiobook, etc.
4. Bowker - 15% discount for IBPA members

# Distribution

Post your book on multiple retail sites

1. Readers buy books from many different sites
2. Booksellers won't buy books from Amazon
3. Booksellers, libraries, etc. already have accounts with Ingram
4. Publishing is a global business

# Distribution

## Options

1. All-in-one service provider (BookBaby, Gatekeeper Press, etc.)
2. IngramSpark - distribute to most retail sites - print and ebook
  - b1. [IBPA](#) members get free title set-up, free revisions
3. IngramSpark, but individually to Kindle Direct Publishing, Google Play, Barnes & Noble Press
  - b1. higher royalty

# Distribution

## 4. Options:

a. Distributors (Draft2Digital, PublishDrive, StreetLib)

a1. Distribute to Amazon, Google Play, Barnes & Noble, etc.) - 10% cu

a2. They also distribute paperback books



The background is a soft-focus photograph of a workspace. In the foreground, an open book with cream-colored pages is laid flat. To its left, a dark-colored mug sits on a light-colored surface. In the background, a hand is visible holding a pen, ready to write. The overall lighting is warm and natural, creating a calm and focused atmosphere.

DO NOT RUSH  
YOUR  
PUBLICATION

# Marketing

1. Should start 3-6 months before you publish
2. What market should you sell your books to?
  - a. bookstores
  - b. libraries
  - c. consumers
  - d. international market
  - e. media
  - f. retail stores
  - g. education

# IBPA Marketing Programs

## 1. Bookstores

- a. IBPA Bookstore Catalog
- b. will someone walk in off the street and buy this book?
- c. does your book have national distribution? Not on Amazon

## 2. Libraries

- a. American Library Association conference
- b. Library Market eBlasts



# IBPA Marketing Programs

## 3. Consumers

- a. Booky Call Book "Dating" App
- b. Public Radio author interview
- c. Lots of authors do great just selling their books to consumers

## 4. International market

- a. Frankfurt Book Fair
- b. DropCap International Rights Sales
- c. Would your book appeal to an international audience?
- d. International publishers will normally help you with translations

# IBPA Marketing Programs

## 5. Media

- a. IBPA Media Outreach Program

## 6. Metadata Makeover

- a. revise your book's description and author bio
- b. determining best keywords

## 7. IBPA NetGalley Program

# More Marketing Tips

1. Build your website - it will be your home base

a. Pub Site

b. WordPress, SquareSpace, Wix are viable options

c. Your website is your most important real estate

2. Build your mailing list

a. It's how you will communicate with readers when you have new books or news

b. Give away a short story for free in exchange for joining get started

c. Mailchimp, ConvertKit, GetResponse



REVIEWS

# What is a trade review?

- **Reviews directed at book professionals (booksellers, librarians, etc.) and published in trade journals (*Publishers Weekly*, *Kirkus Reviews*, etc.)**
- **Their intent is to influence people who put books into the hands of readers**



# Why would you want a trade review?

- Booksellers and librarians are much more likely to order your book if you have a trade review. They trust these publications
- Honest reviews, so they may be unfavorable, but you can ask some to not post the review
- Film agents, literary agents, and publishers read trade publications
- Trade publications syndicate their reviews to the places where booksellers, librarians, etc. buy books (Ingram, Baker & Taylor, etc.)
- Read guidelines carefully. New submission guidelines due to pandemic. You can use NetGalley and Edelweiss to submit

# KIRKUS

## MOST WELL-KNOWN TRADE PUBLICATIONS



- *Kirkus Reviews*
- *Publishers Weekly*
- *Library Journal / School Library Journal*
- *Booklist (run by American Library Association)*
- *Foreword Reviews*

# IMPORTANT POINTS TO CONSIDER

- Create a calendar with the due dates of each trade publication
- Add your email to the newsletter of the trade publications
- Trade reviews are difficult to come by, so **DON'T GET DISCOURAGED**

# Should You Get a Paid Review?

- **Ask yourself: does your book have a good chance of getting into a bookstore or library?**
- **trade reviews can encourage media to promote your book**
- **Will this review be syndicated to places booksellers, etc. buy books?**
- **The review is only one part of the marketing plan**
  - **Now that you have a review, market to libraries and bookstores**
  - **Put your review in your marketing materials, post on social media, add to your Amazon page, etc.**
- **Author publishers have been successful without focusing on getting into the bookstore/library**

# Respected Paid Reviews

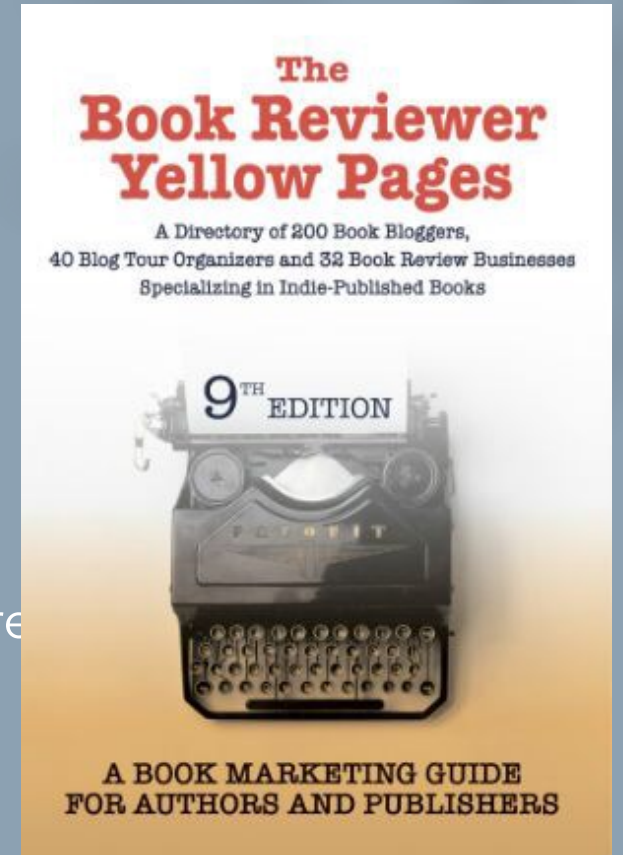
- *Kirkus Reviews - Kirkus Indie program*
- *Publishers Weekly BookLife - IBPA members get 20% discount*
- *Foreword Reviews Clarion Reviews - IBPA members get 35% discount*
- BlueInk Review - IBPA members get \$75 off
- ABA's Advanced Access Program - IBPA members get \$75 off
- BookTrib.com - IBPA members get 50% off their book review and promotion package
- IndieReader - IBPA members get 15% discount

# What Is A Reader Review?

- **Reviews directed at consumers, and published anywhere readers are**
- **Examples: Amazon, Goodreads, NetGalley, book blogs, etc.**
- **Never pay for reader reviews. It is against retailer terms of service and unethical.**

# Ways to Garner Reader Reviews for Free

1. Ask friends, people in your network, but NOT family
2. Conduct a book blog tour - tied to book giveaways
  - Write an article about a subject related to your book
3. Book bloggers
  - Follow their guidelines
  - "The Book Reviewer Yellow Pages" by David Wogahn
  - IndieView - has a directory of free reviewers
  - Book Blogger List - has a directory of reviewers - some pay, some free
4. Ask everyone who likes your book for a review
  - Tell them it can be short
5. KDP Select free giveaway - out of 90 days, you can offer your book for free for 5 total days



# Ways to Garner Reader Reviews for a Cost



- **Goodreads giveaway - cost standard \$119 / premium \$599**
- **You can give away up to 100 Kindle OR print books**
- **Good exposure:**
  - **your book is added to readers Want-To-Read list**
  - **An update about your book is added to readers' newsfeeds**
- **Negatives:**
  - **Didn't garner enough reviews**



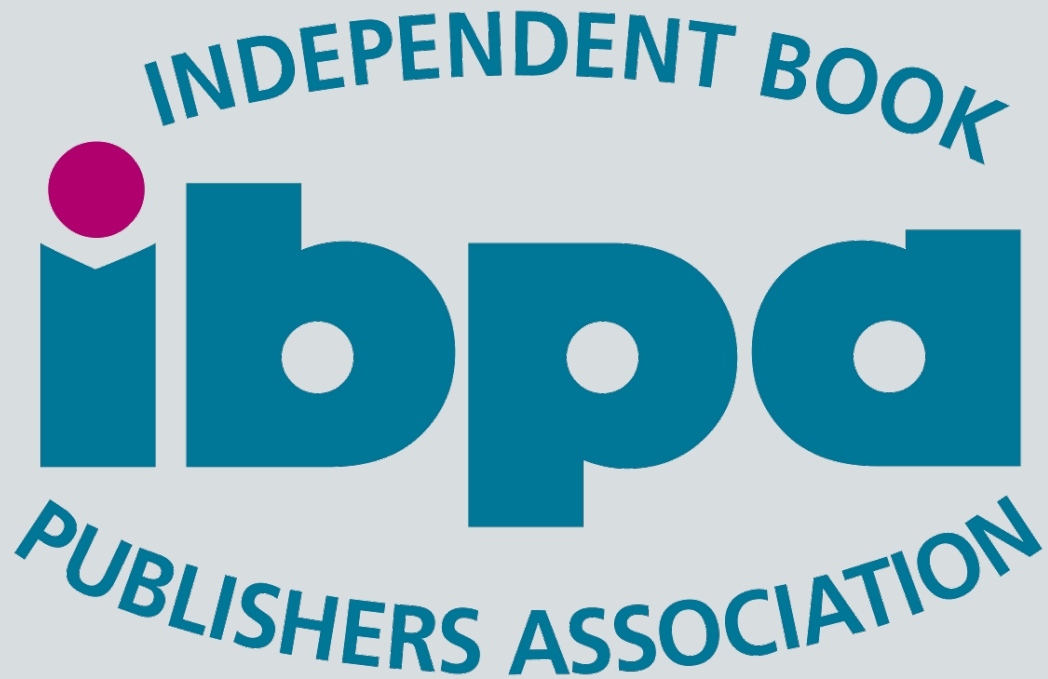
1. There are around 650,000 readers on NetGalley  
Educators, librarians, book lovers  
digital galley and audiobook listing  
IBPA members get a discount through the IBPA  
NetGalley Program



2. These are honest reviews, so some will be less than favorable.
3. Give reviews time to come in
4. How many reviews will my book get?
5. Request your reports - see stats and connect with readers
6. Can readers leave NetGalley reviews on other websites like Amazon and Goodreads?
7. NetGalley Promotions: Category Spotlight, Featured Placement,  
NetGalley Newsletter Bonus Section, NetGalley Newsletter Banner  
Ad, and more

# PWSD Members: IBPA PubU Special

- \$40 Discount Code for PWSD members
- Discount Code: **PubU2023-40**



**Thank You!**

**Andrea Fleck-Nisbet, CEO**

[andrea@ibpa-online.org](mailto:andrea@ibpa-online.org)

**Christopher Locke, Director of  
Membership and Member Services**

[christopher@ibpa-online.org](mailto:christopher@ibpa-online.org)