

Setting up with CreateSpace:

CreateSpace does not charge you for listing with them. Your costs will come from the work that we do to prepare your book for publishing and the actual cost of buying the books that you want to market yourself from CreateSpace.

Once we set up your account in CreateSpace and we are sure that the book is going to be a "go" you can either use the free CreateSpace ISBN or you can purchase a "Bowker-issued" ISBN for \$50 from us. (If you buy it from Bowkers, they charge \$125 per ISBN. We buy 10 at a time and make them available to those who want to buy them at the lower price.)

We recommend starting with the free CreateSpace ISBN. It will put your book on-line on Amazon.com, Barnes and Noble and many other on-line booksellers and you can opt to set up discount codes that will allow others to buy at a discount (wholesale) rate. The only reason to have the generic Bowkers ISBN is if you want to market them to the big-box booksellers like Costco, Barnes and Noble and others. They will not buy from CreateSpace.

We suggest that you market your books on-line and locally yourself to see how they do. Buy the number that you want to take around to local bookstores and advertise them on your blog or website. If you feel you have a book with broader appeal, then you can still relist it with Ingram under a Bowker ISBN.

The purchase cost of a book about 100 to 150 pages would run between \$2.00 to \$2.50 plus shipping generally. (That same cost applies to just one book or 100 books.) If you sell them directly for \$12 each, for instance, you would make approximately \$9.00 per book.

CreateSpace provides you, free of charge, an eStore webpage from which you can sell each book. Books sold on your eStore will bring you a much higher royalty than those sold on Amazon.com, barnesandnoble.com or other on-line bookstores and you will know before you even activate your listing what those royalties for each will be.

Each book sold on-line will bring you a royalty depending on the difference between the selling price and the price of printing with no outlay for you other than the preparation and set-up costs for your book.

When marketing to bookstores and other booksellers, etc., you should offer them a 40% discount.

Please contact us at contact@groundwaterspublishing.com if you have further questions.