Jumpstart PUBLISHING

Your book is launched, now what?

Where else do you put your book so it could sell besides Amazon and your own website? Here's a few things that you can look into to see if it's a fit.

MAJOR FREE SELF-PUBLISHING & DISTRIBUTION PLATFORMS FOR

Amazon Kindle Direct Publishing (KDP)

Amazon KDP

Best for:

- Amazon ebook sales
- Paperback POD
- Hardcover POD
- Fastest visibility

Cost:

- Free to upload
- They take a percentage of sales

Notes:

- Still the #1 place for indie authors
- Best discoverability
- KDP Print is usually cheapest POD option

IngramSpark

IngramSpark

Best for:

- Bookstore distribution
- Libraries
- Global distribution
- Hardcover options

Cost:

- Upload fees USED to be common
- Now often free during promos or permanently free depending on setup
- Takes wholesale discount/cut

Notes:

- Considered essential for wide print distribution
- Most indie authors use this alongside KDP

Draft2Digital

Draft2Digital

Best for:

- Ebook distribution everywhere except Amazon
- Easy formatting
- Wide ebook publishing

Cost:

- Free upload
- Takes percentage of royalties

Distributes to:

- Apple Books
- Kobo
- Barnes & Noble
- Scribd/Everand
- Hoopla
- Libraries
- More

Notes:

- Very author-friendly
- Bought Smashwords
- One of the easiest systems to use

Smashwords

Smashwords

Best for:

- Wide ebook distribution

Cost:

- Free

Notes:

- Now owned by Draft2Digital
- Still operational in many ways
- Older platform but huge ebook reach

Kobo Writing Life

Kobo Writing Life

Best for:

- International ebook reach
- Canada
- Non-Amazon readers

Cost:

- Free

Notes:

- Strong global reach
- Better royalty structure than Amazon in some cases

Apple Books for Authors

Apple Books for Authors

Best for:

- Apple ecosystem readers
- Premium nonfiction audiences

Cost:

- Free

Notes:

- Can upload direct OR through Draft2Digital
- Nice for business/self-help audiences

Google Play Books Partner Center

Google Play Books Partner Center

Best for:

- Search visibility through Google
- Android audience

Cost:

- Free

Notes:

- Underutilized platform
- Can appear in Google search results directly

Barnes & Noble Press

Barnes & Noble Press

Best for:

- Nook ebooks
- Paperback POD

Cost:

- Free

Notes:

- Faster royalty payouts than some competitors

Written App

https://written.app/

Best for:

- An ebook platform where authors keep 90% of sales and own their audience
- They use the PDF of your book, so not the best ebook experience

Cost:

- Free to post, but they take 10% of sales

PRINT-ON-DEMAND (POD) PLATFORMS

These primarily print books on demand rather than acting as massive retailers.

Lulu

Lulu

Best for:

- Workbooks
- Journals
- Coil-bound books
- Courses/manuals
- Direct sales

Cost:

- Free upload

Notes:

- Very flexible printing options
- Great for coaches/trainers
- Can integrate with Shopify

BookBaby

BookBaby

Best for:

- Done-for-you services
- Authors who want help

Cost:

- Usually charges packages/upfront fees

Notes:

- NOT really free
- More service-based than DIY

Blurb

Blurb

Best for:

- Photo books
- Art books
- High-design books

Cost:

- Free upload

Notes:

- Better for visual books than business books

BookVault

BookVault

Best for:

- Direct sales
- Kickstarter authors
- Premium printing

Cost:

- Free setup
- Pay per print/order

Notes:

- Growing fast with indie authors
- Strong Shopify integration

Books.by

Books.by

Best for:

- Direct-to-reader sales
- Higher royalties

Cost:

- Free setup

Notes:

- Newer platform
- Focus on keeping more profit

AGGREGATORS / “UPLOAD ONCE, DISTRIBUTE EVERYWHERE”

These are important because they save time.

PublishDrive

PublishDrive

Best for:

- Wide global ebook distribution
- Subscription model

Cost:

- Usually monthly fee model

Notes:

- Good for authors with multiple books

StreetLib

StreetLib

Best for:

- International distribution
- Smaller/global stores

Cost:

- Free upload

Notes:

- Not as common in US nonfiction market
- Good international reach

XinXii

XinXii

Best for:

- European ebook distribution

Cost:

- Free upload

AUDIOBOOK PLATFORMS

ACX (Amazon/Audible)

ACX

Best for:

- Audible
- Amazon audiobooks

Cost:

- Free upload

Notes:

- Can do royalty share with narrators

Findaway Voices

Findaway Voices

Best for:

- Wide audiobook distribution

Cost:

- Free upload

Notes:

- Distributes beyond Audible

Authors Republic

Authors Republic

Best for:

- Wide audiobook distribution

Cost:

- Free upload

DIRECT SALES / SELL FROM YOUR OWN WEBSITE

Shopify + Lulu Direct

Shopify

Best for:

- Selling directly
- Keeping customer data
- Bundles/workbooks/events/books

Notes:

- Great for coaches/speakers
- Higher profit margins

WooCommerce + POD Integrations

WooCommerce

Best for:

- WordPress users
- Full control

Payhip

Payhip

Best for:

- Digital books
- PDFs
- Courses + books together

Cost:

- Free plan available

Gumroad

Gumroad

Best for:

- Selling ebooks directly
- Lead generation

Cost:

- No upfront fee

THE MOST COMMON “SMART STACK” AUTHORS USE

PRINT

- KDP Print
- IngramSpark

EBOOKS

- Amazon KDP
- Draft2Digital wide distribution

AUDIO

- ACX or Findaway

DIRECT SALES

- Shopify or WooCommerce from your website

That combo gives:

- Amazon reach
- Bookstore/library reach
- Global ebook reach
- Direct customer ownership
- No inventory

PLATFORMS I WOULD PROBABLY NOT PRIORITIZE FOR MOST BUSINESS AUTHORS

Unless there's a special reason:

- Smashwords direct upload (since D2D absorbed much of this)
- Blurb (unless visual/photo-heavy)
- BookBaby (expensive)
- Lulu for standard books (great for workbooks though)
- Barnes & Noble direct upload unless you want direct control there

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BREAKDOWN

Goal	Best Platform
Sell most books	Amazon KDP
Get into bookstores/libraries	IngramSpark
Easy ebook distribution	Draft2Digital
Sell premium workbooks/journals	Lulu
Sell direct from your website	Shopify + POD
International ebook reach	Kobo + Google Play
Audiobooks	ACX + Findaway
High-end visual books	Blurb

A lot of successful indie authors actually use 2–4 platforms together strategically rather than relying on just one.