

## Extended Distribution

### BACKGROUND:

Currently our book is available online via Lulu (4 versions are available: eBook of first and second editions, second edition in hard and soft cover).

A paper copy of the first edition of the ABA book has also been “pirated” (soft and hard cover) and is available on “extended distribution” (most online resellers including Amazon, book depository, Kobo, and many more. The price varies from CAD \$40 - \$100)

Most other fellowships have their book available on Amazon and other big online resellers.

The issue with getting the ABA book on Amazon (only) from the US is ABA needs a tax file number which we currently do not have.

Although Online Distribution is available via the Lulu website, it is a complicated process and too much/too time consuming for Lou to do it (Lou organised the book to be available on Lulu)

So what’s our options go get the book available for online distribution and “fight” the pirated version?

### OPTIONS

#### Option 1: Do nothing

Do nothing. Accept that our book is pirated, at least its out there. We can still sell it to people from our website via Lulu.

#### Option 2: Outsource the set-up of Extended Distribution

Lou got some prices to get the book set up for “extended distribution” from a company in Australia: Publicious. They would organise our ABA book being available on all major platforms (Amazon, Book Depository etc, like the pirated version). They would not do that via the Lulu website (they have their own way of doing it).

### COST OF EXTENDED DISTRIBUTION

There are 2 costs to take into account: the initial set up and the ongoing cost

#### Initial Cost

Publicious did the eBook of the second edition for us at a very reasonable price. The prices are (in AUD which is equivalent to the CAD):

- “Print on Demand” (paper book) - \$799 + GST (each title) = \$880
- Ebook - \$499 + GST (each title) = \$550
- Combined “Package” \$1199 + GST = \$1,320

For instance, if we wanted the paper back copy of the second and the eBook of the second edition available for “extended distribution”, the set-up cost would be \$1,320 for both.

Once the initial set up is done, Amazon gets a “cut” of the profit, and the rest goes to ABA. Lou can get. More details as requested.

#### Ongoing Cost - Revenue

The cost is high to sell the book via Online distribution: they take a high percentage per book sold.

Once the book is sold via “online distribution”, there is a “fee” from the extended distribution for each book. Here after a comparison table of fees with Lulu or Extended Distribution (this example is for the eBook):

eBook Revenue Comparison in CAD																																																																																									
Lulu Bookstore Revenue			Examples of “Extended Distribution” revenue																																																																																						
We currently sale our book for \$19 CAD. Cost of printing is \$15.13. <b>Lulu distribution Fees per book = \$.77</b> <b>Our revenue (profit) \$3.10 profit per book</b>			Our book would have to be sold for at least \$35. To make a similar profit, lest look at \$38 sale price (cheaper than the pirated version): Printing cost \$15.13 <b>Extended Distribution \$19</b> <b>The revenue (profit) would be \$3.10 per book</b>																																																																																						
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**ONLINE DISTRIBUTION – ADVANTAGE AND DISADVANTAGE**

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>- “fight” against the pirated version</li> <li>- If we go with Publicious, no tax file number needed</li> <li>- Book more widely available. Anybody searching for “anorexics” or “Bulimics” would find our book in major bookstores</li> <li>- Book available like most other ABA 12-steps programs</li> </ul>	<ul style="list-style-type: none"> <li>- Upfront cost</li> <li>- High fees per book sold so our “profit” is far less</li> </ul> <p>→ For this reason, Lou proposes to keep the book on Lulu (direct link from our website)</p>

**CONCLUSION**

Selling online distribution is expensive. Should we go this way, Lou suggests we keep our book available on lulu, and direct our members via our website to purchase all our material on Lulu (same set up as the current).

Lou suggests should we go ahead with Extended distribution we only sell one “product”: the second edition of our soft cover. The initial cost would be just under \$900. Lou would be happy to contribute to this cost. It would take quite some time recuperating our costs. The book would have to be sold for at least \$35-\$40 (currently available for more in a pirated version).

Lou does not suggest selling our eBook on extended distribution as its easier to “download it” from Amazon etc and we might lose more sales from having it available there. Or we could sell it at a more expensive price then via Lulu.

The question is... is it worth it? We should think beyond the financial cost and remember our primary purpose is to carry the message to those who still suffer. Extended distribution does offer our book being available to a wider audience.