



Branching Out

Ways to Make the Most of Your Intellectual Property

Book Formats

- ◆ Paperback Books (CreateSpace, Ingram Spark)
- ◆ Hardcover Books (Ingram Spark)
- ◆ Kindle Books (Kindle Direct Publishing)
- ◆ ePub Books (Kobo, iBooks, Nook, Draft2Digital)
- ◆ Audio Books (ACX)

Recommended Training:

- ◆ Training 106 - Marketplaces for Book Promotions with Sherry Snider
- ◆ Training 110 - Audiobook Creation and Distribution
- ◆ Training 120 - Selling Books in Other (Non-Amazon) Marketplaces



Hire an Agent

- ◆ Foreign Rights
- ◆ Translations
- ◆ “Traditional” contracts

(These tend to be a lot of time and effort so it's worth hiring somebody to handle them for you.)



Ancillary Books

- ◆ Sequels & Prequels
- ◆ Short Stories & Novellas
- ◆ Journals
- ◆ Coloring Books
- ◆ Work Books

Recommended Training:

- ◆ Training 098 - Limited Content Books with Kristen Joy, The Book Ninja
- ◆ Journal Design Basics with Kristen Joy (paid course)
- ◆ Capitalizing on the Coloring Book Trend with Tony Laidig (webinar replay)



Merchandising

- ◆ Clothing (Shirts, hats, hoodies, etc)
- ◆ Coffee or Travel Mugs
- ◆ Accessories (Phone Cases, Tote Bags, Purses, Keychains, Patches)
- ◆ Household Accessories (Wall Clocks, Throw Pillows, Shower Curtains)
- ◆ Stationary Cards, Prints, Posters, Maps
- ◆ Branded Cosmetics, Jewelry
- ◆ Action Figures or Other Toys

Recommended Storefronts:

- ◆ [TeeSpring](#), [Atayne](#), [Merch by Amazon](#)
- ◆ [Printful](#), [Zazzle](#), [Fine Art America](#)

Suppliers in Bulk:

- ◆ [UPrinting](#), [VistaPrint](#), Staples, UPS Store
- ◆ *Anything* in bulk: [Alibaba](#)



Other Media

- ◆ Podcasts
- ◆ Video Games
- ◆ Video / Movies

Video Services:

- ◆ Physical DVDs: CreateSpace, Kunaki
- ◆ Video on Demand: YouTube, Vimeo, Amazon Video Direct
- ◆ Distributors: Distribber, Jansen
- ◆ Producers: Amazon Studios



In-Person Events

- ◆ Seminars
- ◆ 1 on 1 or Small Group Coaching
- ◆ Providing Services
- ◆ Meetups
- ◆ Book Readings
- ◆ Scavenger Hunts



Questions?

Image Sources

- ◆ <http://mrg.bz/16f6e3> (opening slide - baby with book)
- ◆ <http://mrg.bz/76b3b9> (opening slide - headphones on book)
- ◆ <http://mrg.bz/1732dd> (opening slide - stack of shirts)
- ◆ <http://mrg.bz/639ebe> (book formats / agents - stack of books)
- ◆ <http://mrg.bz/0a0280> (ancillary books - coloring book)
- ◆ <https://teespring.com/gotbrains> (merchandising - got brains?)
- ◆ <http://mrg.bz/524b8e> (other media - kid playing on phone)
- ◆ <http://mrg.bz/8dee8b> (in-person events - conference room)