

# WHY VERVANTÉ VS



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Here at Vervante, we're often asked to compare our services to others such as KDP and IngramSpark. While at first glance we may seem similar, there are significant differences. The biggest is that we believe you need to capture each customer's email address to grow your database. Vervante allows you to do this, KDP and IngramSpark do not.

Using Vervante as your back-end publishing and distribution partner allows you to have the best of both worlds – your own solution where you sell the book or product from your site, collect custom contact information critical for building your business, and we handle printing and shipping. PLUS we list your book for sale on Amazon as a secondary purchasing option. It's a win-win solution for authors all around - you have access to critical customer data AND your book is available on Amazon.

There are other differences in how we help authors and we've gathered them here for you as well. If you have any questions or would like a free quote, our publishing pros are here to help. Just schedule a call with us using our online system, or email at [sales@vervante.com](mailto:sales@vervante.com).

control, and not sending your buy button links to Amazon, allows you to grow your database of customer information. As business owners, building our email lists should be our #1 Priority because email subscribers can become repeat product buyers.

Many of our customers use KDP for standard distribution and IngramSpark for expanded distribution. We believe the best approach is to have it all: sell directly from your site to make the most profit and capture the customer data, then list your book with KDP and IngramSpark for expanded distribution and additional benefits such as PRIME shipping. We recommend that all of your marketing and sales efforts direct your customers to buy directly from you and your site.

- YOU maintain control of your pricing, with higher profits.
- YOU have access to valuable customer data by processing transactions.
- YOU are able to build a community of loyal, long-term fans.

We can work with ANY shopping cart you choose, giving you the freedom and flexibility that other publishers do not.

## SETTING UP

Selling your books and products from a site you con-

## TRUE COST

KDP can print and ship books directly to the author's door, usually at rates cheaper than most. These special prices are only applicable for "member orders" that are placed by you for your own title. However, this leaves you shouldering the responsibility of supplying packaging, processing payments, addressing the packages, and taking them to the Post Office for shipping, steadily chipping away at your bottom line.

IngramSpark can distribute your book to retailers around the world, but they offer a 40-50% discount on your book's price to those resellers, dramatically lowering your final profits.

Vervante prints your books, then we can either store bulk orders in our warehouse until they are needed, or print and ship books directly to your customer as they are ordered. In short, we handle everything from printing the book to getting it directly into your customers' hands. You avoid the expense and hassle of processing and shipping your own books.

## WE OFFER MORE THAN JUST BOOKS

We offer a variety of other products and services. Your book could lead to a planner, journal, workbook, coaching or training products, card deck, etc. We offer individual order drop shipping so you don't need to deal with the hassle of fulfillment. You can also send us complimentary products such as pens, apparel, or other promotional items to be included in the box with your book or product. You can view our product catalog [HERE](#).

## EXCEPTIONAL CUSTOMER SUPPORT

You can contact us through email, social media, and even schedule a 1-on-1 call with our CEO! Our staff of publishing professionals are happy to help with any questions about publishing. We also offer ISBNs, Copyright Registration and LCCN applications. We have a full library of free guides, how-to's and even videos that provide all you need to know for a successful publishing experience.

### IT'S ALL IN THE DETAILS

	Vervante	KDP	IngramSpark
Sample kits or Products	✓	✗	✗
Hardcover Wire - O (Planners/Journals)	✓	✗	✗
Hardcover Books	✓	✗	✓
Paperback Books	✓	✓	✓
Custom Book Sizes	✓	✗	✗
Spiral or Wire - O Binding	✓	✗	✗
Saddle-Stitch Binding	✓	✗	✗
Mixed color and Black & White Pages	✓	✗	✗
Card Decks & Packaging	✓	✗	✗
3-Ring Binders	✓	✗	✗
CDs/DVDs/USBs	✓	✗	✗
Sell from your site and we'll drop ship	✓	✗	✗
Inventory Management	✓	✗	✗
Custom Packaging	✓	✗	✗

# PROFIT AND ROYALTIES

EXAMPLE BOOK: 200 pages printed black & white, 6x9, perfect-bound with a full color printed cover.

**Author determined list price of \$19.95**

<b>Author Sells on KDP</b>	<b>\$19.95</b>
Fixed Cost Per Page (200 pages x .012)	-\$ (2.40)
Fixed Cost Per Book (\$.85/book)	-\$ (0.85)
40% Amazon Commission Per Book	-\$ (7.98)
<b>PROFIT ON KDP SALE</b>	<b>\$8.72</b>
<b>Author Sells through IngramSpark</b>	<b>\$19.95</b>
Fixed Cost Per Page (200 pages x .0129)	\$2.58
Fixed Cost Per Book (\$1.19/book)	\$1.19
Fixed Handling Fee	\$1.99
Total IngramSpark Printing Cost	\$5.76
40% -50% Reseller Discount (Used 50% for this example)	-\$9.98
Print Cost	-\$5.76
<b>Profit on Sale from IngramSpark</b>	<b>\$4.22</b>
<b>Author Sells from their own site</b>	<b>\$19.95</b>
Charge Customer for Shipping and Handling	\$4.95
Total Transaction	\$24.90
Vervante Cost to Print	\$6.85
Estimated Postage & Handling	\$4.39
Total Vervante Cost	\$11.24
<b>Profit on Sale from Authors Site</b>	<b>\$8.71</b>

You will make the same as selling on KDP, but when you sell from your site you'll get an email address

