

WHY **VERVANTÉ** vs **createspace**™ ?

Here at Vervante, we're often asked to compare our services and those of CreateSpace. While at first glance we may seem similar, there are significant differences. Here's the biggest:

You need to capture each customer's email address to grow your subscriber database. Vervante allows you to do this – CreateSpace does 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 from your site, collect customer 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 will be 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 [HERE](#), or email at sales@vervante.com.

SETTING UP

Selling your books and products from a site you 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.

CreateSpace directs customers to Amazon to purchase your book, which makes them customers of Amazon, leaving you in the dark about who is buying your book.

We recommend that all of your marketing and sales efforts direct customers to your site to purchase books and products. You process the transaction, collect the customer data, and build your community. We've got super simple systems that work with ANY shopping cart for automatically gathering customer information so that we can print and ship your book.

TRUE COST

CreateSpace 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.

Vervante prints your books, then we can either store bulk orders in our warehouses 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.

AMAZON AS A SECONDARY DISTRIBUTION CHANNEL

We want you to sell lots of books and we'll help you do that, so as a secondary distribution channel to your site, we recommend Amazon Marketplace. We list your books and products on Amazon for you, then we handle orders and shipping. This way you will know who is buying your product because we will receive the orders and shipping addresses and will provide that information to you.

complimentary products such as apparel or branded promotional items to include and ship with your book or products. View our product catalog [HERE](#).

CUSTOMER SUPPORT

Our staff of publishing professionals are happy to help with any questions about publishing. We also offer ISBNs, UPCs, Copyright Registration and LCCN applications. And we have a full library of free expert guides you can access any time online.

VERVANTE – MORE THAN JUST BOOKS

We offer a variety of other products and services. Your book could lead to more products down the road such as a journal, workbook, a home study, an audio or video program, a coaching or training program, card decks, etc. We can print and ship your books, CDs/DVDs, binders, card decks, etc. You can also send us

IT'S ALL IN THE DETAILS

	VERVANTE	CREATESPACE
Sample kits or Products	✓	✗
CDs/DVDs	✓	✗
Card Decks	✓	✗
Paperback Books	✓	✓
Hardcover Books	✓	✗
Spiral Binding	✓	✗
Saddle-Stitch	✓	✗
eBooks	✓	✗
Coaching & Training Binders	✓	✗
Custom Book Size	✓	✗
Printed in Color or Black & White	✓	✓
Partial Color - Specific pages printed in color	✓	✗
Wholesale Distribution	✓	✗

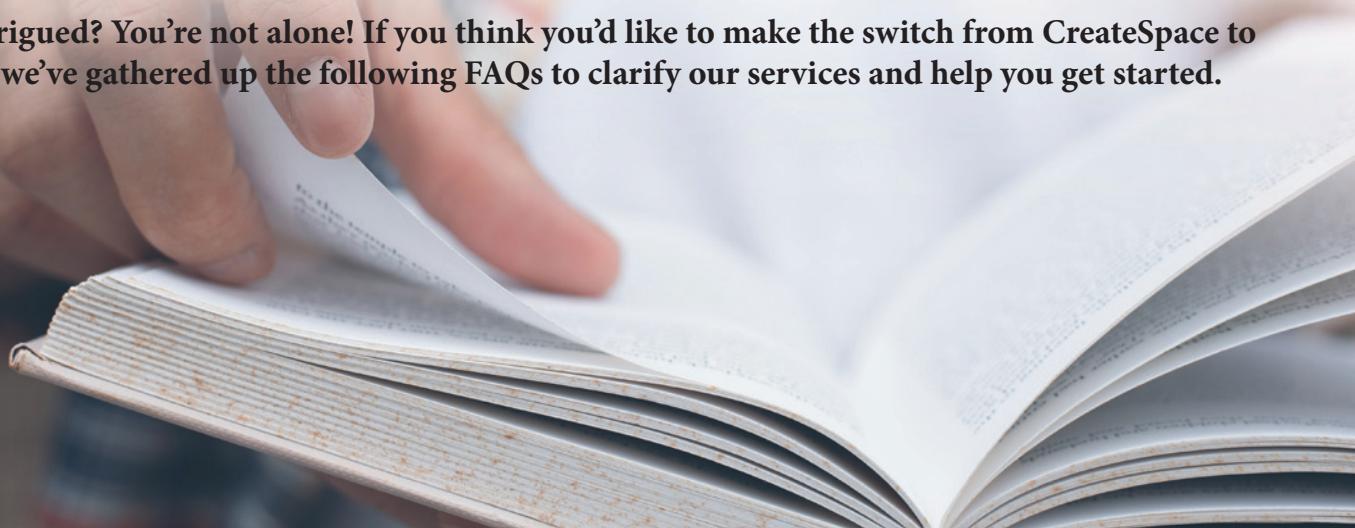
PROFIT AND ROYALTIES

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

Author determined list price of \$14.95

Author Sells on CreateSpace	\$14.95
Fixed Cost Per Page (200 pages x .012)	\$(2.40)
Fixed Cost Per Book (\$.85/book)	\$(0.85)
40% Amazon Commission Per Book	\$(5.98)
CreateSpace Royalty	\$5.72
Author Sells from their own site	\$14.95
Charge customer for shipping	\$3.99
Total Transaction	\$18.94
Vervante Cost to Print	\$5.93
Estimated Postage	\$2.61
Total Vervante Cost	\$8.54
Profit on Sale from Author's Site	\$10.40
<i>Highest royalty AND you capture the customer's email address</i> →	
Author sells on Amazon Marketplace	\$14.95
Amazon 15% commission	\$(2.24)
Amazon Transaction Closing Fee	\$(1.80)
Reimbursement for US Shipping	\$3.99
Amazon 15% Shipping Commission	\$(0.60)
Total Amazon Marketplace Transaction	\$14.30
Vervante Cost to Print	\$5.93
Estimated Postage	\$2.61
Total Vervante Cost	\$8.54
Profit on Amazon Marketplace Sale	\$5.76

Excited? Intrigued? You're not alone! If you think you'd like to make the switch from CreateSpace to Vervante, we've gathered up the following FAQs to clarify our services and help you get started.



Q: If I use Vervante can I still have my book listed on Amazon?

A: Yes, we encourage you to sell your book from your own site so that you can capture the email address of your customers. AND we recommend that we list your book on Amazon as a secondary purchase option. It's a win-win situation all around!

Q: How do I move my book to Vervante if it's already listed with CreateSpace?

A: There are two ways to "Unpublish" a book with CreateSpace.

Option #1 – Change Status

1. Log in to CreateSpace and go to your dashboard.
2. Click on your listing
3. Go to the third link under 'set up', which is 'interior' and click on that.
4. The second option is 'Change' in a blue, oval button. Click on that. You will see this message: "You have selected to make changes: WARNING: If you make any changes to the setup of your book, you must complete the review process again. Is this what you want to do?"
5. Select 'Proceed'
6. Now when you go back to 'Member Dashboard' your book will show as 'incomplete'

It takes a day or two, but the book will eventually be shown in listings as 'unavailable'

Option #2 – Retire the Book

Email customer service at CreateSpace and ask them to retire your book. This should also make the book unavailable for ordering.

Q: Will I need to redo my current listing page on Amazon if I stop using CreateSpace? What about my testimonials, will they disappear?

A: No. If we list your book with Amazon Marketplace your current book page and all testimonials will stay the same. The only difference is that Vervante will now receive all orders and ship them for you. There are two advantages to Marketplace: 1) 15% Amazon commission vs. 40% CreateSpace commission, 2) You will have access to the names and mailing addresses of customers who buy your book. You won't get their email address but we can include a letter with the book encouraging the buyer to visit your site and opt into your newsletter or blog.

Q: Does Vervante print books on-demand?

A: Yes, we can print and ship your book on-demand, print in small batches or print thousands – whatever you need.

Q: Can I order books for myself at my cost?

A: Yes, your book will be available in your Vervante Author Account where you can order it at your cost. We also offer bulk order discounts for books and products. Contact us at sales@vervante.com for quotes and more information.

Q: I'm ready to get started with Vervante, what's my first move?

A: First, you need a Vervante author account, set one up [HERE](#). Once that's done, you can request a free quote for your book from your Author Dashboard online, or email us at sales@vervante.com. If you have questions or would like to discuss your project, you can also schedule a phone call with us [HERE](#).

Q: How do book sales work?

A: If you already have a sales and shopping cart system set up online, great! We can process orders from ANY shopping cart, no matter which one you use. And you don't need to worry about integration, API, or any of

that fancy complicated stuff. For details on integrating shopping carts, click [HERE](#).

No website or shopping cart? No problem. Vervante has a public bookstore solution. We can sell your book in our store and you'll have access to the email and customer data.

Listing on Amazon: We love Amazon, and we still want you to list your book there. Our recommendation to switch from CreateSpace doesn't mean we don't see the value of having your book listed there. We just want to offer you the ability to collect and build your customer contact list without giving away your customer data to CreateSpace. All you need to do to list your book on Amazon using Amazon Advantage is to let us know and we'll take care of the details.

Q: How do I get paid for Amazon Marketplace orders?

A: We've put together a special guide called "From Retail Sales to Royalties" to help authors follow the money trail for everything from sales to royalties for their books and products. Check it out [HERE](#).

Q: What are your options for book binding?

A: We offer a variety of binding options: spiral, wire-o, saddle-stitch, perfect bound, hardcover, 3-ring binders.

Q: I'd like to print my book in black-and-white, but with a few color pages in the middle. Do you offer options for color or partial color?

A: We can print an entire book in color, partial color (just a few pages within the book, or black-and-white. If your book has just partial color then we only charge you for those pages to be printed in color, not the entire book.

Q: Can I send marketing materials or a letter with the book?

A: Yes, we can include materials we print such a letter, bookmark, postcard, etc. or even items that you provide us to include in the packaging with your book.

Q: What if I don't live in the United States?

A: No problem, we have lots of international customers who use us as their U.S.-based distribution option. And we can send book orders anywhere in the world.

We hope this helped. And if you have questions that aren't addressed here, or would like to discuss working with us further, please email us at sales@vervante.com. You can also schedule a phone call [HERE](#).

In closing, we'd like to clarify that using Vervante doesn't mean you can't have your book on Amazon. Just the opposite, in fact. We want you to sell your book on Amazon – just not as the only purchasing option. When you link your sales directly to Amazon via CreateSpace, you can't capture the customer data. We think that's pretty important and we know you do too.

Questions? Ready to get started? We're here to help!

sales@vervante.com