

How to Track Your Royalties

An Author's Guide For Following The Money From The Shopping Cart To The Bottom Line

The Vervante logo is displayed in a serif font, centered within a blue and green abstract background that features a bright light source and water-like textures.The Amazon.com logo is displayed in a sans-serif font, centered within the same blue and green abstract background as the Vervante logo.

It pays to self-publish with Vervante. Our complete range of services for design, production, retail sales, fulfillment, distribution, and exceptional customer service provides authors with industry-leading economics, putting more money in your pocket for every book or product you put on the shelf. This guide will help authors follow the money trail for everything from retail sales to royalties when it comes to their books and products.

Retail Sales – Getting Started

Vervante offers distribution of your product, book or eBook in the following retail locations: Amazon and the Vervante Bookstore.

To add your product, book or eBook to any of these retail channels, log into your Vervante Author Account and select the “List Physical Product for Retail Distribution” or “List eBook for Retail Distribution” links. The resulting pages include:

- Detailed information about all of your retail sales options
- An online form for listing your product or book for sale
- Options for purchasing ISBNs or UPCs
- Easy to use calculators to estimate sales transactions and profits

Depending on the option you select, your product can be available for ordering within 48 hours.

Once your product, book or eBook is listed for sale online, we take all the work out of your hands. Vervante will receive product orders from the various retail locations. We will then process and ship the orders for you – hassle free and with no involvement necessary on your part. You can keep track of orders, shipping, credits and royalties by selecting the Orders, Statements or Reports links at the top of your Author Account page.

**For more guidance on choosing the best place to sell your book online and supporting book sales, check out these articles:*

[“The Best Place to Sell Your Book Online”](#)

[“17 Strategies for Boosting Book Sales”](#)

Calculating Sales and Royalties

Physical Products

You can calculate transaction fees and royalties by using the Calculators we've provided on the pages where you request to list your product or book for retail sales. Scroll to the section for the location of your choice (such as Amazon.com) then click on the blue button that says "Calculate Your Retail Transaction."

Description	amazon.com marketplace	VERVANTE BOOKSTORE
Retail Price Set by Author	Enter Your Retail Price	Enter Your Retail Price
Commission % (-)	15	10
Fee Transaction Fee (-)	1.80	0.00
Reimbursement for Postage (-)	1.00	0.00
Shipping Commission % (-)	15	0
Total Transaction	---	---
Cost to Print Book OR Order & Pick Fee If Item is in stock	5.99	5.99
Cost to ship book: (default Media Mail)	2.80	NA - Buyer Pays Shipping
Total Cost to Print & Ship	---	---
Total Profit	---	---

*Estimates only

eBooks

You set the list price for eBooks on Amazon. For Kindle eBooks royalties are paid based on the list price and size of the file.

For eBooks listed on Amazon Kindle you set the List Price for each eBook between \$0.99 and \$200.00 depending on the size of the eBook file.

Amazon Kindle	Min List Price	Max List Price	Royalty
Less than or equal to 3MB	\$0.99	\$200.00	35%
Greater than 3MB and Less than 10MB	\$1.99	\$200.00	35%
10MB or greater	\$2.99	\$200.00	35%
Less than 50MB	\$2.99	\$9.99	\$70%

Keeping Track of your Orders



When your book or product is ordered from the Vervante Bookstore you can view these orders from your Author Dashboard under Orders > View Orders Originating From Vervante Bookstore.



On the first and 15th of each month we will post credits for Vervante Bookstore orders shipped. You can view these credits by selecting “Statements” from your Author Dashboard. You will see a credit for the transaction.

When you view orders originating from Vervante Bookstore, you will see an order for the cost to produce the product. Shipping is not included in the cost or the credit since the customer selects and pays for shipping.

Order ID	QtyName	Subtotal	ITEM-COST	CREDITStatus	Shipped on
v537711	1mary antonucci	\$14.95	\$0.00	\$13.46shipped	20150227

You will see a credit for the transaction on your Statements page.

CREDIT	VA522936	Credit for Vervante Bookstore orders between 20150101 and 20150131 Orders:1			13.45
Subtotal:14.95 Product cost:0 Commission:1.5 Net Due author:13.45					



Vervante receives order information from Amazon Marketplace every day. We process these individual orders through the appropriate author account. When you view your “Orders” you will see a 17-digit order ID number in the right column. This is an Amazon order ID so you can easily identify where this order originated. The order is processed through your Author Account so that we can print/produce the product and invoice you for the order.

When you view orders, you will see an order for the cost to produce and ship the product.

Orders

Search for orders

Please note this is a very basic search. If you do not get expected results, reduce search terms. ie - if "John Smith" is not successful, try "smith". Enter date searches in the following form "YYYYMMDD" or "YYYYMM" for entire month.

Date	Order ID	Qty	Name	Subtotal	Shipping	TOTAL	Status	Referring Order ID
02-25-2015	H09023	1	jan adams	\$0.00	\$2.69	\$2.69	shipped	102-6609539-8282669

Amazon Order ID

On the first and 15th of each month we will post credits for Amazon Marketplace orders shipped. You can view these credits by clicking on “statements” from your Author Dashboard. You will see a credit for the transaction. The credit will include the 17-digit Amazon Marketplace order ID, the Vervante order number, Amazon Commission (15%) deducted, Amazon Closing/Transaction Fee (\$1.80) deducted, credit for retail price of the product and credit for reimbursement of shipping charges.

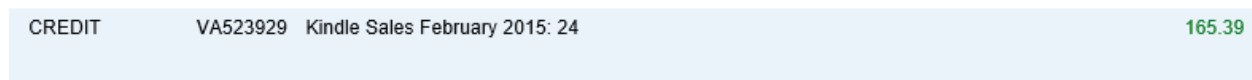
You will see a credit for the transaction on your Statements page.



As you can see in the example above, you would pay for the printing/production and shipping and then we reimburse you for the Amazon transaction. In this example, the author had pre-paid for the product which was in inventory and the only cost was \$2.69 for shipping. The author was reimbursed \$31.51 for the Amazon Marketplace transaction.



On the first of each month we will post credits for Amazon Kindle orders. You can view these credits by clicking on “Statements” from your Author Dashboard. You will see a Kindle credit for the previous 30-day period. This credit is 35% or 70% of your retail price depending on the size of your book.



Getting Paid

Now that you can see how orders are processed and credits are posted to your account, let’s talk about how you get paid. Credits for retail sales transactions will be automatically applied toward your monthly invoices. If your credit balance exceeds \$100 you can request payment via PayPal, or you can choose to leave the credit in your account to be used against future invoices. To request a PayPal transfer just email accounting@vervante.com and we’ll send your royalty payment.

Ready... Set... Sell!

Questions? Ready to start selling your product in bookstores or online? Just follow the instructions you received in this guide and remember that we’re just an email away at customerservice@vervante.com. We can’t wait to help you get started!