

# Making the Most from iBooks

presented by Amy Atwell  
RWA National Conference, July 2017

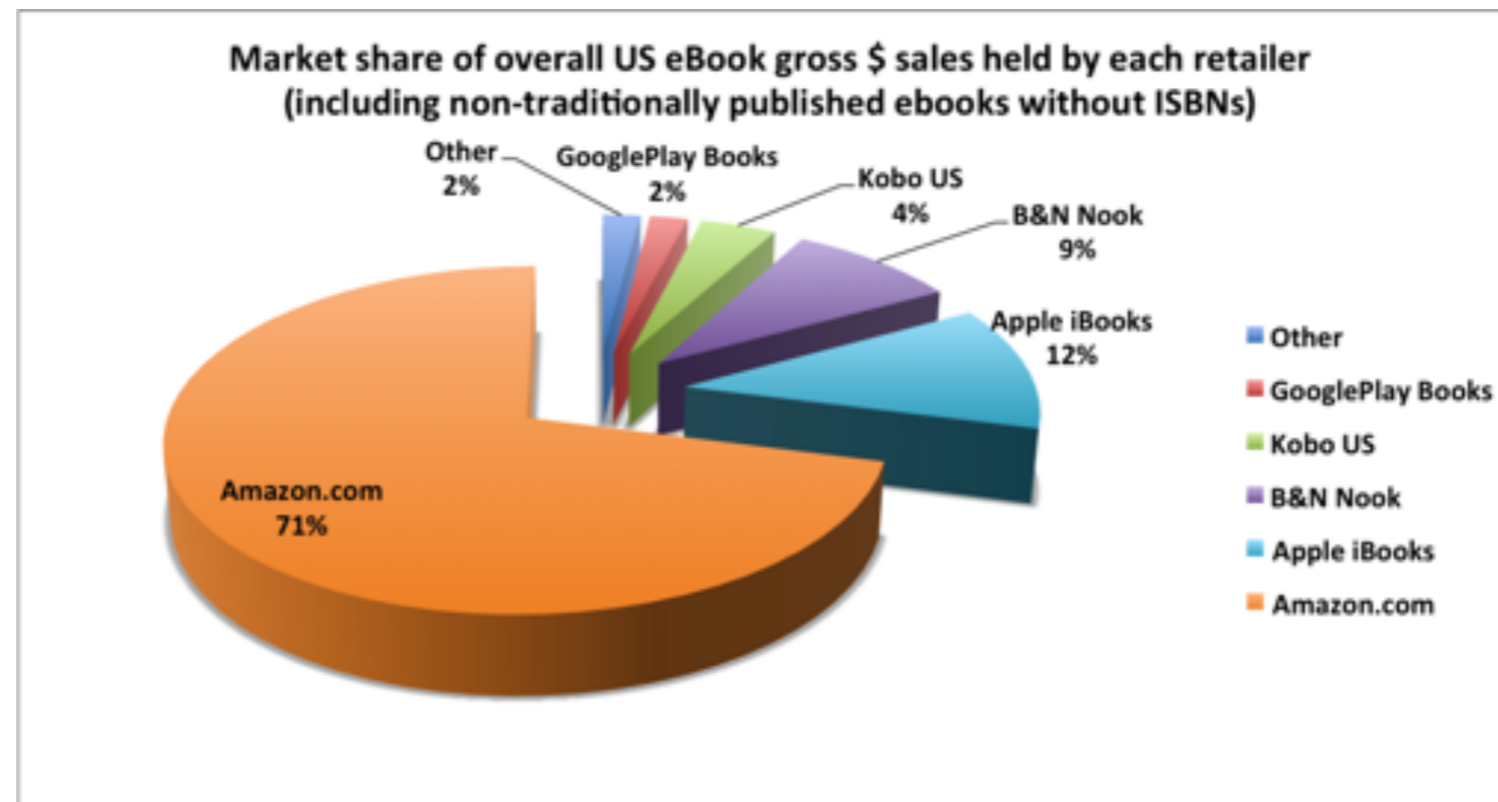


# What We'll Cover:

- Apple as an eBook retailer
- iBooks App and Apple devices
- How to get your book on iBooks
- iTunes Producer software for uploading content
- iTunes Connect publisher dashboards
- Questions!

# Apple as an eBook Retailer

- iBooks retails ebooks in 51 countries
- iBooks is considered the #2 retailer of US ebooks (in gross \$ sales)



[Author Earnings](#) survey graphic, Oct. 2015, is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](#).

# iBooks App and Apple Devices

- The iBooks app is the default bookstore and reading app on all iPhones, iPads and all Mac computers
- In Q4 2016, Apple sold:
  - over 40 million iPhones
  - over 9 million iPads
  - over 4.5 million Mac computers
  - = 50+ million new devices that run iBooks in 3 months

# How Do You Get to iBooks?

**Consider: Time vs Money vs Control**

- Distribute via an “aggregator” such as:



- Create a publisher dashboard on iTunes Connect

# iBooks: Not Scary, Just Different

- iBooks App is “closed” store environment not website
- iBooks accepts only valid, compliant ePub files
- iBooks identifies author, publisher, and the seller
  - The content provider is the seller, iBooks keeps a commission
  - Apple does not issue 1099-Misc for “royalties”

# iBooks on the Internet

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Mac iPad iPhone Watch TV Music Support

## iTunes Preview


Overview Music Video Charts

### Ambersley

[View More by This Author](#)

**Amy Atwell**

This book is available for download with iBooks on your Mac or iOS device, and with iTunes on your computer. Books can be read with iBooks on your Mac or iOS device.



#### Description

*An heiress in disguise. A duke who doubts his legitimacy. Will secrets destroy their love?*

Traumatized by a blaze that killed her parents, young Johanna remembers nothing of her privileged past and remains ignorant of the dangers that surround her. She grows up among the servants, where she develops a sense of purpose that helps her survive the betrayal that unmasks her true identity. Once she is forced to take her proper place in Regency society as the highly sought heiress to the Ambersley fortune, she must defy the relatives who would make her a pawn in their struggle for power.

When Derek Vaughan inherits the dukedom, his dubious parentage makes it a sacrilege to accept. But touched by the ravaged estate and its destitute staff, he braves a society that once shunned him while he rebuilds Ambersley

[...More](#)

#### Customer Reviews

Loved it! ★★★★★  
by BusyIdahoMomOf4

Great story! Well written! Hard to put down once you start.

Ambersley ★★★★★  
by Safe and secure

Great read!

[View in iBooks](#)

**\$5.99**

Available on iPhone, iPad, iPod touch, and Mac.

Category: Historical  
Published: **Jun 18, 2011**  
Publisher: **Amy Atwell**  
Seller: Amy Atwell  
Print Length: 340 Pages  
Language: English

#### Customers Also Bought

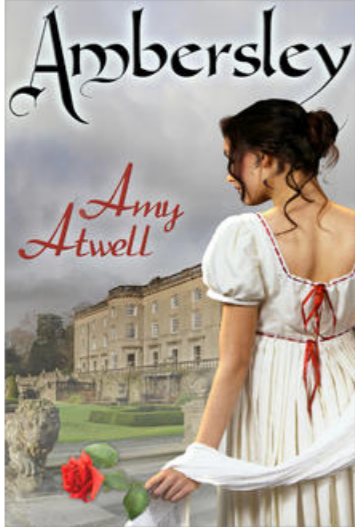
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## Ambersley

Amy Atwell >

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### About the Book

*An heiress in disguise. A duke who doubts his legitimacy. Will secrets destroy their love?*

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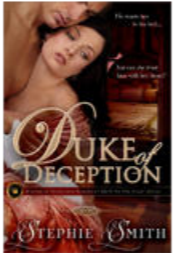


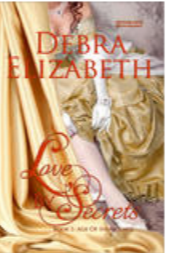



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★★★★★ (233)  
Published Jun 18, 2011

### Information

Language	English	Published	Jun 18, 2011
Genre	Historical	Pages	340
Publisher	Amy Atwell	Size	559 KB
Seller	Amy Atwell		

### Readers Also Bought

 <p>The Defiant Governess... Andrea Pickens \$3.99</p>	 <p>Duke of Deception Stephie Smith \$2.99</p>	 <p>Grays Hill Barbara T. Cerny \$3.99</p>	 <p>Scandal's Child Sherrill Bodine \$2.99</p>	 <p>Love by Secrets (Book 1, Age of... Debra Elizabeth \$0.99</p>	 <p>Lady Lissa's Liaison (To Woo... Lindsay Randall \$2.99</p>	 <p>Love by Deception (Boo... Debra Elizabeth \$2.99</p>	 <p>A Counterfeit Christmas... Ava Stone \$0.99</p>
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### REQUIREMENTS

To view this book, you must have an iOS device with iBooks 1.3.1 or later and iOS 4.3.3 or later, or a Mac with iBooks 1.0 or later and OS X 10.9 or later.

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- Email addy, real name, address, credit card information
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- Be sure to choose PAID account and not FREE
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- This becomes The Seller field on iBooks
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- Must match your tax and banking information
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Tickets

Resources and Help

When your dashboard is approved, you must request your contract and fill in your tax and banking info before you can upload books.

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# Uploading and Managing



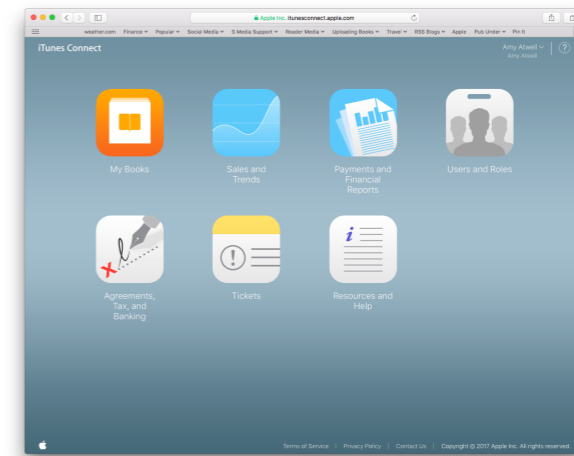
## **iTunes Producer**

Mac only

~ ePub file

~ Cover .jpg

~ Series info



## **iTunes Connect**

Any Computer

~ apply for account

~ update description

~ update price/availability

~ monitor sales and pmts

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Submit

Drag your cover art here.

Drag up to five screenshots here. (Optional)

### Title

Subtitle (Optional)

**Series** Name (Optional)

**Author** Primary First Name Last Name  
Last Name, First Name

**Description** A detailed description of the book that will be displayed on iBooks. For example, the summary that appears on the flap of a dust jacket or on the back cover of a book. The description can be in Rich Text Format, must be suitable for public display, and at least 50 characters long.

**Subject Category** Choose

**Interest Age (In Years)** Choose (Optional)

**Contains Explicit Content** No

**Publisher** Name

**Seller Name** Amy Atwell

**Original Publication Date** MM/DD/YYYY

**Book Language** Choose

**Print Length** Number of Pages

**Book Type** Book

**iBooks Author Multi-Touch Book** No

**Vendor ID** 10080882879

**ISBN-13** 9780000000000 (Optional)

**ISBN Tips:**

- ~ Must be included with original upload if you plan to use one.
- ~ Still recommended by iBooks, but not required.
- ~ Can never be edited. NEVER.

# Switch to your own dashboard from Smashwords or D2D

Romance > Historical > Amy Atwell

## Ambersley

Amy Atwell >

Details Ratings and Reviews Related

### About the Book

*An heiress in disguise. A duke who doubts his legitimacy. Will secrets destroy their love?*

Traumatized by a blaze that killed her father, she grows up among the servants, who force her to take her proper place in Regency society as she struggles for power.

When Derek Vaughan inherits the dukedom, he braves a society that once shunned his half-brother when the boy comes of age. Not only an heiress of beauty and spirit, she is also a woman of secrets that surround her. Once she is forced to make her a pawn in their game of power, she must decide if she is willing to grant the title to his friend—is revealed to be

its destitute staff, he is to grant the title to his friend—is revealed to be

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REQUIREMENTS  
To view this book, you must have an iOS device with iBooks 1.3.1 or later and iOS 4.3.3 or later, or a Mac with iBooks 1.0 or later and OS X 10.9 or later.

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### Summary

**Ambersley**  
by Amy Atwell

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Version original  
Store Status ● On 51 Stores  
Review Status Reviewed

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### Metadata Edit

Title	Ambersley
Authors	Amy Atwell
Author Sort Name	Atwell, Amy
Description	<p><i>An heiress in disguise. A duke who doubts his legitimacy. Will secrets destroy their love?</i></p> <p>Traumatized by a blaze that killed her parents, young Johanna remembers nothing of her privileged past and remains ignorant of the dangers that surround her. She grows up among the servants, where she develops a sense of purpose that helps her survive the betrayal that unmask her true identity. Once she is forced to take her proper place in Regency society as the highly sought heiress to the Ambersley fortune, she must defy the relatives who would make her a pawn in their struggle for power.</p> <p>When Derek Vaughan inherits the dukedom, his dubious parentage makes it a sacrilege to accept. But touched by the ravaged estate and its destitute staff, he braves a society that once shunned him while he rebuilds Ambersley and guards it from his stepmother's bankrupting clutches. He intends to grant the title to his half-brother when the boy comes of age, but Derek's plans go awry from the moment the gardener's apprentice—once his trusted young friend—is revealed to be not only an heiress of beauty and spirit, but the one woman who may finally capture his heart.</p>
Language	English
Publisher	Amy Atwell
Original Publication Date	Jun 18, 2011
Series Name	Lords of London
Number in Series	1.0

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Title	Ambersley
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Author Sort Name	Atwell, Amy
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### Summary

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~ **Series Linking**

~ **Change Seller Name**

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Author Sort Name	Atwell, Amy
Description	<p><i>An heiress in disguise. A duke who doubts his legitimacy. Will secrets destroy their love?</i></p> <p>Traumatized by a blaze that killed her parents, young Johanna remembers nothing of her privileged past and remains ignorant of the dangers that surround her. She grows up among the servants, where she develops a sense of purpose that helps her survive the betrayal that unmask her true identity. Once she is forced to take her proper place in Regency society as the highly sought heiress to the Ambersley fortune, she must defy the relatives who would make her a pawn in their struggle for power.</p> <p>When Derek Vaughan inherits the dukedom, his dubious parentage makes it a sacrilege to accept. But touched by the ravaged estate and its destitute staff, he braves a society that once shunned him while he rebuilds Ambersley and guards it from his stepmother's bankrupting clutches. He intends to grant the title to his half-brother when the boy comes of age, but Derek's plans go awry from the moment the gardener's apprentice—once his trusted young friend—is revealed to be not only an heiress of beauty and spirit, but the one woman who may finally capture his heart.</p>
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# iTunes Connect Resources and Help

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Welcome to the iTunes Contact Us module. Please select the most relevant options from the dropdown menu(s) to help us precisely identify your issue. You may click on the "Start Over" button at any point within Contact Us to return you to the first Contact Us screen.

1. Please choose from the following topics:
2. Please choose from the following topics:
3. What do you need to update?:
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**What steps do I take if my entity has reorganized?**  
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**Book Entity Reorganized — Consent of Assignment Agreement**

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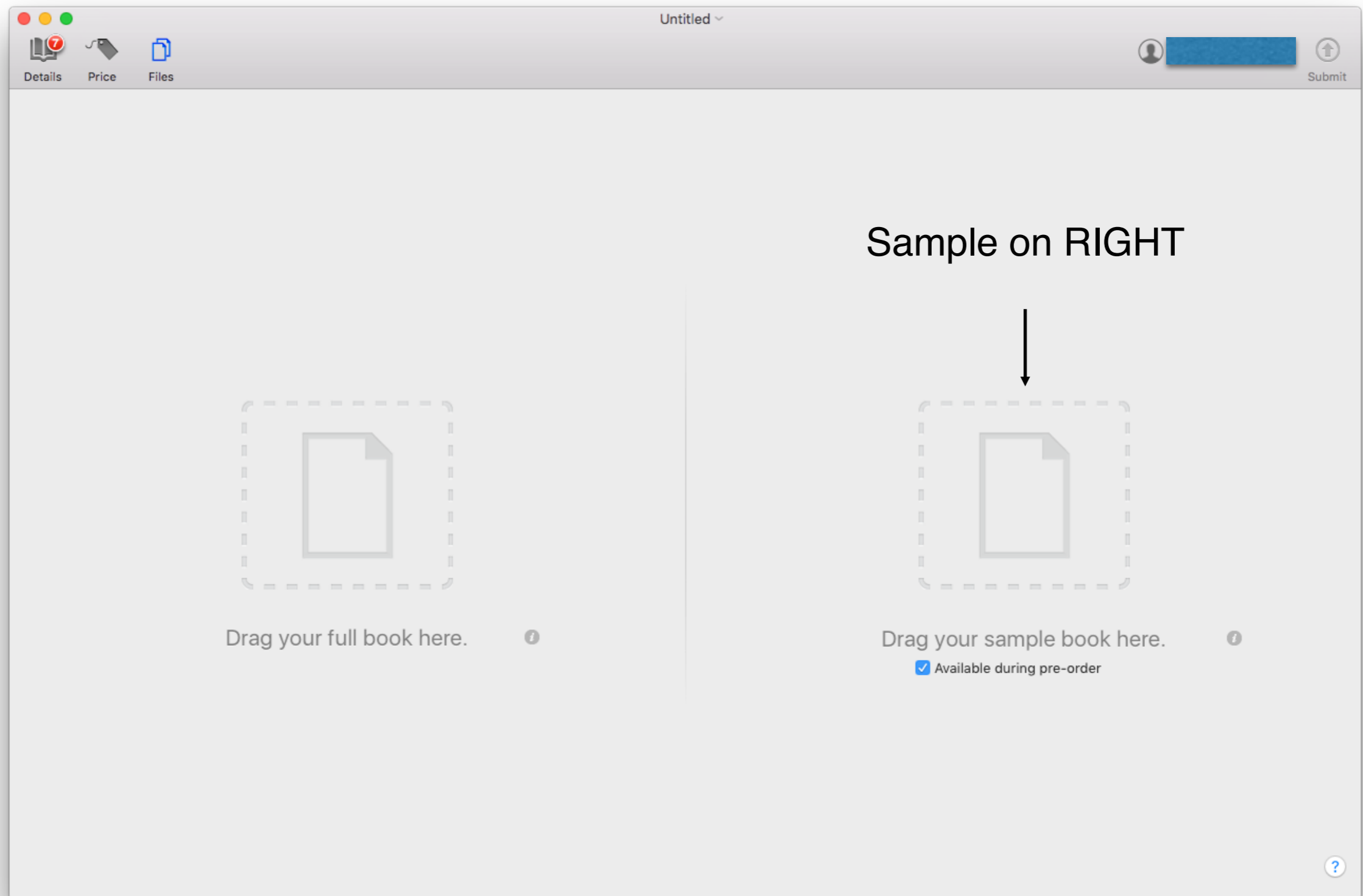
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New Legal Entity Address:

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# What it looks like to the reader...

## About the Author



To learn more about Erika Wilde and her upcoming releases, you can visit her at the following places on the web:

Website:

[www.erikawilde.com](http://www.erikawilde.com)

Facebook:

[www.facebook.com/erikawildeauthor](http://www.facebook.com/erikawildeauthor)

Twitter:

[www.twitter.com/erikawilde1](http://www.twitter.com/erikawilde1)

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The Players Club, Book 1


Erika Wilde

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## Title !

Subtitle (Optional)

	Series	Name (Optional)		
+ -	Author	Primary	First Name Last Name Last Name, First Name	!
+ -	Author	Primary	First Name Last Name Last Name, First Name	!
+ -	Author	Not Primary	First Name Last Name Last Name, First Name	!


**Description** A detailed description of the book that will be displayed on iBooks. For example, the summary that appears on the flap of a dust jacket or on the back cover of a book. The description can be in Rich Text Format, must be suitable for public display, and at least 50 characters long. !

+ -	Subject Category	Choose	Primary	!
+ -	BISAC Subject Category	Choose	Not Primary	!
+ -	APPLE Subject Category	Choose	Not Primary	!
+	Interest Age (In Years)	Choose (Optional)		!
	Contains Explicit Content	No		
	Publisher	Name		!
	Seller Name	Amy Atwell		
	Original Publication Date	MM/DD/YYYY		!
	Book Language	Choose		!
	Print Length	Number of Pages		
	Book Type	Book		
	iBooks Author Multi-Touch Book	No		
	Vendor ID	10080885362		!
	ISBN-13	9780000000000 (Optional)		!


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Subtitle (Optional)

Series Name (Optional)

+ - Author Primary First Name Last Name !  
 Last Name, First Name

+ - Author Primary First Name Last Name !  
 Last Name, First Name

+ - Author Not Primary First Name Last Name !  
 Last Name, First Name

**Description** !  
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+ - BISAC Subject Category Choose Not Primary !

+ - APPLE Subject Category Choose Not Primary !

+ Interest Age (In Years) Choose (Optional) !

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Publisher Name !

Seller Name Amy Atwell

Original Publication Date MM/DD/YYYY !

Book Language Choose !

Print Length Number of Pages

Book Type Book

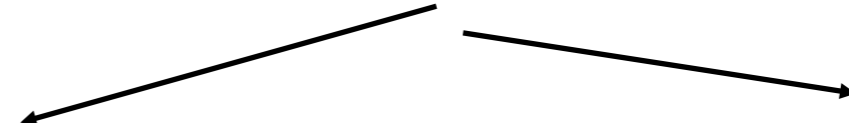
iBooks Author Multi-Touch Book No

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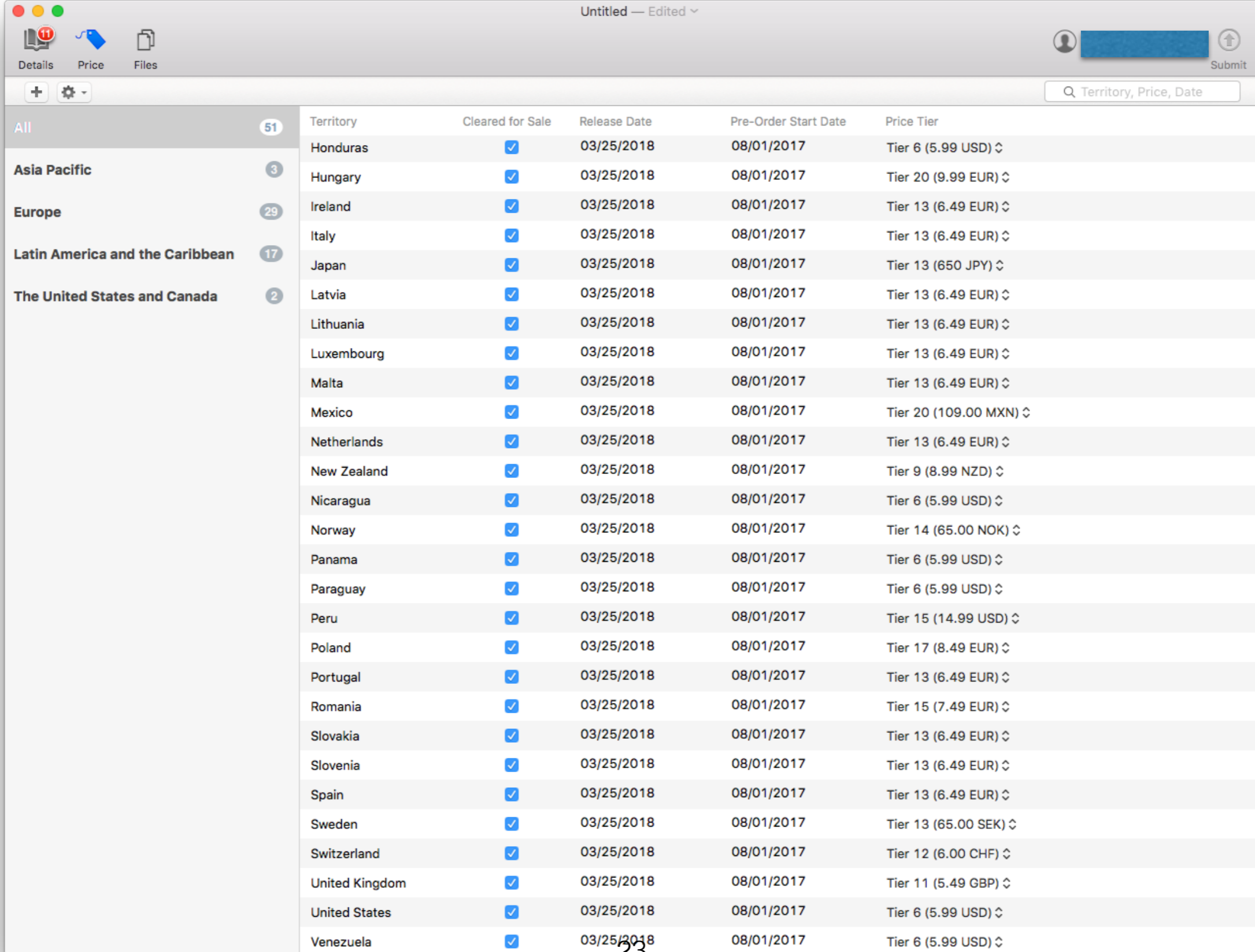
ISBN-13 9780000000000 (Optional) !

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## Choose Category for iBooks (primary)



# Setting Price Initially in iTunes Producer



The screenshot shows the iTunes Producer interface with a table of territories. The table has five columns: Territory, Cleared for Sale, Release Date, Pre-Order Start Date, and Price Tier. The left sidebar shows a list of regions with their respective counts: All (51), Asia Pacific (3), Europe (29), Latin America and the Caribbean (17), and The United States and Canada (2). The table lists 28 territories, all with 'Cleared for Sale' checked, a release date of 03/25/2018, and a pre-order start date of 08/01/2017. The price tiers vary by territory, such as Tier 6 (5.99 USD) for Honduras and Tier 20 (9.99 EUR) for Hungary.

Territory	Cleared for Sale	Release Date	Pre-Order Start Date	Price Tier
Honduras	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 6 (5.99 USD) ↕
Hungary	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 20 (9.99 EUR) ↕
Ireland	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
Italy	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
Japan	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (650 JPY) ↕
Latvia	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
Lithuania	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
Luxembourg	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
Malta	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
Mexico	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 20 (109.00 MXN) ↕
Netherlands	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
New Zealand	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 9 (8.99 NZD) ↕
Nicaragua	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 6 (5.99 USD) ↕
Norway	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 14 (65.00 NOK) ↕
Panama	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 6 (5.99 USD) ↕
Paraguay	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 6 (5.99 USD) ↕
Peru	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 15 (14.99 USD) ↕
Poland	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 17 (8.49 EUR) ↕
Portugal	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
Romania	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 15 (7.49 EUR) ↕
Slovakia	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
Slovenia	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
Spain	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (6.49 EUR) ↕
Sweden	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 13 (65.00 SEK) ↕
Switzerland	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 12 (6.00 CHF) ↕
United Kingdom	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 11 (5.49 GBP) ↕
United States	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 6 (5.99 USD) ↕
Venezuela	<input checked="" type="checkbox"/>	03/25/2018	08/01/2017	Tier 6 (5.99 USD) ↕

# Manage and Update on iTunes Connect

## Edit Existing Territories

### Rights and Pricing

To edit an existing territory, make the desired changes below.

Pre-order Start Date	<input type="text" value="No Change"/>
Release Date	<input type="text" value="No Change"/>
Cleared For Sale	<input type="text" value="No Change"/>
DRM-Free	<input type="text" value="No Change"/>
VPP-Enabled	<input type="text" value="No Change"/>
Publication Type	<input type="text" value="No Change"/>
Base Currency	<input type="text" value="Select One"/>
Suggested iBooks Price	<input type="text"/> ?
Price Start Date	<input type="text" value="mm/dd/yyyy"/>
Price End Date	<input type="text" value="mm/dd/yyyy"/>

### Apply to Existing Territories

Select one or more territories in which you would like to apply these changes.

Select All

Deselect All

	Territory	Release Date	Cleared For Sale	DRM Free	VPP Enabled	Price Tier	Price Start Date	Price End Date
<input type="checkbox"/>	Argentina	10/09/2017	✓	✓	✓	Tier 5 (4.99 USD)	Existing	None
<input type="checkbox"/>	Australia	10/09/2017	✓	✓	✓	Tier 7 (6.99 AUD)	Existing	None
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# What's Versioning?

The screenshot shows a book editing interface for a book titled "Ambersley". The interface includes a sidebar on the left with "Cover Art" and "Details", "Price", and "Files" tabs. The main content area displays the book's title, subtitle, series information, author, and description. A "What's New in This Version" section is highlighted with a blue box and contains the text: "Add info here of what's new. New excerpt? New bonus scene?". The interface also shows subject categories, interest age, and other metadata.

Ambersley — Edited

Details Price Files

Cover Art

## Ambersley

Subtitle (Optional)

Series Lords of London

1

1

Author Primary Amy Atwell  
Atwell, Amy

Description *An heiress in disguise. A duke who doubts his legitimacy. Will secrets destroy their love?*

Traumatized by a blaze that killed her parents, young Johanna remembers nothing of her privileged past and remains ignorant of the dangers that surround her. She grows up among the servants, where she develops a sense of purpose that helps her survive the betrayal that unmasks her true identity. Once she is forced to take her proper place in Regency society as the highly sought heiress to the Ambersley fortune, she must defy the relatives who would make her a pawn in their struggle for power.

What's New in This Version

Add info here of what's new. New excerpt? New bonus scene?

Subject Category Fiction Romance / Historical / General Primary

Subject Category Fiction Romance / Historical / Regency Not Primary

Subject Category Fiction Historical Not Primary

Interest Age (In Years) Choose (Optional)

Contains Explicit Content No

Publisher Amy Atwell

Imprint (Optional)

Seller Name Amy Atwell

Original Publication Date 06/18/2011

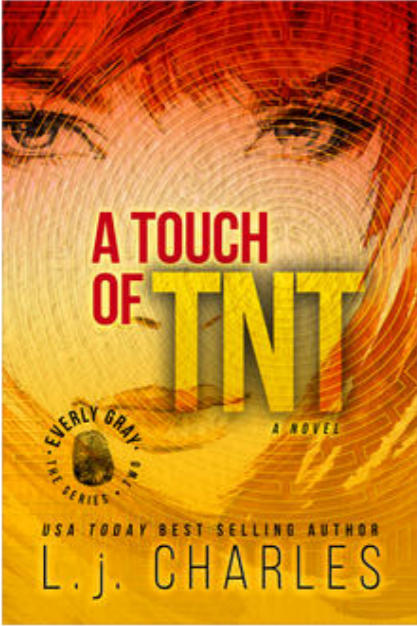
Book Language English

25

# How Linking a Series Works for You

Library < > Featured Top Charts NYTimes Categories Top Authors

Mysteries & Thrillers > Women Sleuths > L. J. Charles



## A Touch of TNT

The Everly Gray Adventures 2  
Book 2, The Everly Gray Adventures >  
L. J. Charles >

Details Ratings and Reviews Related

### About the Book

Having ESP in her fingertips gives new meaning to “get the picture,” and for Everly Gray it’s a one-way ticket to trouble. With fear nipping at her heels, out of control curiosity, and a reluctant request from the chief of police for help with a case, she stumbles across, not one, but two dead bodies. What she knows puts her in the path of a killer. What she doesn’t know—she’ll be the one pulling the trigger.

### Information

Language	English	Published	Jan 2, 2012
Genre	Women Sleuths	Updated	Aug 20, 2016
Publisher	Amentino Publishing	Pages	284
Seller	Amentino Publishing	Size	1.3 MB
		Series	Book 2, The Everly Gray Adventures

★★★★★ (9)  
Published Jan 2, 2012






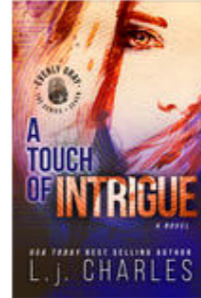


### REQUIREMENTS

To view this book, you must have an iOS device with iBooks 1.3.1 or later and iOS 4.3.3 or later, or a Mac with iBooks 1.0 or later and OS X 10.9 or later.

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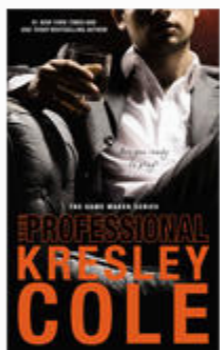


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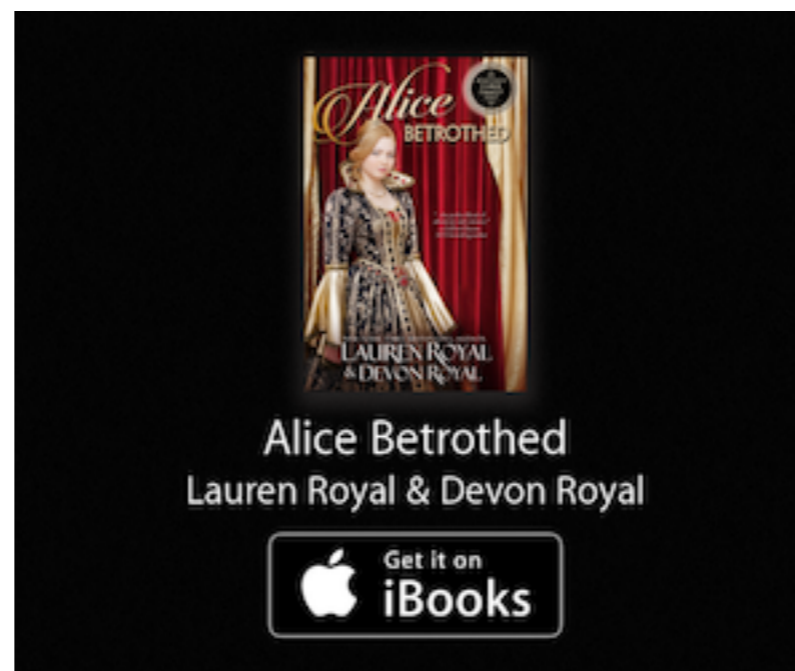
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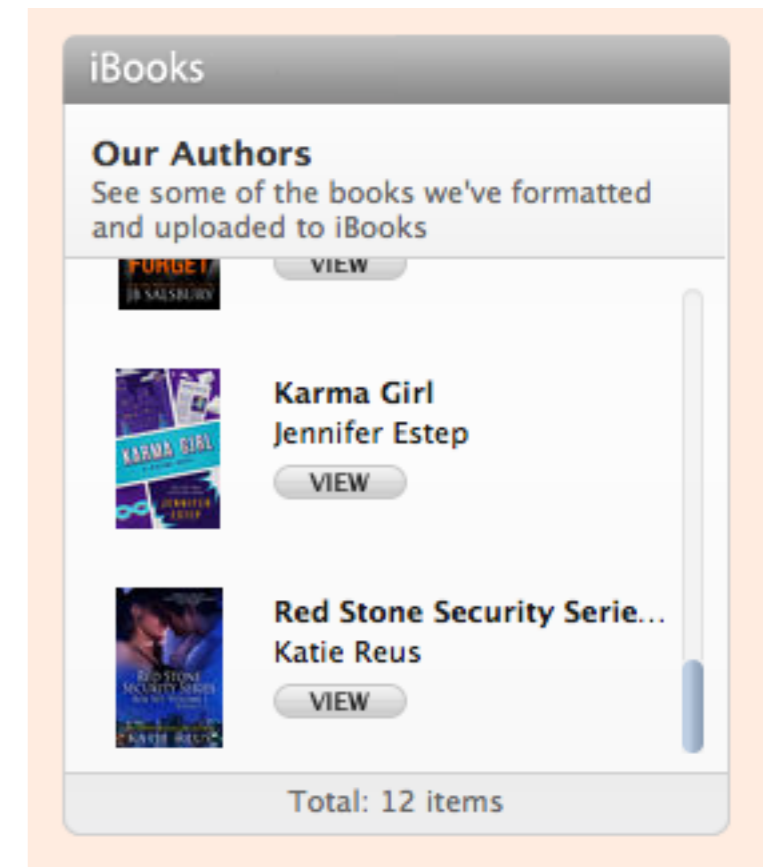


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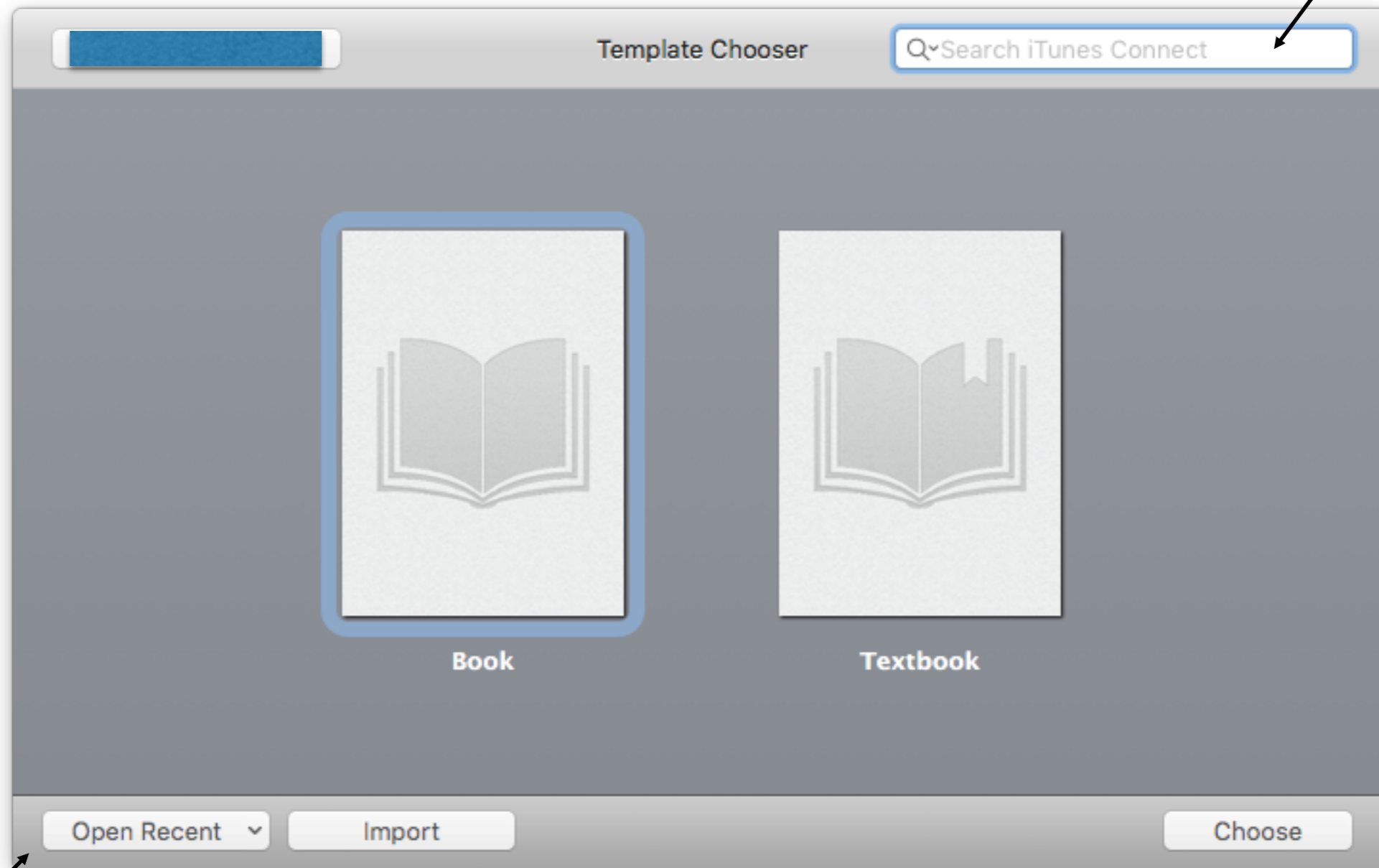
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