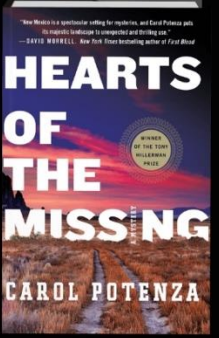


GOING WIDE: ONLINE PLATFORMS BEYOND AMAZON

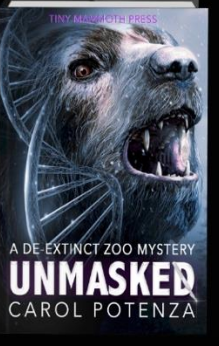
What is right for you
and your books?

Carol Potenza
LCWG April 2026

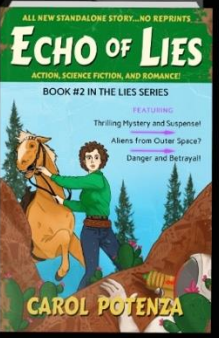




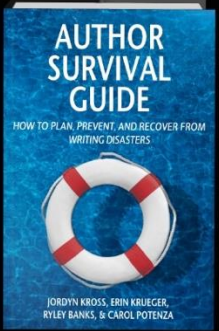
Nicky Matthews
Mysteries



De-Extinct Zoo
Mysteries



The Lies Mysteries



How-To
Nonfiction series

CAROL POTENZA (BEFORE WRITING) SCIENCE

1 - DEBUT MYSTERY: TRADITIONALLY PUBLISHED
2018

8 - MYSTERIES:
INDEPENDENTLY PUBLISHED

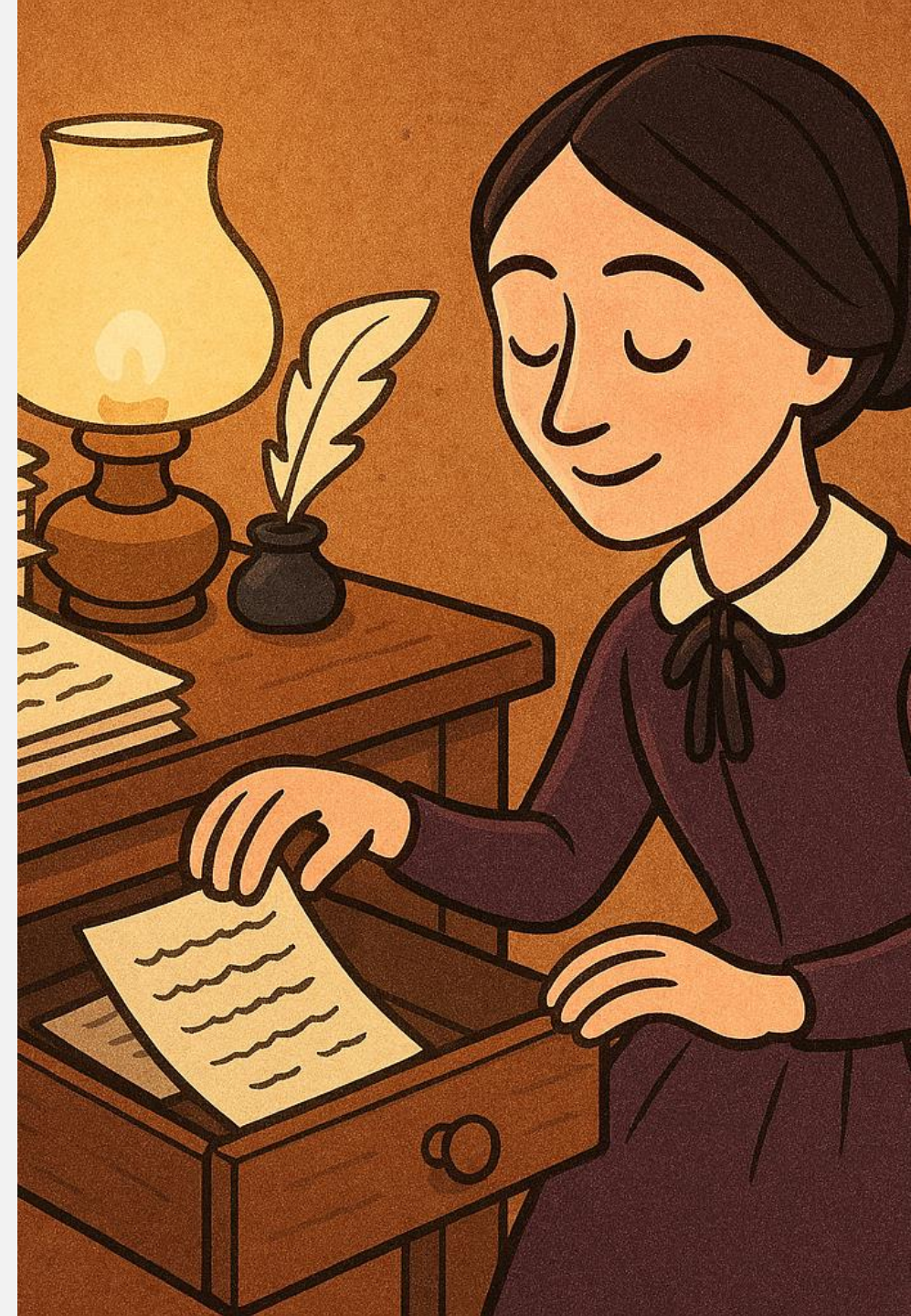
2 - NONFICTION "HOW TO":
INDEPENDENTLY PUBLISHED (COLLABORATIVE)

PERIODIC TABLE OF DEATH AND MYSTERY PODCASTS

CAROL@CAROLPOTENZA.COM

WE ARE WRITERS

- **How do we get our books to READERS?**
 - 1. Print copies via Barnes & Noble Press for a few friends and family (not for retail sale)
 - 2. **The Emily Dickinson drawer method**
 - 3. Hand sell locally and at book signings
-
- 4. **Traditional** Route: Agents, Acquiring Editors, and Gatekeepers
 - 5. **Hybrid Publishing** → pay for flexibility, distribution, and curation
 - **6. Build our own business: aka Indie Publishing**



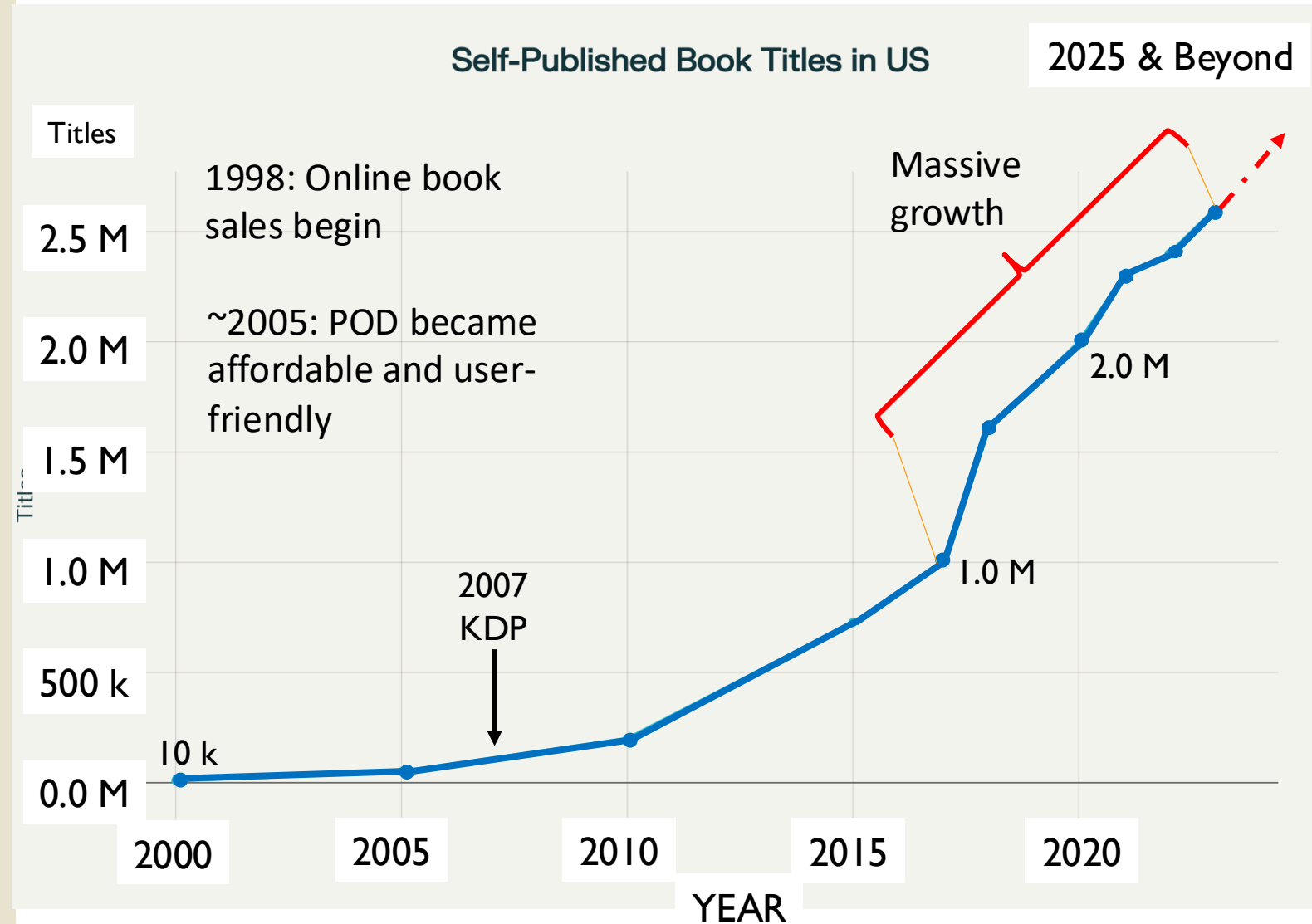
INDEPENDENT OR SELF-PUBLISHING



- Self-publishing is the process by which **an author independently publishes and distributes their work** without the involvement of a traditional publisher.
- Authors retain **full creative and financial control** over editing, design, production, marketing, rights, and sales.
- **Allows people who might not otherwise become authors to write and publish.**

INDEPENDENT PUBLISHING

- **Profit Retention** → **distributor costs**
- Self-published authors retain all profits from their work → no agent/traditional publisher cuts.
- **Publishing Platforms** → **# platforms growing**



#s Based on purchased ISBN/Copyright*

WHY AREN'T MY BOOKS SELLING?

CO\$T\$: writing programs, memberships, dev-copy-line editing, proofing, covers, coaching, seminars, annual meetings, marketing ...

4 million books/year
competition for sales

Single Platform Sales?



LARGEST ONLINE PLATFORMS FOR SELLING BOOKS

US-only indie ebook estimates (2021–2024): share % & growth ↑ ↓

- Amazon — 75% ↑
- Apple Books — 8% ↑
- Barnes & Noble — 3% ↓
- Kobo — 5% ↑ (ebook and audio)
- Google Play Books — 7% ↑ (primarily ebook and audiobook)
- Draft2Digital (**aggregator**) — 40% ↑
- IngramSpark (distribution) — 6% ↑
- **Other aggregators (wide)** — 14% ↑

What's an Aggregator? → a distributor that sends you book to multiple retailers

OTHER AGGREGATOR PLATFORMS (TOP 5)

Alternatives for **going wide** via aggregators

- **PublishDrive** — Wide ebooks plus audiobooks.
- **StreetLib** — International, multilingual reach.
- **BookBaby** — Paid ebook/print + add-ons.
- **XinXii** — Retailer/library reach. (German based → European market)
- **Kobo Plus** — Subscription access varies, **NOT EXCLUSIVE**
- **Amazon Kindle Unlimited** (subscription) **EXCLUSIVE**

Tip: Author cut, Compare reach, fees, thresholds, and format support.

AMAZON KDP VERSUS DRAFT2DIGITAL

AMAZON (KDP)

Setup: ~10–20 min • Upload: ~20–45 min

- Amazon login + KDP publisher account setup
- KDP Tax Interview + bank details inside KDP
- Choose Amazon-specific categories/keywords
- **Optional:** KDP Select / Kindle Unlimited enrollment
- **Preview on Kindle devices + publish to Amazon store**

COMMON TO BOTH

- Account profile (author/publisher details)
- Tax form (W-9/W-8BEN) + payout method
- Ebook file (EPUB/Word) + cover image
- Metadata (title, description, keywords/categories)
- Rights/territories + pricing decisions
- Review/QA + submit for publication

DRAFT2DIGITAL

















Setup: ~10–20 min • Upload: ~20–45 min

- Draft2Digital account + author/publisher profile
- Set distribution channels (retailers, libraries) per book
- **Optional:** free formatting/conversion tools
- **Optional:** storefront/links features (where available)
- **Publish once to distribute to selected channels**

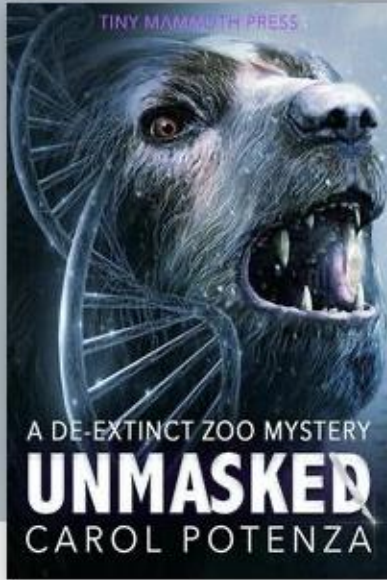
DRAFT 2 DIGITAL SALES – SUBSCRIPTION - LIBRARY SERVICES

Make My Universal Link

CLICKS ▼ Search

BOOK CLICK TO EDIT	BOOK TAB	UNIVERSAL LINK COPY OR CHECK YOUR URL	STORE-SPECIFIC LINKS INDIVIDUAL STORE LINKS	TOTAL CLICKS VIEWS OF THIS UBL
Echo of Lies Carol Potenza ↗	 BOOK TAB	books2read.com/u/mZGPqR		5 Latest: Mar-09-2026
Sting of Lies Carol Potenza ↗	 BOOK TAB	books2read.com/u/meqkPY		60 Latest: Apr-09-2026
Spirit Daughters Carol Potenza ↗	 BOOK TAB	books2read.com/u/boqDGV		43 Latest: Dec-26-2025
Unmasked Carol Potenza ↗	 BOOK TAB	books2read.com/u/bxNjad		251 Latest: Mar-24-2026
Ambushed Carol Potenza ↗	 BOOK TAB	books2read.com/u/melk7R		71 Latest: Apr-09-2026
Signs Carol Potenza ↗	 BOOK TAB	books2read.com/u/4NgNEN		101 Latest: Dec-27-2025
The Third Warrior Carol Potenza ↗	 BOOK TAB	books2read.com/u/bayN5a		35 Latest: Dec-26-2025
Echo of Lies Carol Potenza ↗	 BOOK TAB	books2read.com/u/4AZxao		13 Latest: Feb-09-2026





ALL

EBOOK

PRINT

Available in Ebook:



Available in Paperback:





User-provided Fable Link [↗](#)

Clear
Clear



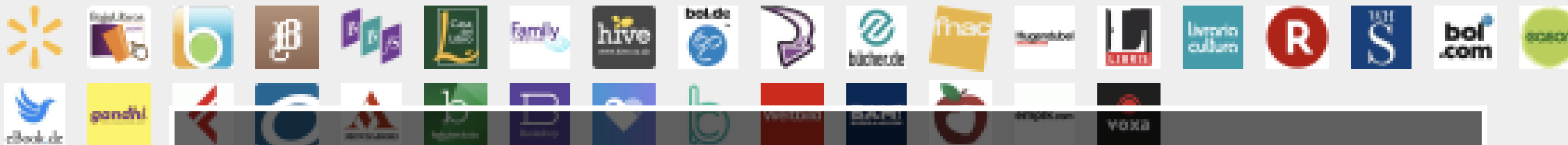
Google Play Store Link

Lock In



24 Symbols Store Link

Lock In



Add an Ebook Store Link

Lock In

DRAFT 2 DIGITAL SALES – SUBSCRIPTION - LIBRARY SERVICES

Audiobook Links



Add an Audiobook Store Link

Lock In

Print Links



24symbols

amazon



BARNES & NOBLE

BookBeat

Bookshop.org



Casa del Libro

DeMarque

Dream

Everand



Google Play

Hugendubel
Die Welt der Bücher

Rakuten kobo

ibs.

legible

libreka!



Libro.fm



Mayersche

MONDADORI

Nextory

ODILO

OSIANDER

OverDrive

Perlego

skoobe

Spotify

storytel

WHY AREN'T MY BOOKS SELLING?

Going Wide

Doesn't mean your books will
sell

Facebook group:

Wide for the win

<https://www.facebook.com/groups/wideforthewin/>

Recommend

<https://writerbeware.blog>

<https://kindlepreneur.com>

<https://janefriedman.com>

<https://www.authormedia.com>

<https://selfpublishingwithdale.com>

QUESTIONS?



<https://carolpotenza.com>



<https://calypza.substack.com>