



Aerio for Authors Guide

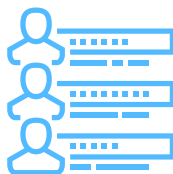
Empower Your Authors to
Sell Books Direct to Readers

The closer you are to your readers, the more likely you are to capture a sale. And there's no one closer to readers than authors! Take advantage of their author platforms and extend the reach of their books.

Getting Your Authors Onboard

We understand that just like a book ISBN, each author is different and unique. Some authors are highly engaged and actively market their books, while other authors largely depend on their publishers to sell and market their books.

In this guide you'll find a couple different approaches to using Aerio with your authors that you may find successful:



**1. Manage Aerio for
Your Authors**



**2. Give Your Authors
Control**

**Make any point of engagement a
point of sale with Aerio.**



Manage Aerio for Your Authors

Your author does very little promotion on their own and looks to you to market and sell their book.

Why Pick This Option?



You can collect the retail revenue from your authors' books, in addition to your publisher compensation.



You can tap into your authors' social contacts and grow a highly targeted email list.

How Does Payment Work?

- As a publisher, you are earning the retail revenue from the books your authors sell through your Aerio store, using the book widgets and book page links you provide.
- Publishers also receive the typical publisher compensation from sales through other retailers.

How to Get Started

Once you've set up your store, create a workflow for sharing unique book page links and widgets with your authors. You might find it helpful to draft a templated letter containing unique links that can be used every time a new book is published.

It's best to start with highly active authors possessing a strong social presence and online following.

What's Next?

Create Book Widgets – Authors can use these to host and share book info on their own website or blog. Each widget includes:



Book cover image



Customizable call-to-action



Social media follow buttons

When a widget is clicked, it links back to the Aerio book page, which includes additional info and purchase options.



Give Your Authors Control

You have an engaged author who does a lot of their own book marketing and promotion.

Why Pick This Option?



Aerio is built with features designed for independent author use, making for a hands-off approach that saves publishers' time.



It's highly motivating for authors to sell books directly to their readers and earn retail revenue, while growing their audience.



Aerio's email capture and social sharing features allow for highly engaged authors to capture leads and sales.

How Does Payment Work?

- Publishers will still earn publisher compensation on every sale from an author's Aerio account, just as they would from any other retailer.
- Authors will earn the retail revenue from their Aerio store. This adds to their usual royalties and incentivizes them to sell more.
- [Learn more about margin and profit in our FAQs.](#)

How to Get Started

Authors can sell their books in three steps:

1. Build their bookstore by searching for their books in our catalog
2. Create customized book widgets to share on their website, blog and social media channels
3. Create responsive book previews with their ebooks to generate email captures and sales

What's Next?

Create Title Campaigns – Combined with customizable book previews, sample downloads, and giveaways, authors with a strong social media following can use campaigns to drive books sales.

Create an Account Today

Read Our FAQs