

Creating and Selling eBooks Using Limited Resources

Case Study

Situation (Challenge)

The use of technology is growing and with it, new ways of accessing content are emerging. In the book industry, consumers are now turning to smartphones and tablets as an alternative to traditional printed books because of the ease and portability they offer. Kundalini Research Institute (KRI), a provider of training, research, and publishing to practitioners of Kundalini yoga, has experience with the shifting needs of their customers. Their website currently offers CDs, DVDs and other specialty items in addition to printed books, so when the conversation turned to expanding KRI's product line to include eBooks, it was an easy decision. The challenge presented itself in that KRI needed a way to quickly and easily convert their existing backlist as well as any new titles to eBook form and then to sell them through their website. Given their small staff, they needed an easy to implement, low maintenance solution that required as little of their resources as possible.

Solution

KRI partnered with Sheridan Books and chose the Sheridan Connect platform because it offers an easy solution to convert and make eBooks available for sale via an eCommerce platform where the ongoing maintenance requires little on the part of KRI's current resources.

Sheridan Books worked with KRI to develop an eCommerce platform (bookstore) that connects seamlessly with KRI's existing website. The new bookstore retains KRI's branding but is managed and hosted by Sheridan Books. KRI also utilized Sheridan's eBook conversion services to convert their titles into ePub and Kindle formats to offer for sale to their customers. Yoga enthusiasts now choose their eBook type preference - iBook, Nook, Kindle, etc. - and place their order. Sheridan Books applies the appropriate sales tax, clears the credit card, and the title is instantly available for the customer to download. Customers are also able to link to and easily order books that are part of a series, they can use coupon codes for discounts, and have access to FAQs and support resource pages. For KRI staff, the simple to use administration tools allow changes to pricing, adding new titles, creating new coupon codes, and accessing sales reports to be done quickly and easily.

Prior to launching the site, the KRI staff was fully trained on the administration side of the site. Guru Datta Singh Khalsa, sales and production manager at KRI commented: "Part of the reason we chose Sheridan Connect is because it runs itself. We [KRI] monitor it on some level but it really is Sheridan Books who manages the store."

Results

The KRI Sheridan Connect bookstore launched in October of 2011 and has been successful in providing customers a way to order books in their preferred digital formats. KRI is able to monitor consumer behavior and purchasing patterns through monthly sales reports, consumer reports, and Google Analytics. This additional reporting is another way for KRI to better manage this aspect of their business and to create effective marketing promotions.

Guru Datta Singh Khalsa stated: "This [ability to sell eBooks] is fulfilling a need that has been there for years. People who already have the print book(s) are now buying the eBook(s) too. Our latest title that is now available as an eBook broke all sales records for a new book. Though

it is still fairly early to say how print sales will be affected in the long term, they are still increasing and the print sales do not seem to be affected negatively by eBook sales.”

Successes Include:

- Easy to manage online bookstore solution
- New content distribution method to further reach and engage the KRI audience
- Effective revenue stream with steady sales since launch

Products and Services Used

- eBook Conversion
- Sheridan Connect

Additional Information

To learn about the marketing techniques Kundalini Research Institute employed to promote their eBooks download the *Marketing Tips and Techniques for Selling eBooks Directly to Consumers* document here:

<http://www.sheridan.com/resources/books-resources/white-papers>

Company Profile



Kundalini Research Institute (KRI): KRI was established on February 1, 1972 by Yogi Bhajan, Ph.D, Master of Kundalini Yoga. Kundalini Yoga, the Yoga of Awareness, was brought to the West by Yogi Bhajan in 1968. KRI provides training, research, publishing, and additional resources to the Kundalini Yoga community including students and teachers. KRI’s teaching community is worldwide with a large following in the US, South America, Australia, Asia, and beyond.



Sheridan Books, Inc.: Located in Chelsea, MI, Sheridan Books, Inc. is a leading book manufacturer providing publishers complete book manufacturing services. Sheridan Books provides sheet-fed and web offset printing, digital inkjet and toner printing, and eBook conversion and distribution product offerings. Sheridan Books is one of five Sheridan Group companies providing print, publishing services, and technology solutions to the publishing industry.