

Nakedize Distribution | An introduction for independent publishers

What is Nakedize Distribution?

Thank you for your interest in Nakedize Distribution, the book distribution division of Nakedize Limited. This introduction describes what we do (and don't do), and clarifies the characteristics of the high-quality books we distribute. If you are seeking a New Zealand distributor your books, please read this introduction before contacting us.

We distribute only high-quality, independently-published titles that have nationwide appeal.

Our aim is to simultaneously support professional independent imprints through low-cost distribution while assisting New Zealand booksellers through consolidated logistics.

We distribute to library suppliers and independent bookstores. We supply some individual Paper Plus stores and are liaising with Paper Plus head office and Whitcoulls as we build-up our catalogue to meet their minimum-volume thresholds.

Nakedize was founded by author Simon Hertnon in 2004 to commercialise his professional development textbooks. Simon thinks it should be possible for authors who write attractive, commercially-viable books to make a living from their writing. Due to an absence of multi-national publishers in New Zealand, this is difficult to achieve, particularly for novelists. To create a publishing pathway that enables him to earn meaningful income from sales in New Zealand, whilst retaining his publishing rights for separate deals in larger markets overseas, Simon established both an imprint (Marsilio Press) and this distribution service.



What can Nakedize Distribution offer you?

Nakedize Distribution is not a publisher and plays just one part in the life-cycle of a successful New Zealand publishing project: making titles available to New Zealand book stores.

Publication →	Marketing →	Sales
Author/publisher Contracted editor Contracted designer Printer	Author/publisher Contracted publicist > Reviewers	Digital: Author/publisher (via Amazon, etc) Physical (direct sales): Author/publisher Physical (book stores): <u>Nakedize Distribution</u> > Booksellers
HIGH-QUALITY BOOK	+ NATIONWIDE PUBLICITY	= COMMERCIALLY-VIABLE SALES

Nakedize Distribution cannot generate sales in book stores if your title is not high-quality and/or it is not nationally publicised.

However, if you have one or more titles of exceptional quality *and* you are publishing more titles and can organise nationwide publicity for those titles, we would like to hear from you. Multi-book authors are more attractive to readers and booksellers alike. Our aim is to grow momentum through a dream team of talented, hard-working independent author/publishers. If booksellers can rely on Nakedize Distribution to only supply excellent books, they will come to view our catalogue as a guarantee of quality.

What is a 'high-quality book'?

The presentation and content must be as good as the best-selling books in your genre.

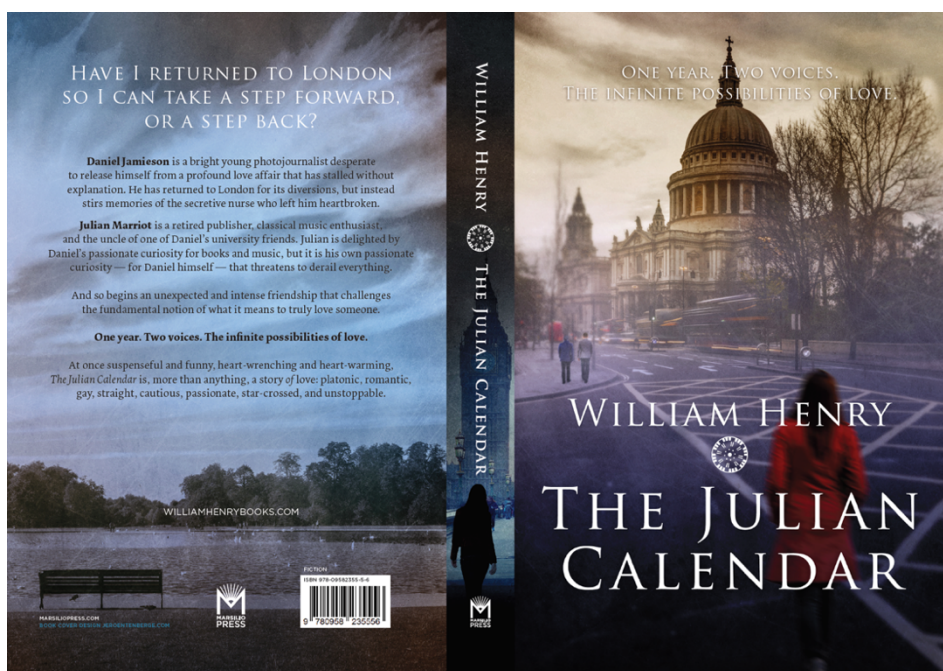
Every publisher is dependent on the participation of **reviewers** and **booksellers**, who can only review and stock a fraction of the books published each year. Every imperfection in a book gives reviewers, booksellers, and readers a reason to opt for another publisher's book.

Content and interior design

The writing must be of excellent quality, attractively and consistently laid out, and error-free (spelling, grammar, punctuation, consistent use of terms, etc).

Cover

The entire cover (front, back, and spine) must be attractive and professionally designed and laid out. Novels typically require digitally-manipulated photographs, as in the example below.



Essential elements: imprint logo, ISBN barcode and number, genre type (eg, FICTION).

How much marketing is needed?

Nationwide publicity is essential for selling books nationwide via retail book stores. Unless readers have heard about a book, they won't go into a book store to buy it. Book store managers know this, so they always ask about publicity and may also request an **information sheet** and/or **publicity plan**. (See our web page, nakedize.com/distribution, for examples.) It is not essential to contract a publicist, but if you do your own publicity you will need to be able to capture the interest of people who are bombarded with review and interview requests from competing publishers.

Does Nakedize Distribution offer publishing services?

No. Although Nakedize Limited has its own educational publishing division and trade imprint, Nakedize Distribution is not a publisher. However, we happily offer publishing advice, on a case-by-case basis, to the authors of projects we feel have the potential to attract and satisfy large readerships.

What kinds of books are we most interested in?

We consider all genres, however, fiction and general non-fiction are of most interest as they don't require specialist sales people. For speciality books (children's, education), we may sub-contract a specialist.

Who should you contact if you want us to consider your imprint for distribution?

In the first instance, contact Simon Hertnon (pictured right) via info@nakedize.com or 027-573-4464.



Simon Hertnon at Vic Books Pipitea