10 Things You Probably Didn't Know You Can Do With

BookTrakr

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Groundbreaking Software

Introduction

We will have some Q&A time at the end of the presentation, but feel free to ask questions pertaining to the slides during the presentation, I'm very interactive.

How many people here have never used BookTrakr? Ok, we'll start with a short introduction to BookTrakr.

BookTrakr helps Indie authors track their sales, ratings, rankings, and reviews.

How this started is that Lauren asked me to create and maintain spreadsheets showing her sales per store, along with her best rankings. Being a programmer (and inherently lazy), I'd rather build a program to do that than do it myself every day. The result was BookTrakr.   vvvvvv

Every night, our servers visit each store's dashboard to retrieve sales information from the previous day for each user, and they visit each book's page at each store (and country where there have been sales) to pick up ratings, rankings and reviews.

# Supported Retailers and Aggregators

- Amazon/KDP

- Apple/iTunesConnect

- Barnes and Noble/NookPress

- Kobo/Kobo Writing Life

- Google Play/Partner Center

- Smashwords

- CreateSpace

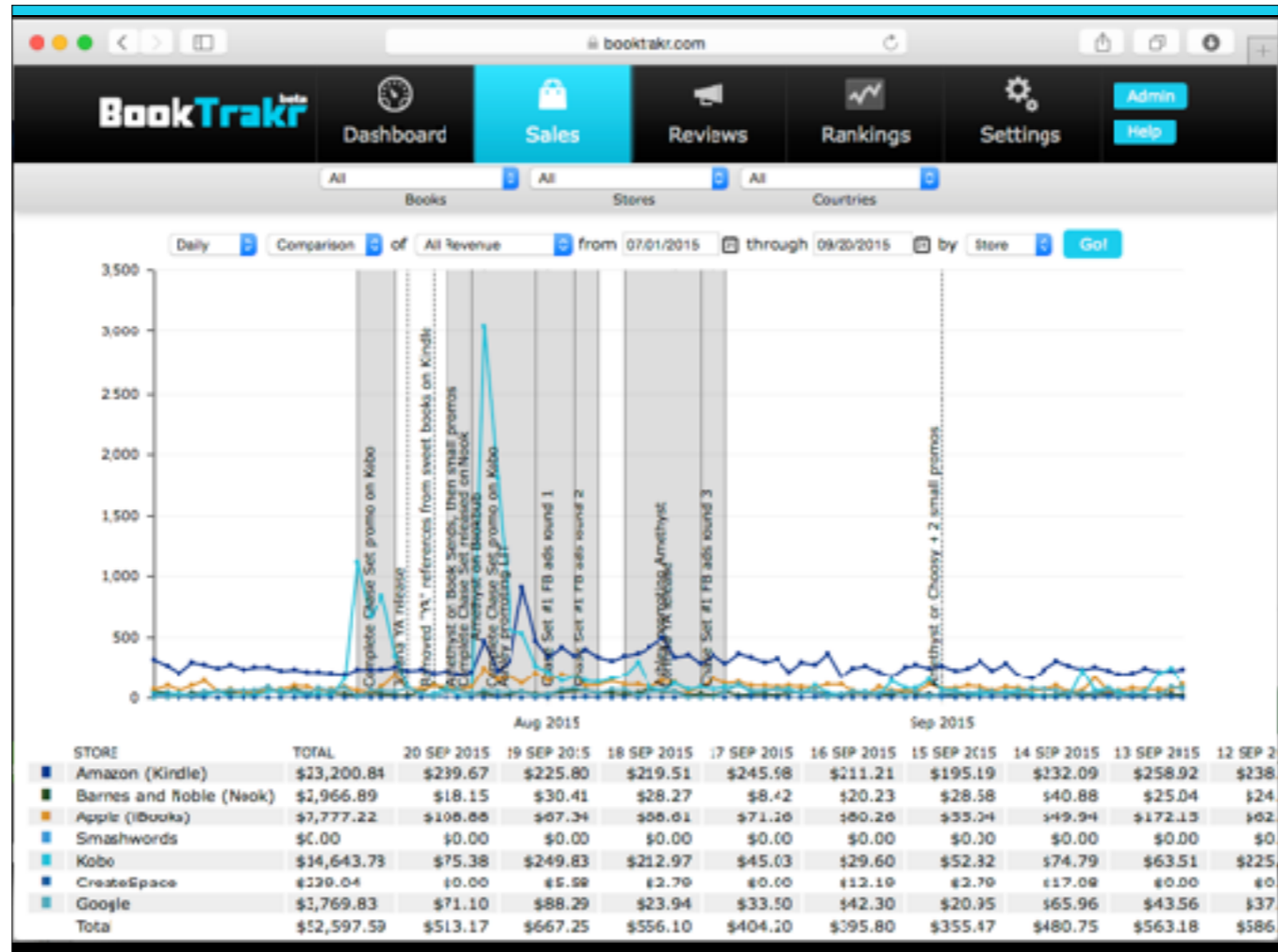We do all this for these retailers and aggregators. We have plans to add several more.
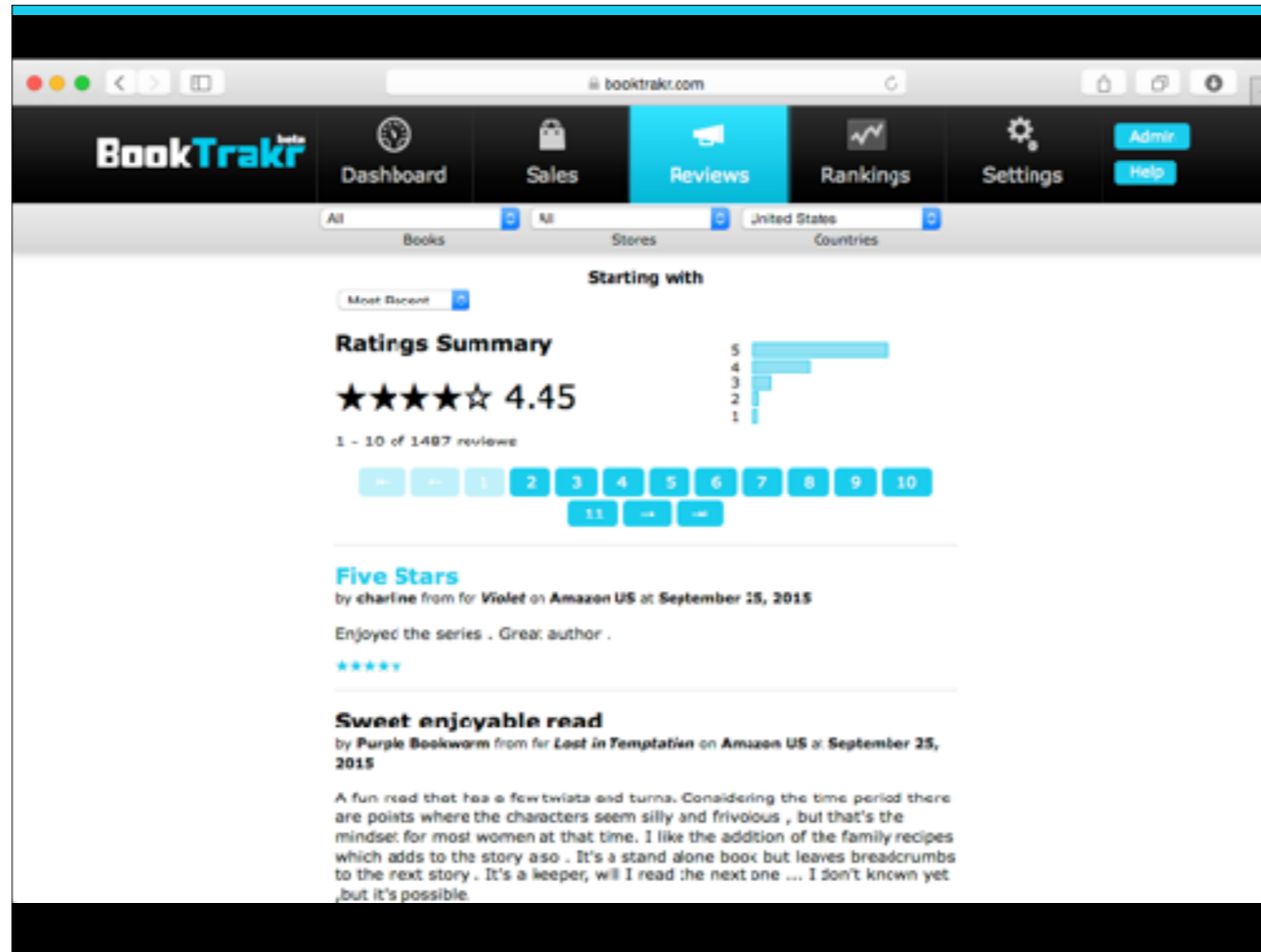
We provide a Dashboard that gives you information on your books' performance: yesterday and all-time. This screen is meant as a quick summary, with more information available behind it.
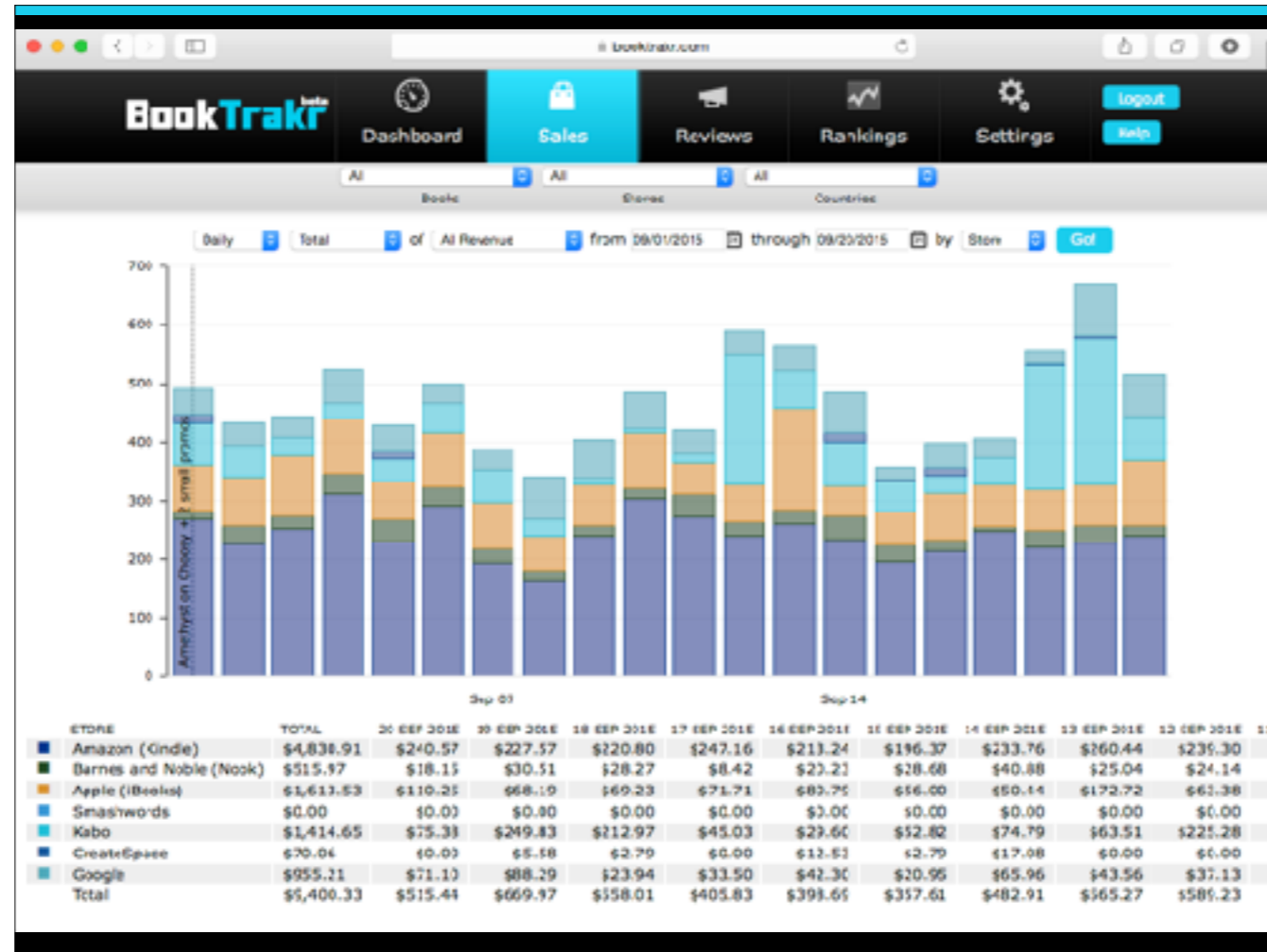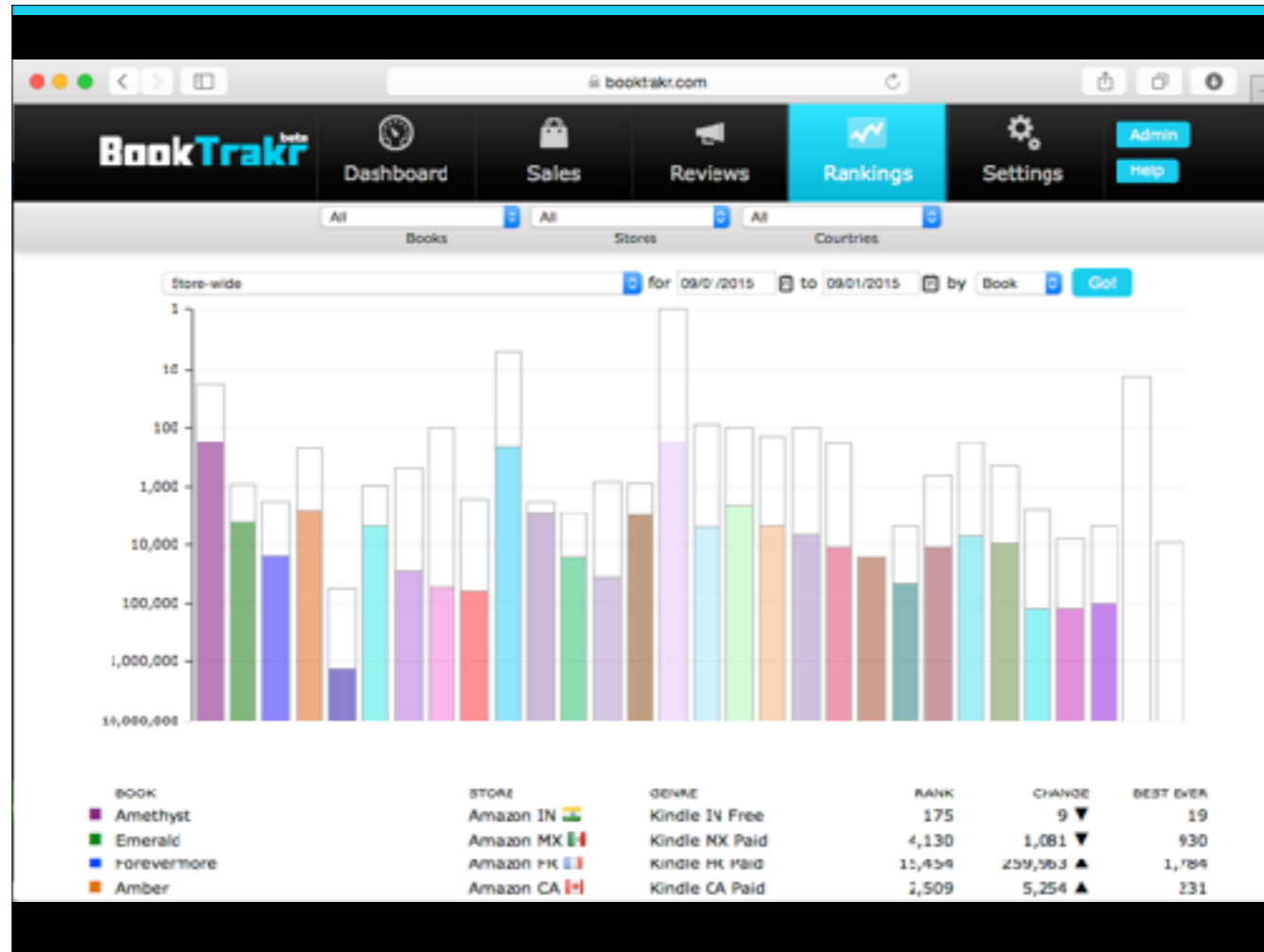
Sales Charts allow you to look at your sales from a number of different perspectives …
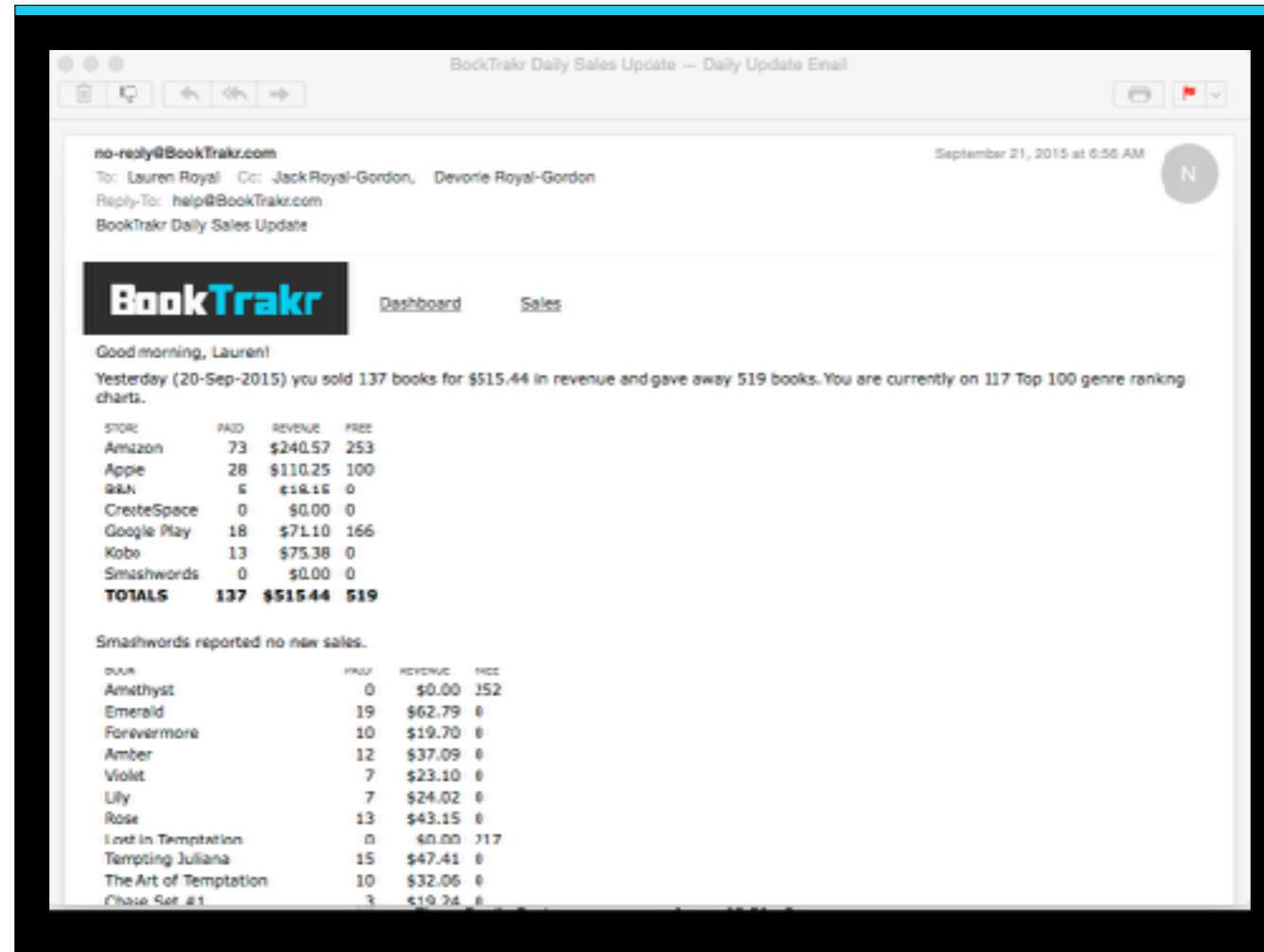
… and formats.

Reviews gives you all of your reviews and summarizes your ratings. Show newest first, most positive first, or most negative first.

See your top rankings for each book, each store, or each country. Select store-wide, categorized, or a specific category. The chart also shows the best-ever rankings for each one.
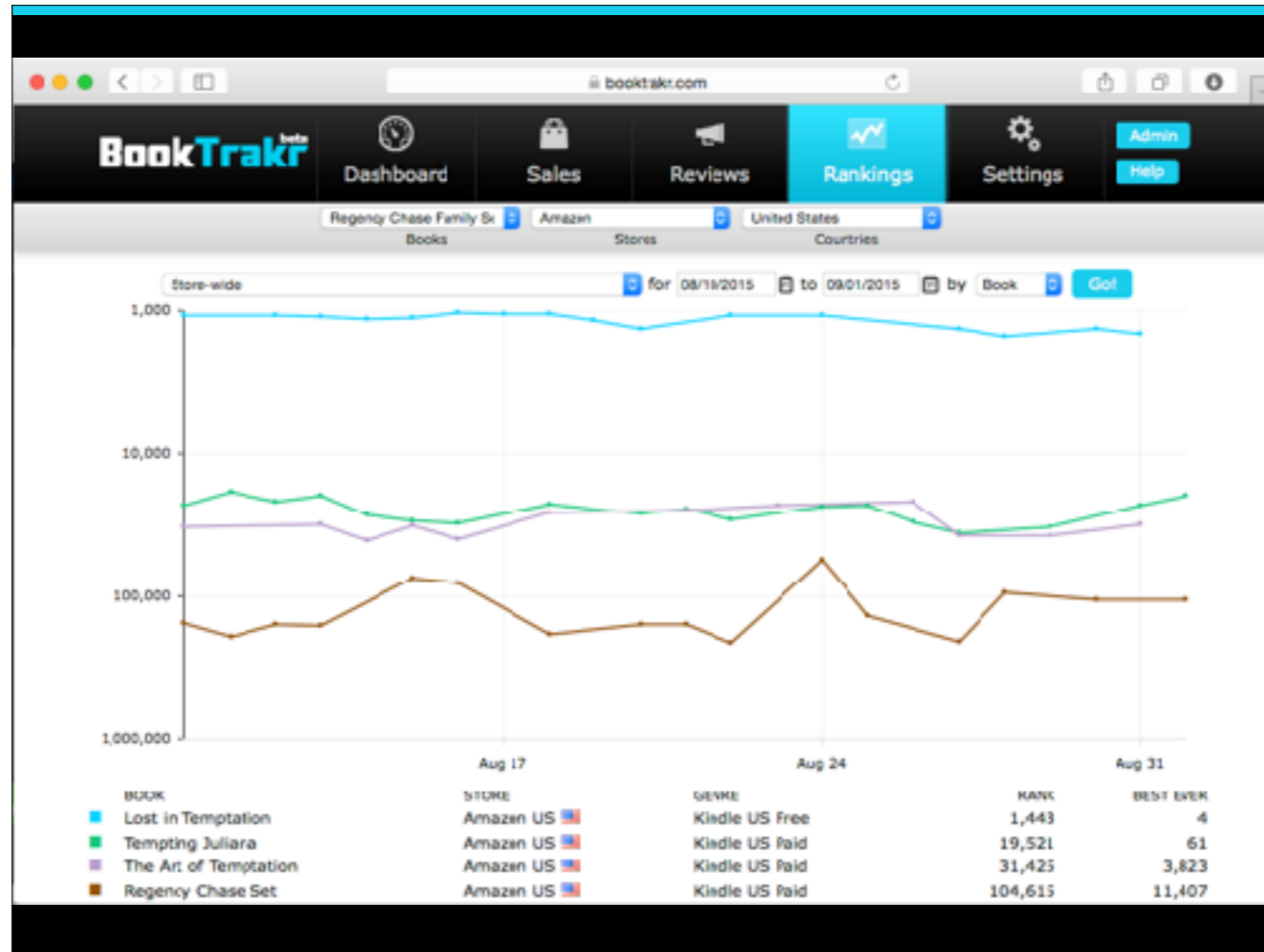
You can also see how rankings change over time.

BookTrakr sends you an email every day summarizing your books' performance on the previous day. Sales by store, by book, and by country; best store-wide rankings, and how many new reviews you have.
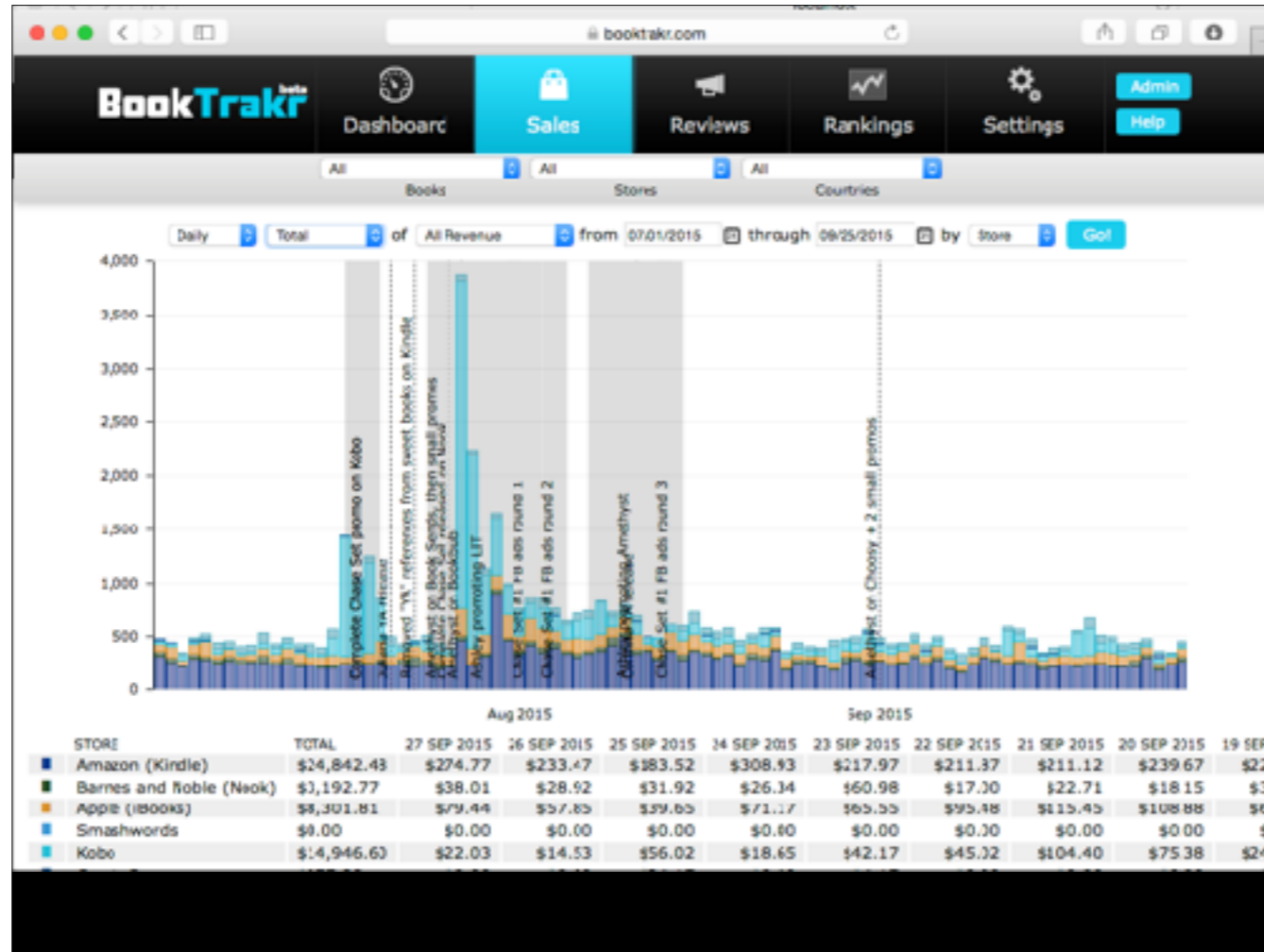
And now...

And now…

On to the 10 Things you might not know about BookTrakr
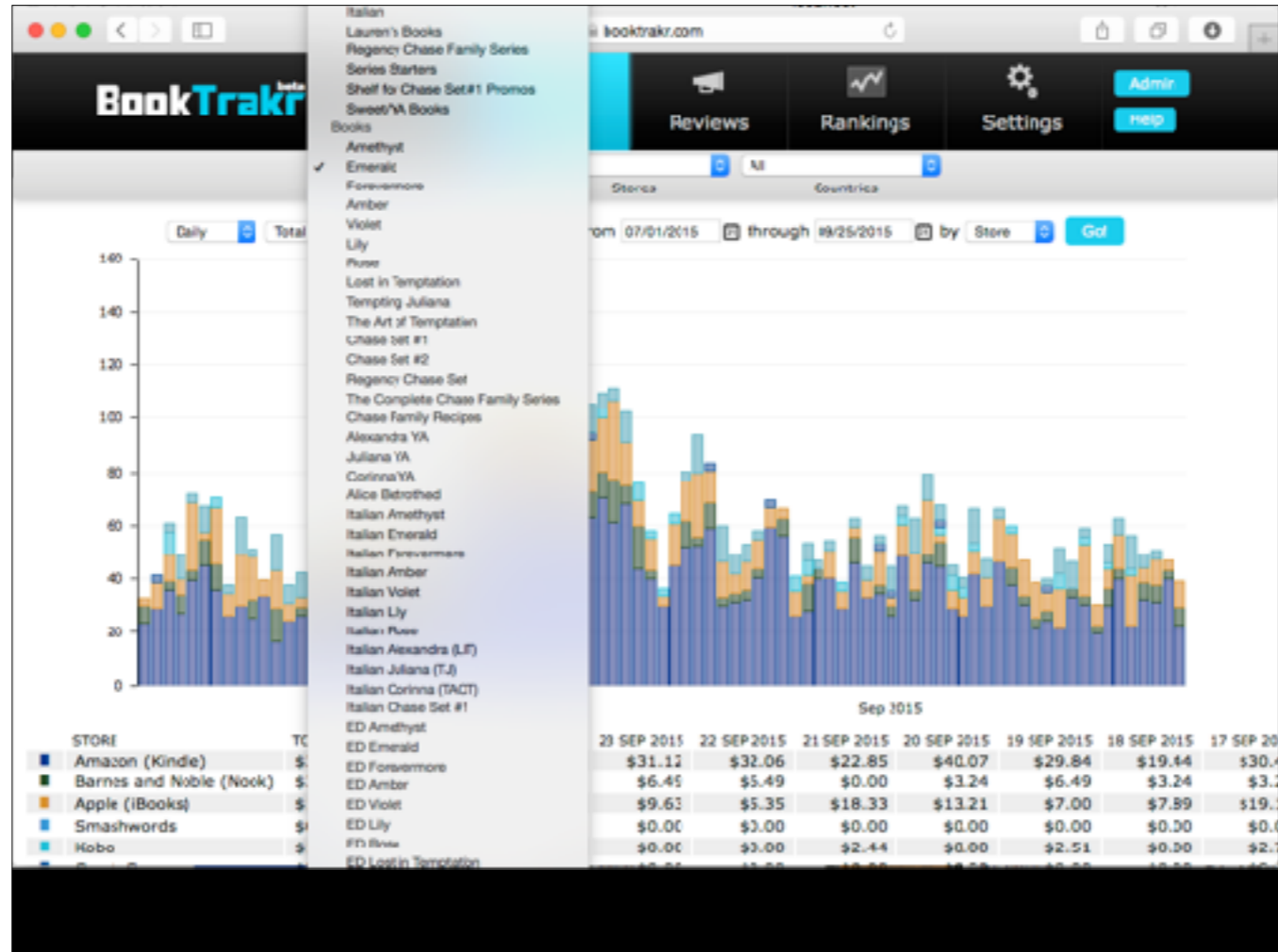
1

Filtering the Sales Report

If you've used BookTrakr, you've probably seen the Sales Charts.

And you've probably changed some of the settings, such as time period, metric (units, dollars, etc.) and grouping (book, store, country). But if you haven't used filtering, you've only scratched the surface.
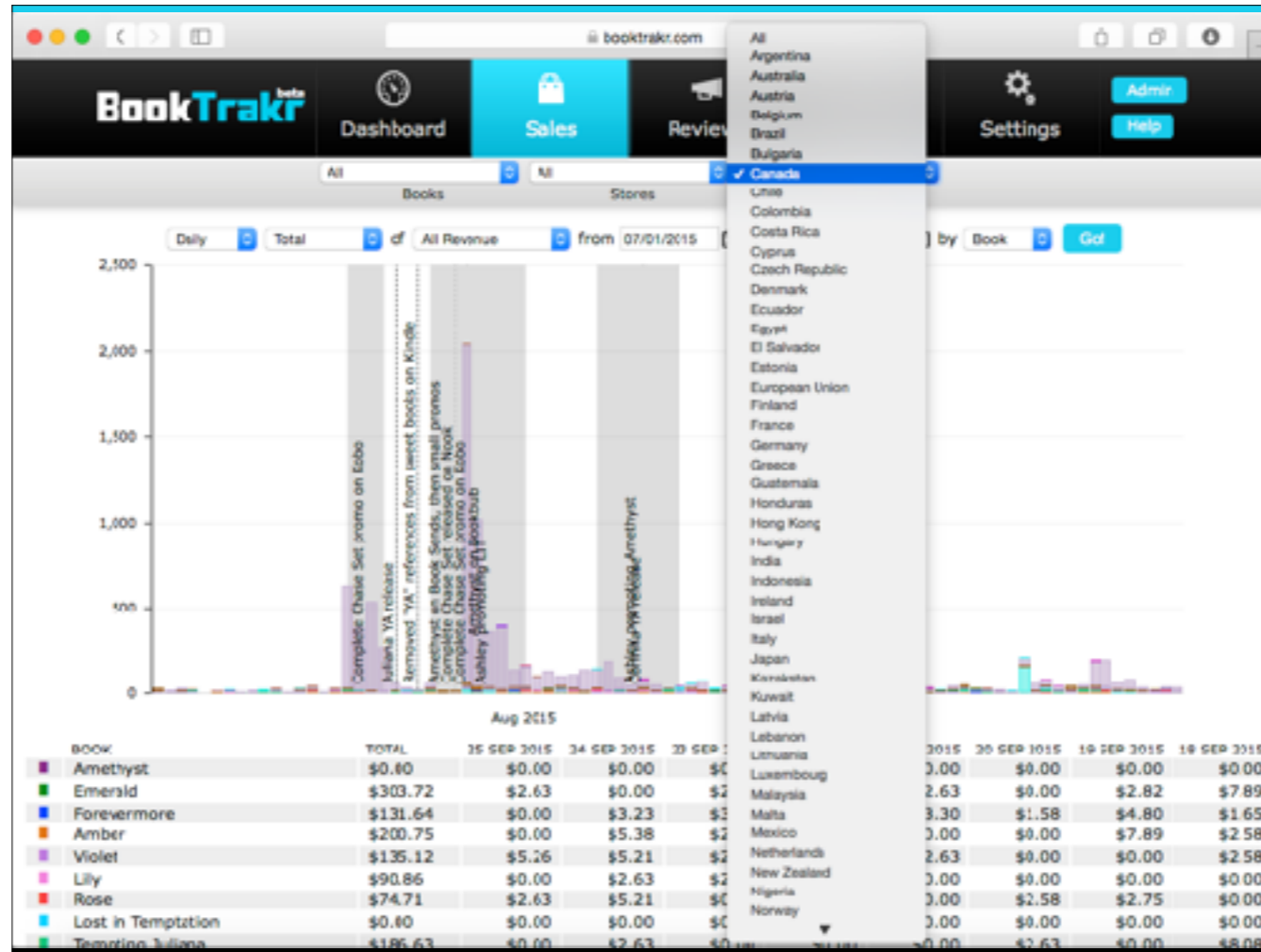
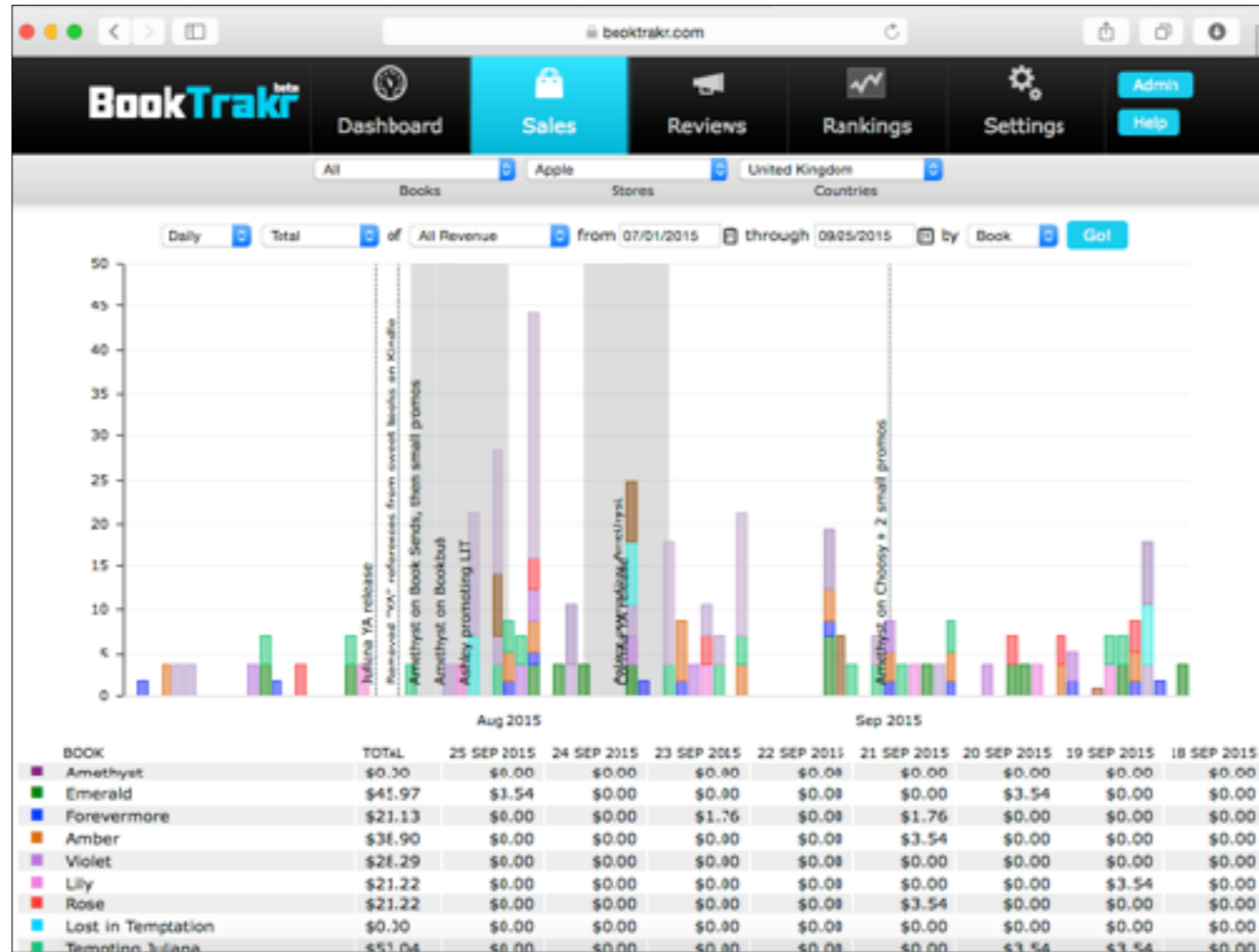Here is the Sales screen before filtering.
(click)

This is what it looks like when filtering to a particular book.
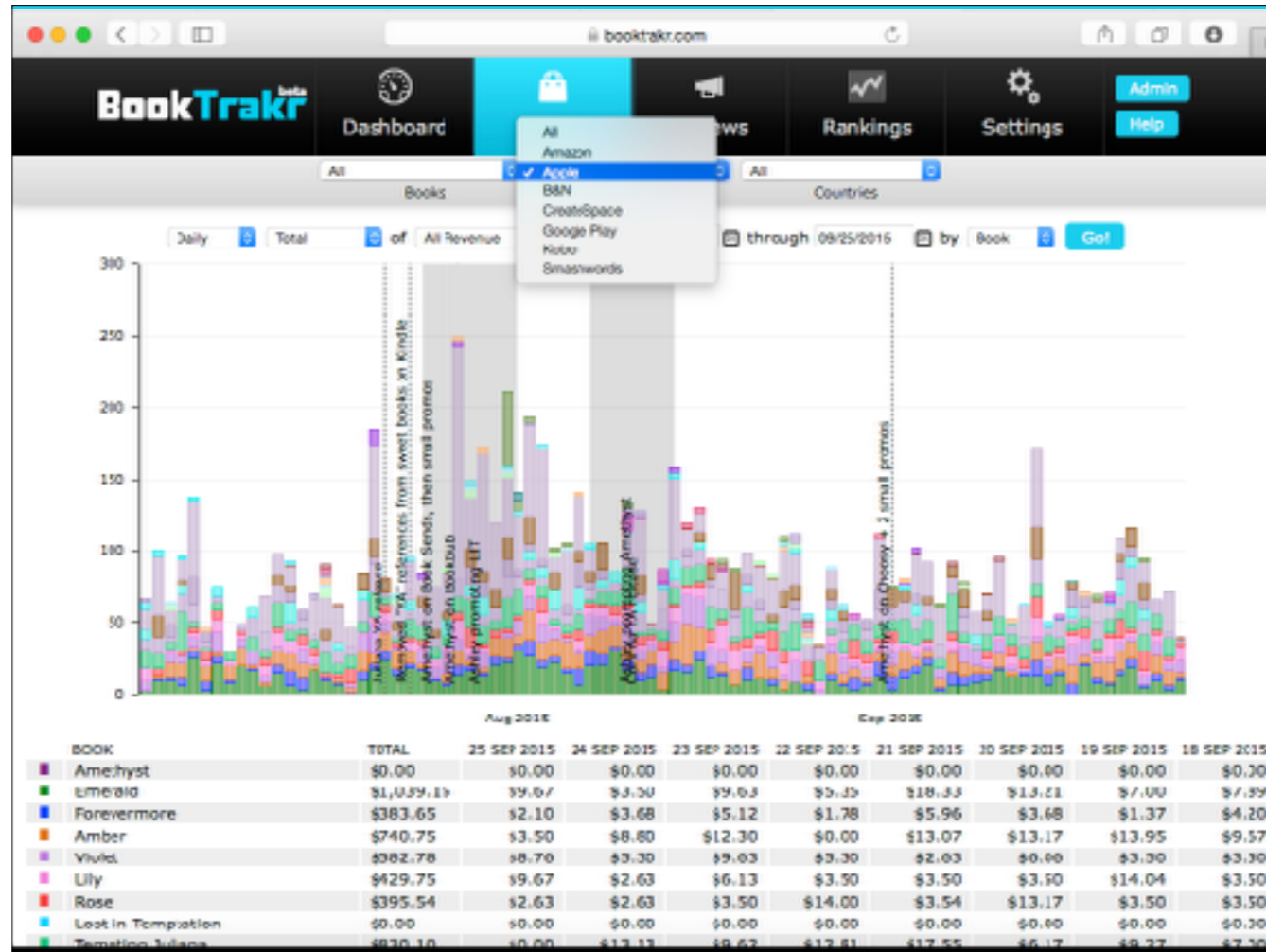
Here's filtering by store. We're looking at sales at Apple only.

And filtering by Country - we're looking at sales in Canada only.

And finally, you can filter by more than one criteria. In this case, we are looking at Apple sales in the UK.

2

Bookshelves

Bookshelves are a way of organizing your books into groups that are meaningful to you - for example, books belonging to a series, or books in a certain language (if you are translating your books), or genre (if you write in multiple genres), or backlist, or any other grouping that makes sense to you. Each book can belong to any number of shelves.
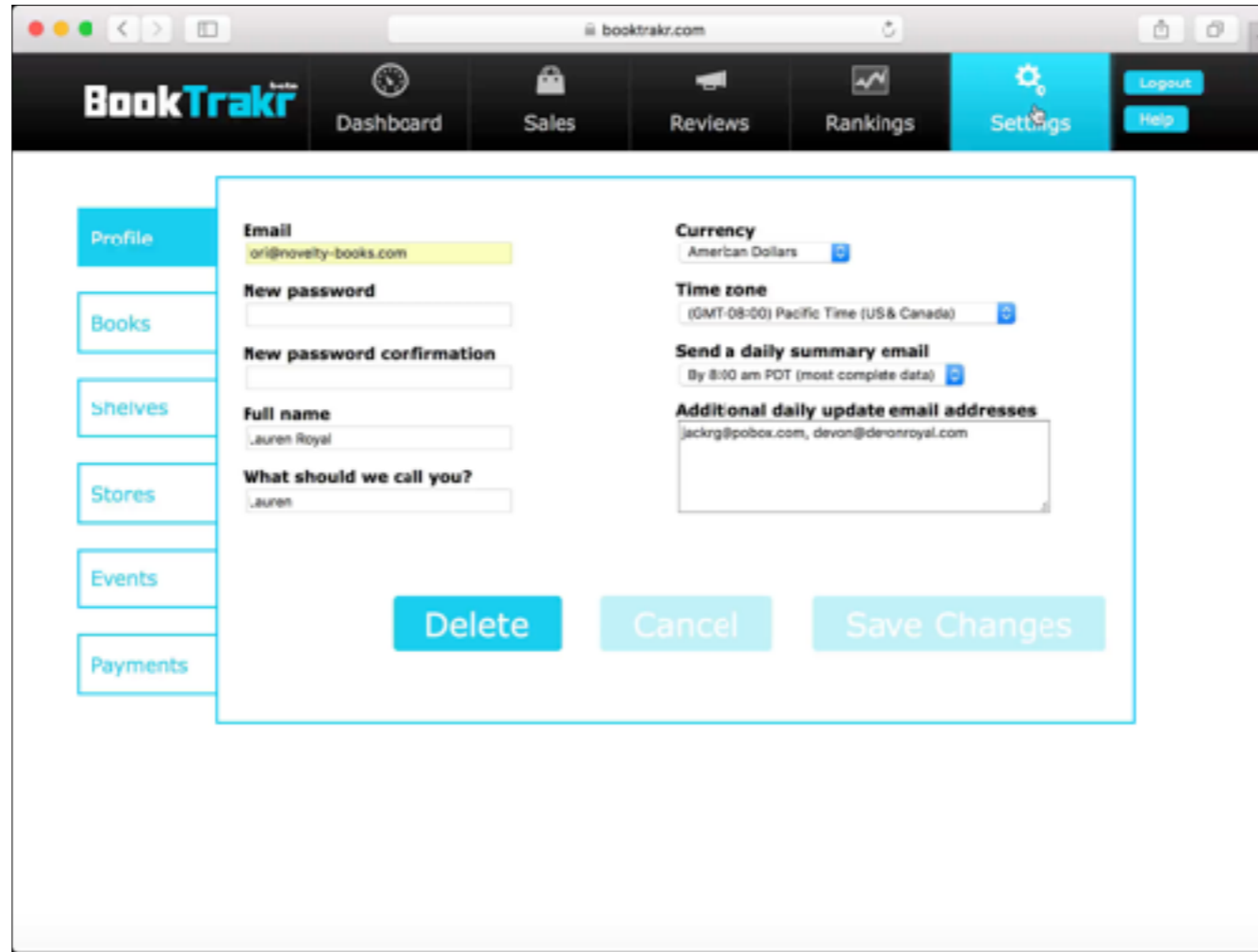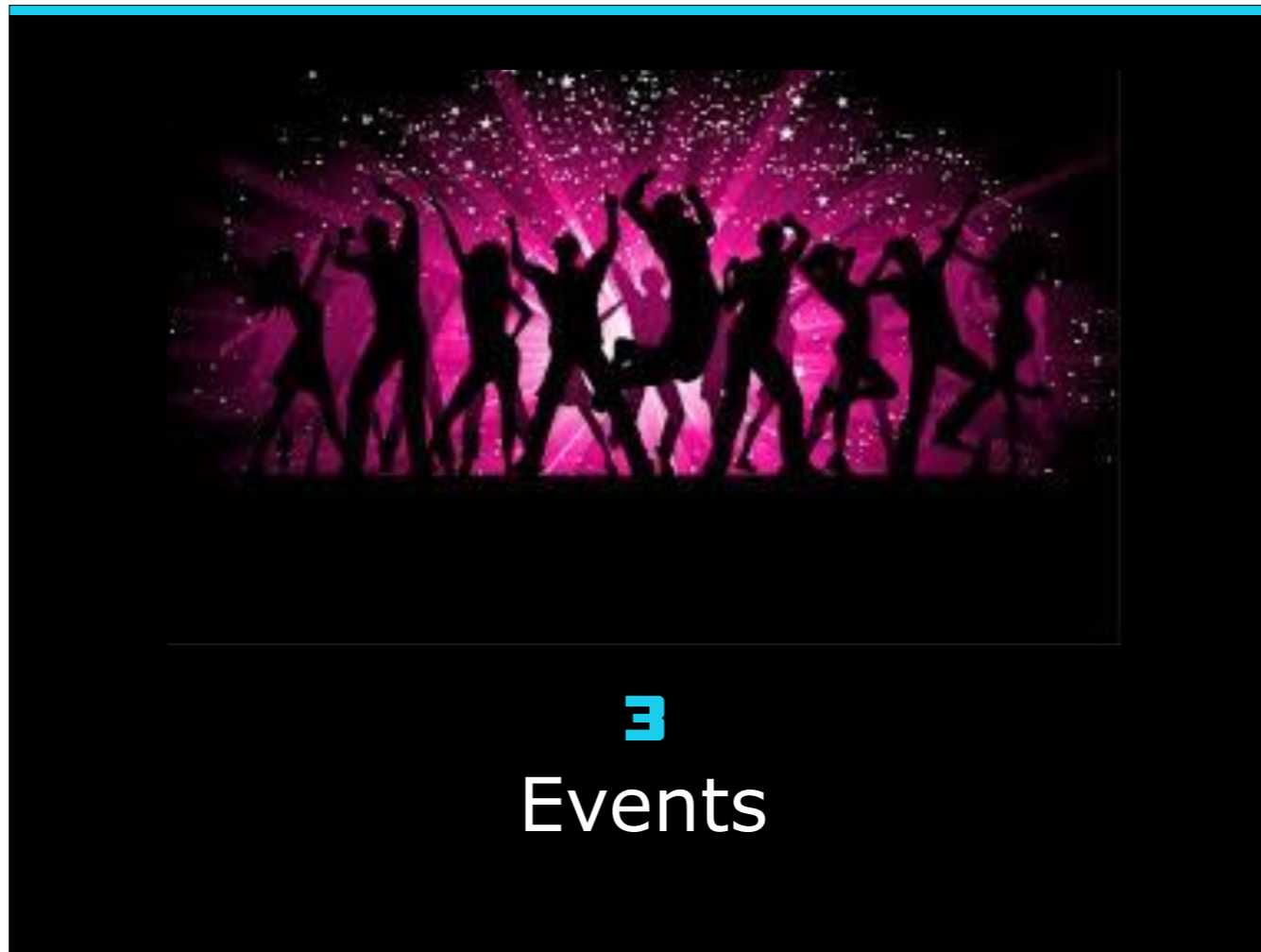
You create bookshelves in the "Shelves" tab of the "Settings" screen.

Click on "Add a Shelf". Give the Shelf a name, and choose which books are part of the shelf.
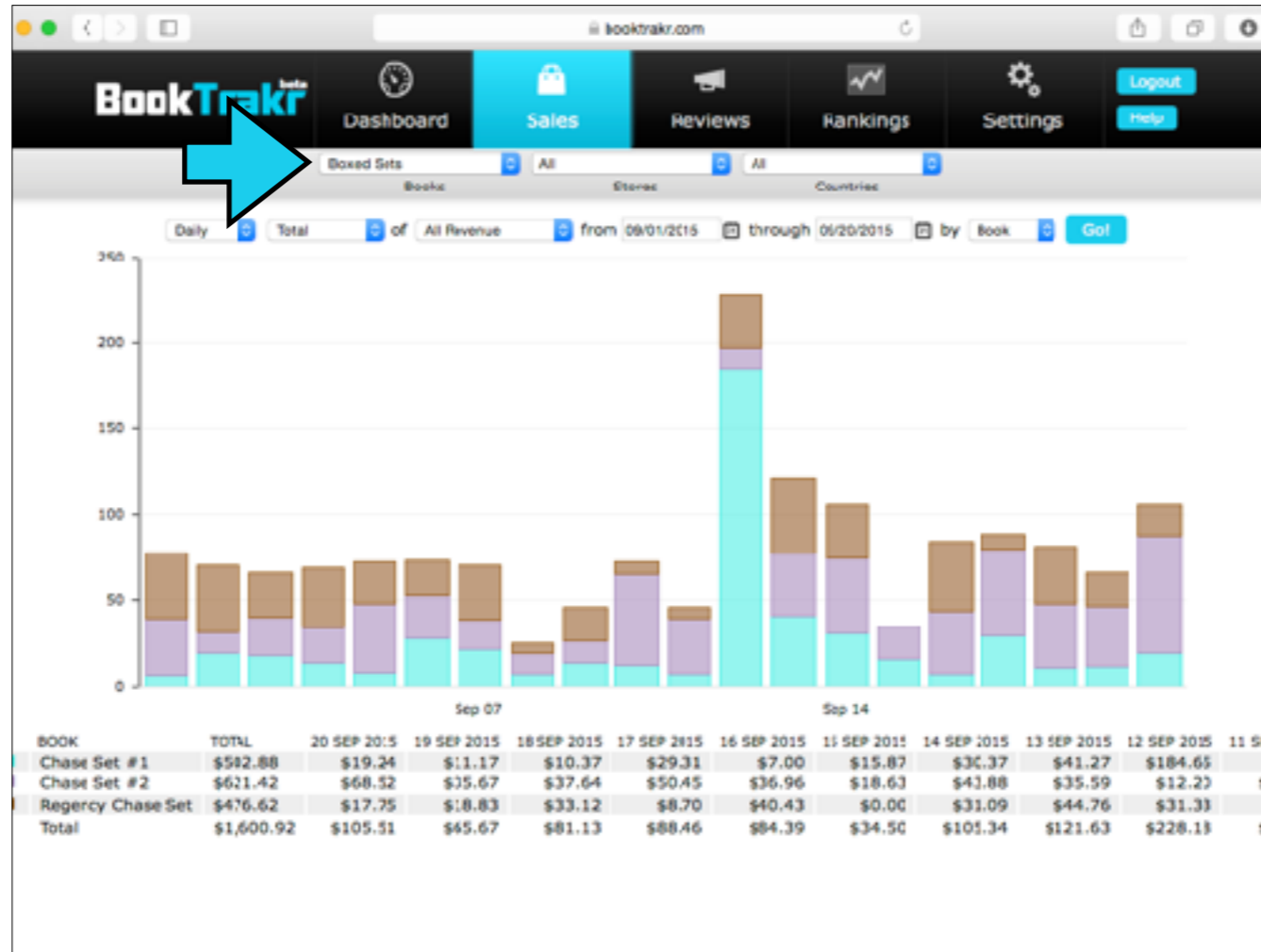
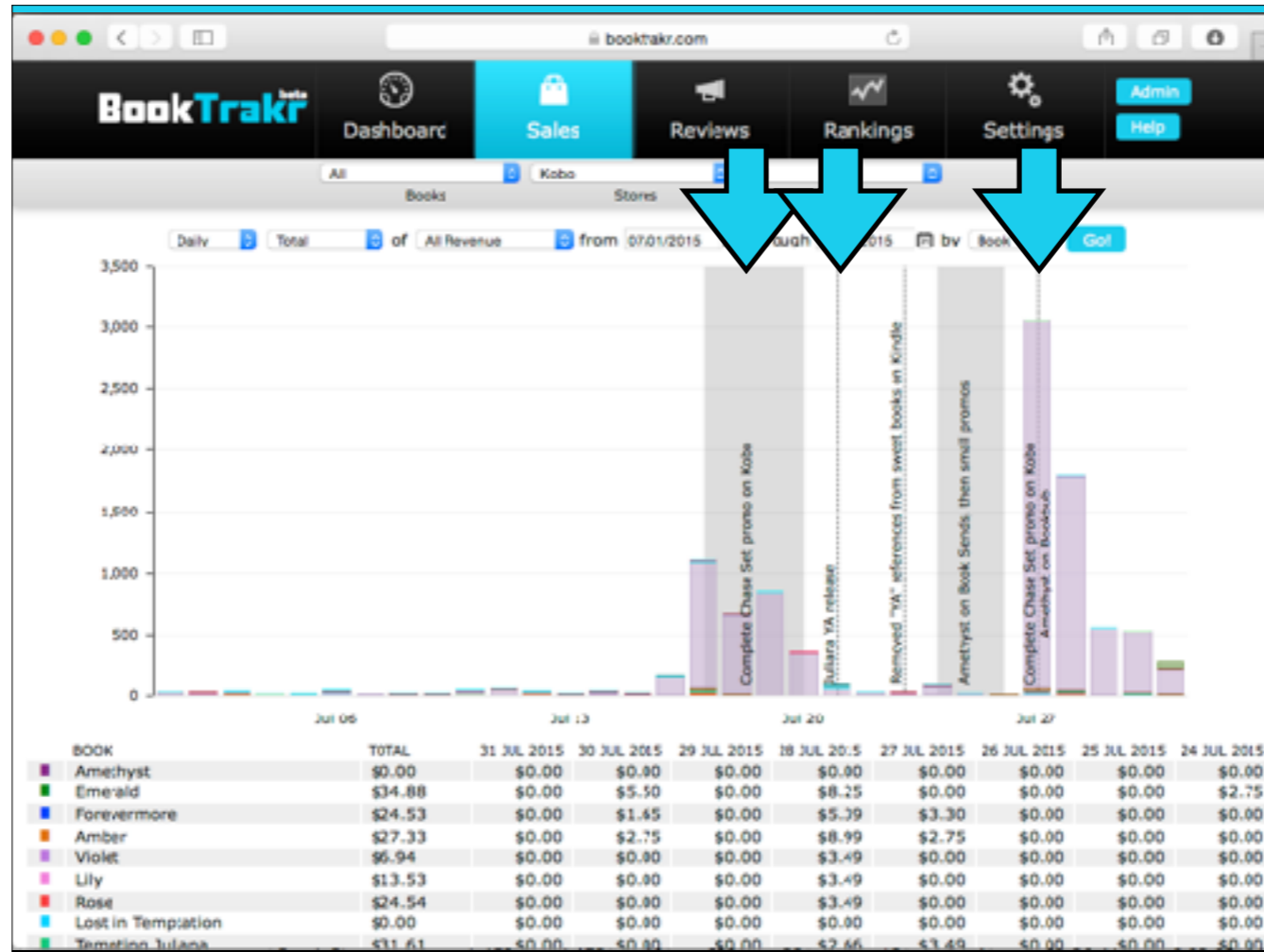You can filter all of the charts to a particular shelf, which means only the books on that shelf are included.

Bookshelves are one of the most under-utilized features of BookTrakr.

3
Events

Events give you a way to correlate sales and ranking trends with things you did or that happened to you; for example, the release of a new book, or a promotion you ran. With events, you can more easily see the correlation to sales.
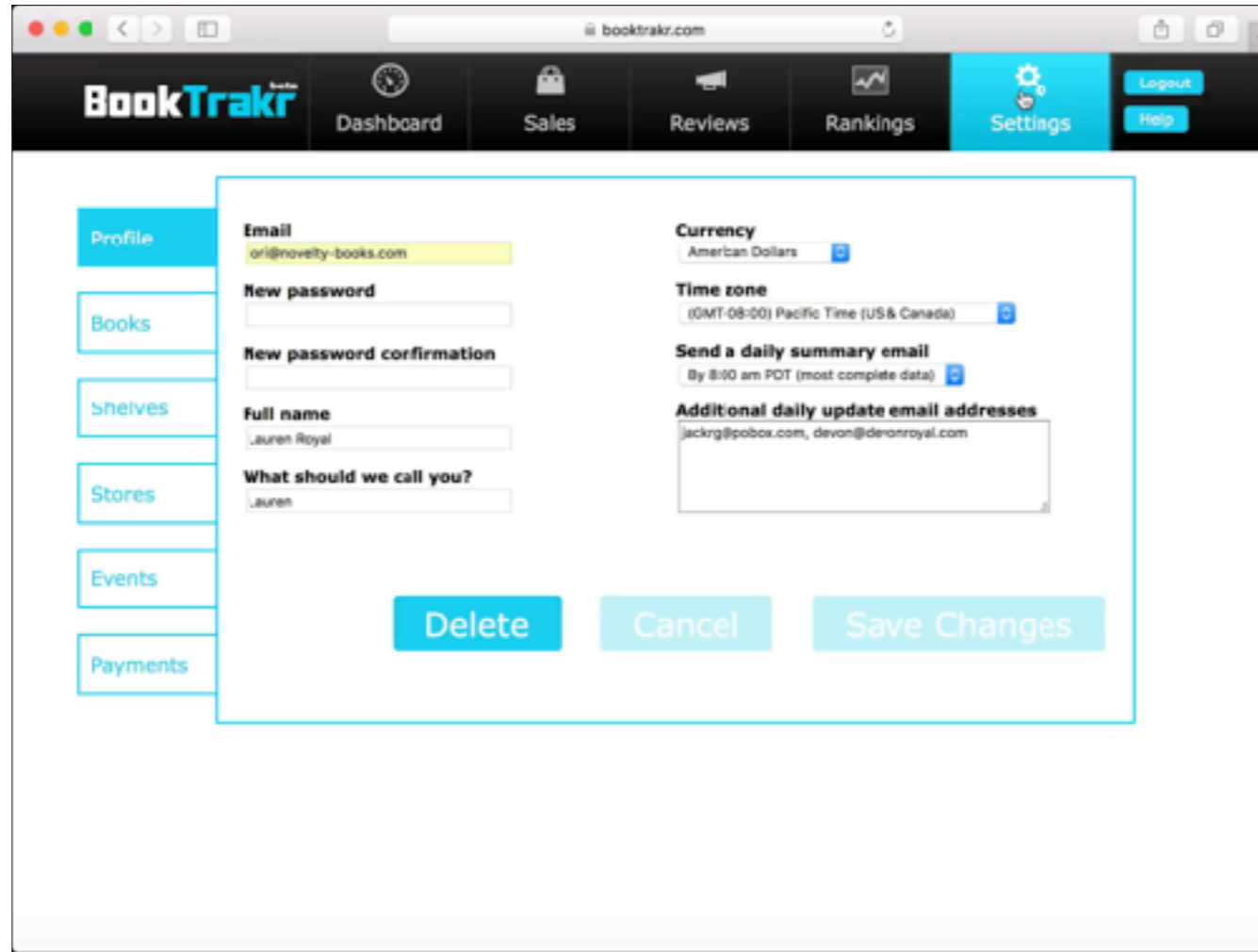
To create an event, just go to the Events tab of the Settings screen and click on "Add an Event". Then fill in the description, start and end date (which can be a single date or a span of days). You can optionally associate the event with a single book, store, or country. Doing so causes the event to show only when that book, store, or country is included in the report. For example, this event is associated with Kobo. It will show when you are looking at a chart including all stores or only Kobo, but it won't show if you are looking at Apple only.

BookTrakr

Dashboard | Sales | Reviews | Rankings | Settings | Admin | Help

All | Kobo
Books | Stores

Daily | Total | of | All Revenue | from 07/01/2015 through 2015 | by Book | Go!

BOOK	TOTAL	31 JUL 2015	30 JUL 2015	29 JUL 2015	18 JUL 2015	27 JUL 2015	26 JUL 2015	25 JUL 2015	24 JUL 2015
Amethyst	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Emerald	$34.88	$0.00	$5.50	$0.00	$8.25	$0.00	$0.00	$0.00	$2.75
Forevermore	$24.53	$0.00	$1.65	$0.00	$5.39	$3.30	$0.00	$0.00	$0.00
Amber	$27.33	$0.00	$2.75	$0.00	$8.99	$2.75	$0.00	$0.00	$0.00
Violet	$6.94	$0.00	$0.00	$0.00	$3.49	$0.00	$0.00	$0.00	$0.00
Lily	$13.53	$0.00	$0.00	$0.00	$3.49	$0.00	$0.00	$0.00	$0.00
Rose	$24.54	$0.00	$0.00	$0.00	$3.49	$0.00	$0.00	$0.00	$0.00
Lost in Temptation	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Temptina Julana	$11.61	$0.00	$0.00	$0.00	$2.66	$3.49	$0.00	$0.00	$0.00

Here's how the Sales Chart looks with Events. Note that we've filtered to show only Kobo sales. If we had filtered to Apple sales only, the new filter we just created would not show, but leaving it unfiltered by store would include Kobo and therefore include the event.

The first grayed area is the event we were just added. Notice how the sales increased during that period; clearly this was a good promo.
(click)
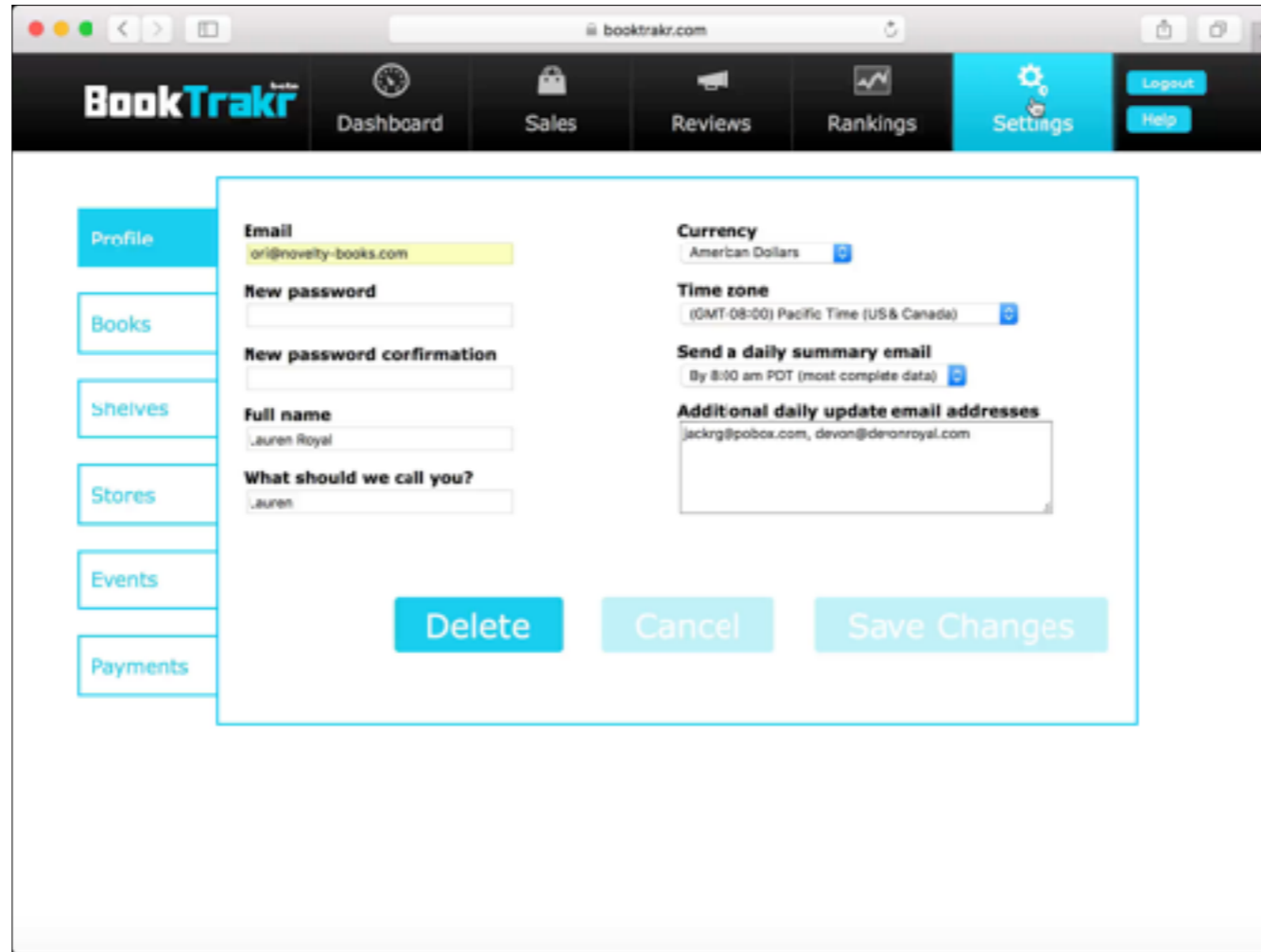The dashed line represents a single-day event: in this case, the release of a new book.
(click)
Notice that the tallest bar is associated with two one-day promos (one at Kobo and another at Bookbub) — clearly that was a good combination.

4

Sorting Books

You can sort your books to determine what order they should show on the Dashboard, Sales Chart, etc.

To sort your books, go to the "Books" tab of the "Settings" screen, and click on "Change Order". The display changes and you now have mover icons next to each book. You can drag these up or down to change the position of a book in the order. We will drag "Chase Set #1" to the top of the list. Notice that upon completion, Chase Set #1 has now moved to the top of the list.

Here is how the Dashboard appeared before moving Chase Set #1.
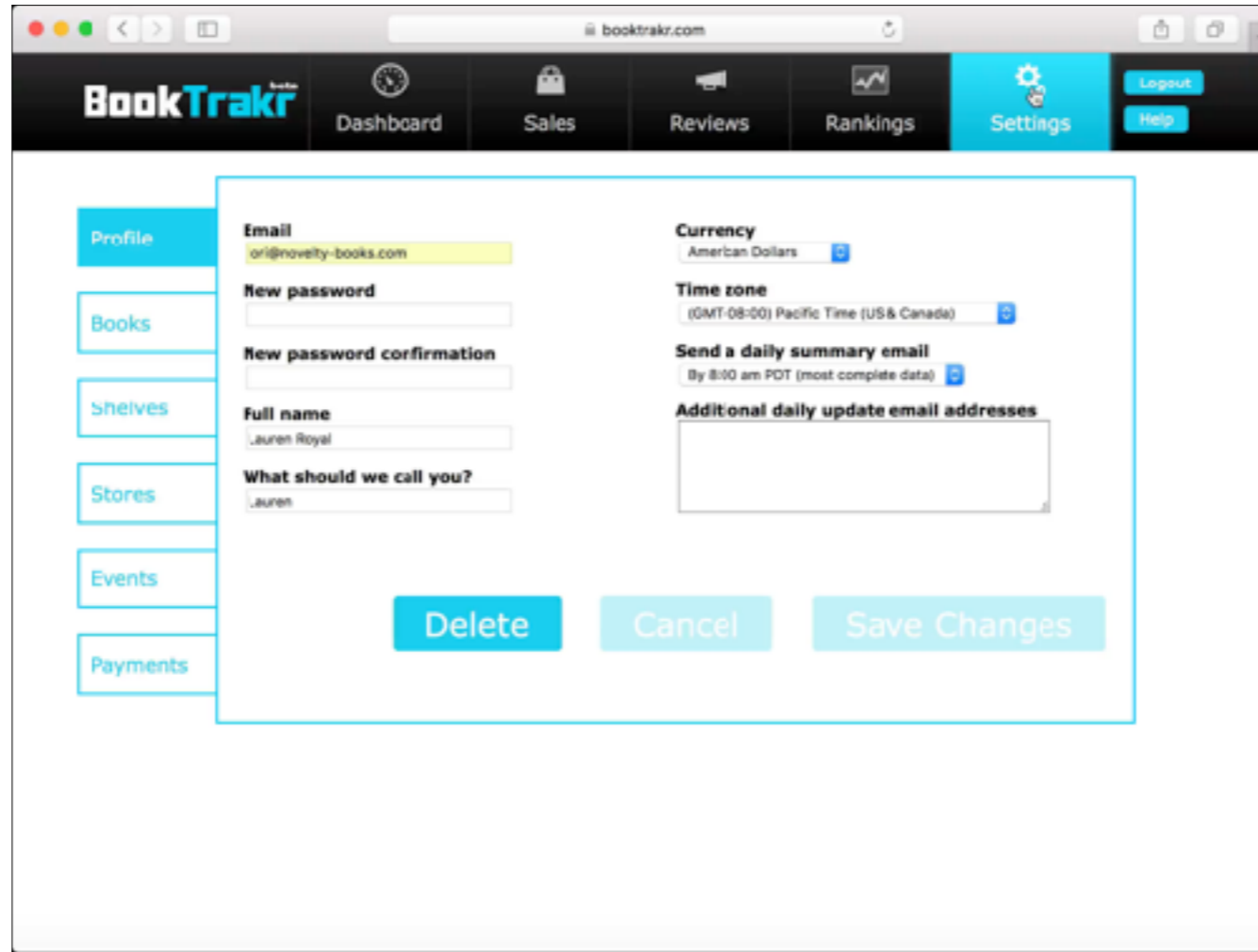
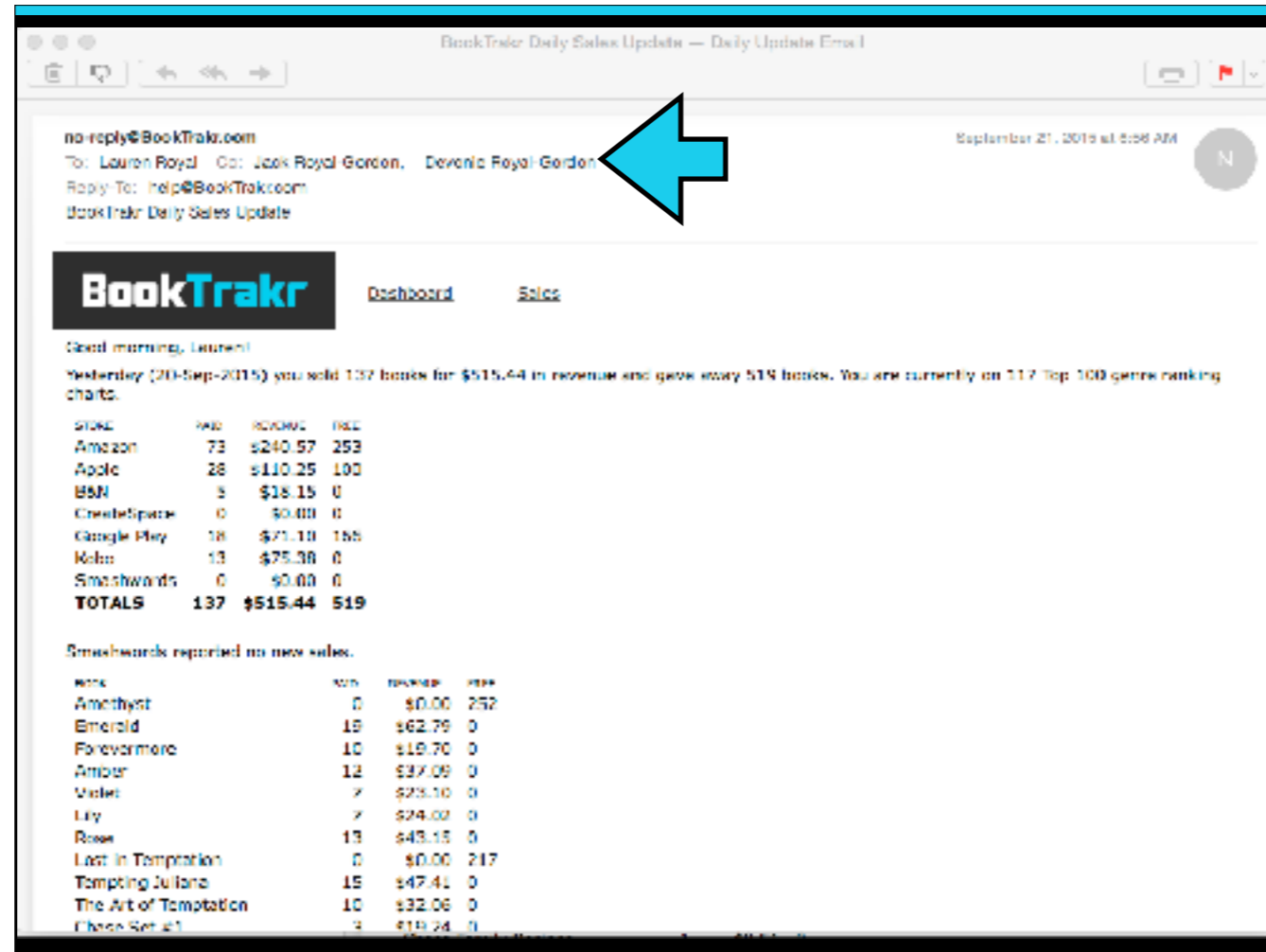And here is how the Dashboard appears after moving Chase Set #1.

5

Sharing your
Daily Update Email

You can share your Daily Update email with your assistant(s), your accountant, your agent, and/or your spouse.

To do this, just go to the Profile tab of the Settings page and add the email addresses to the box labeled "Additional daily update email addresses".
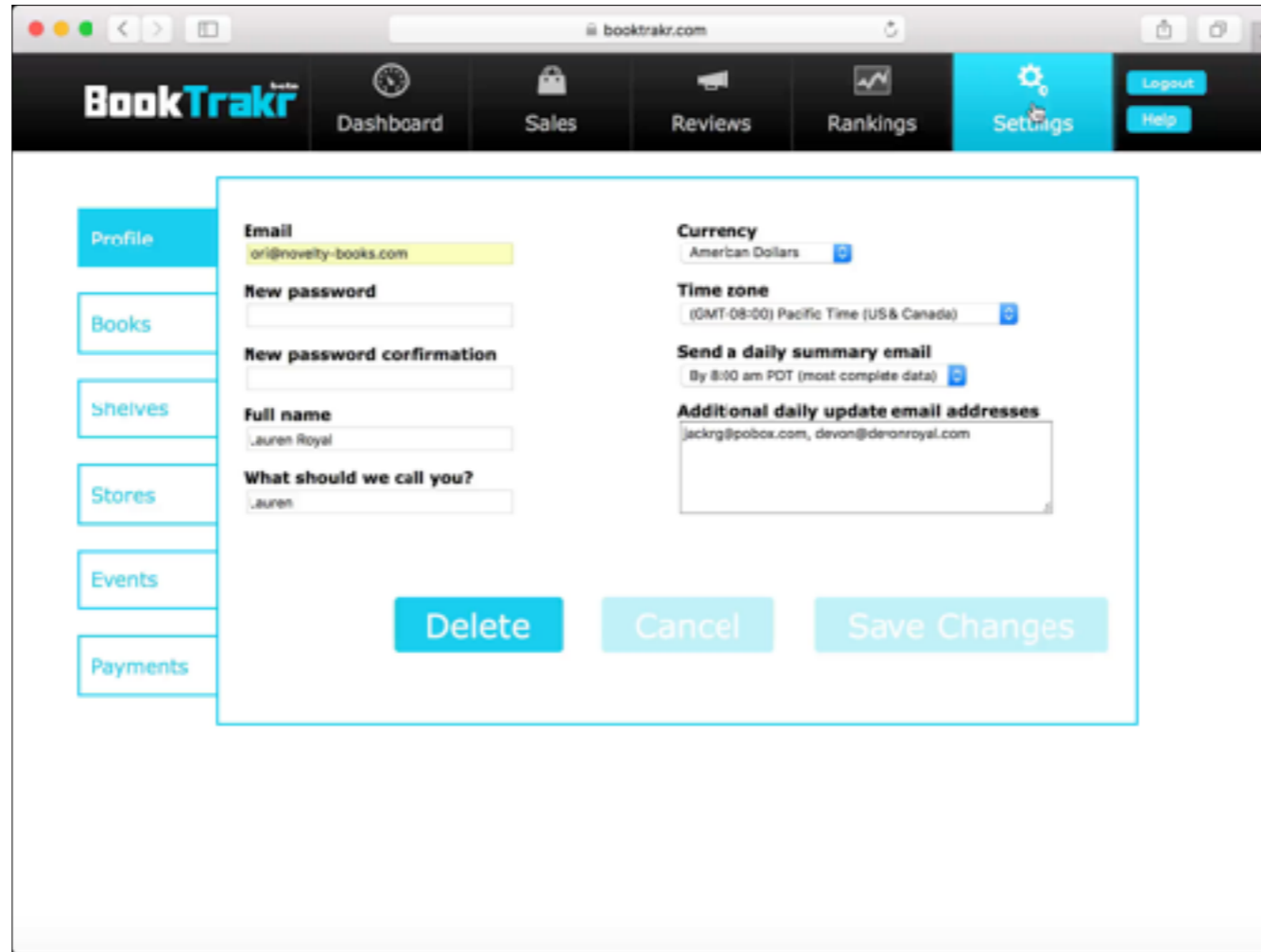
And here you can see that the additional addresses are CC'ed on the Daily Update email.

6

Updating your Book Cover

Did you replace a really ugly book cover? Did you add "New York Times Bestseller" to your cover and want to be reminded every time you look at the Dashboard? Well, you can change your book cover in BookTrakr.

Go to the "Books" tab of the "Settings" page, click "Edit" on the book in question, and click on the "Wrong cover?" button. You'll be asked to confirm. And then you'll get a confirmation at the top of the screen. BookTrakr has deleted the old, ugly cover and will retrieve a new, beautiful cover during the overnight processing.
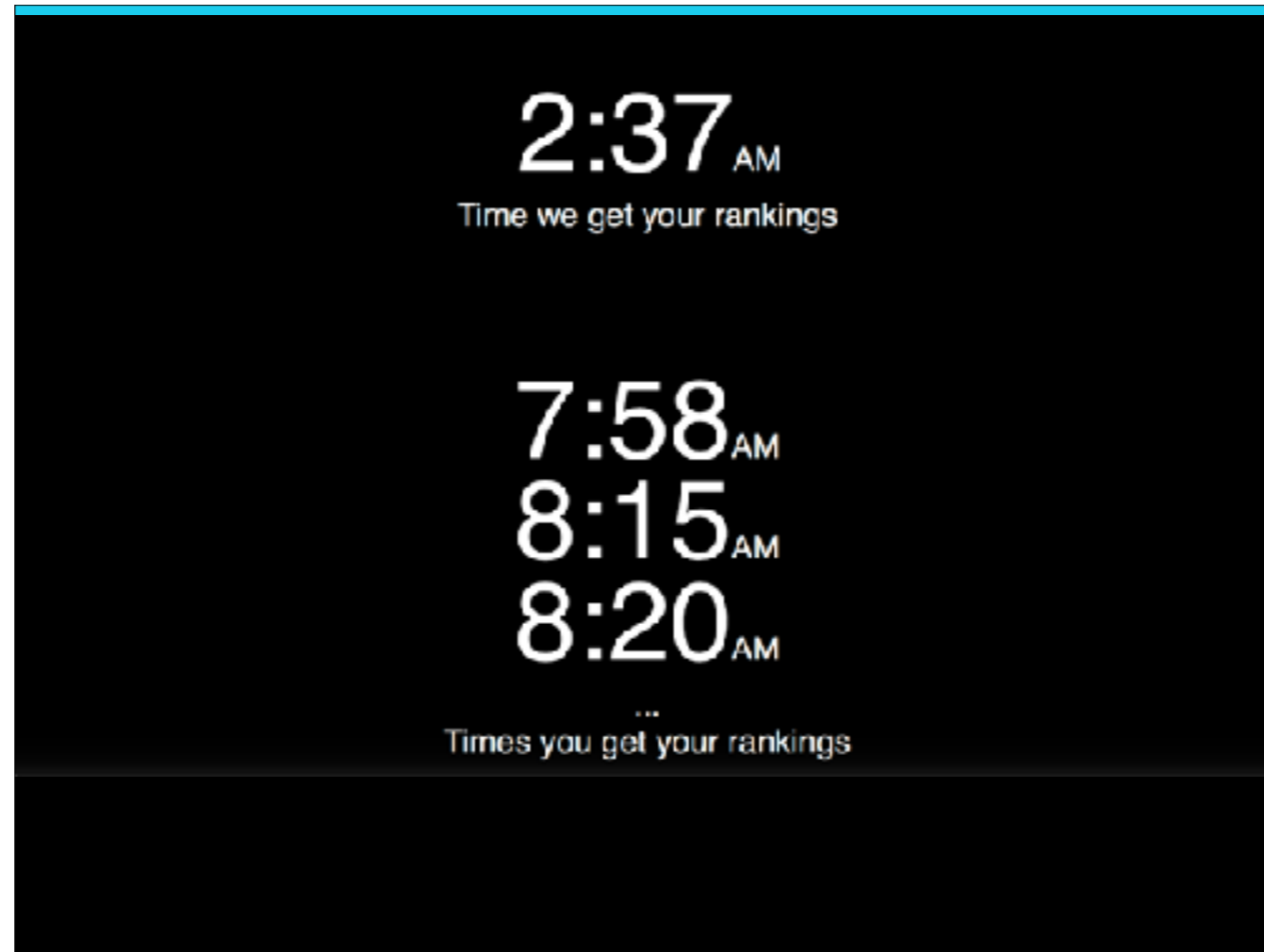
7

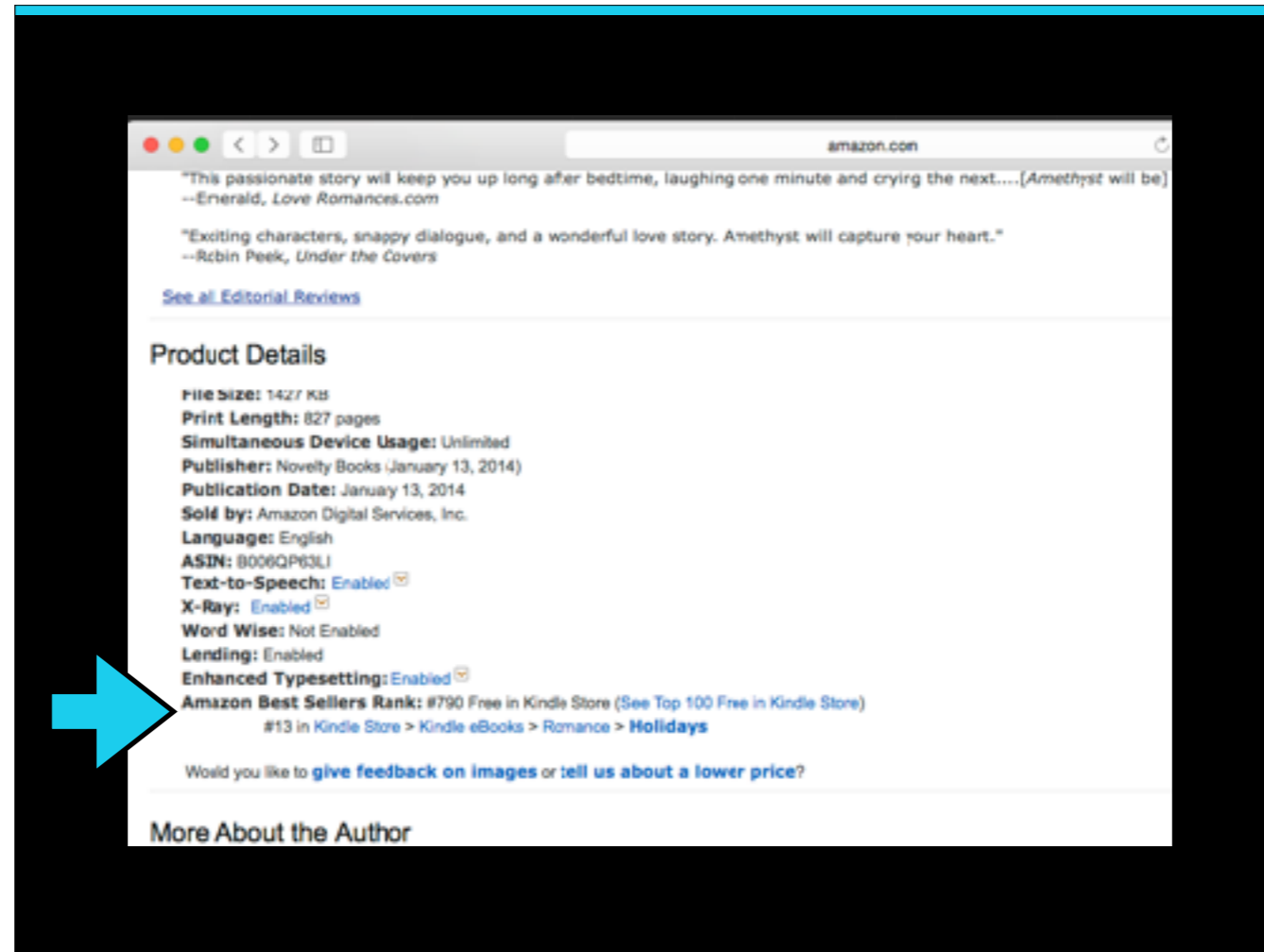**Why your Rankings might seem "out of whack"**

Have you ever thought that your Rankings just didn't seem right in BookTrakr?

In the next few slides, we'll show you why your Rankings might be different than ours and where we get your rankings from.

We get your rankings in the middle of the night, when you're asleep (or writing!). You get your rankings throughout the day (sometimes, every 5 minutes!). We visit every book's page at every store (and in some cases, country) it's had sales at. So we also can't say that we get it at the same time every day — we have thousands of books, and over a hundred store sites to look at.
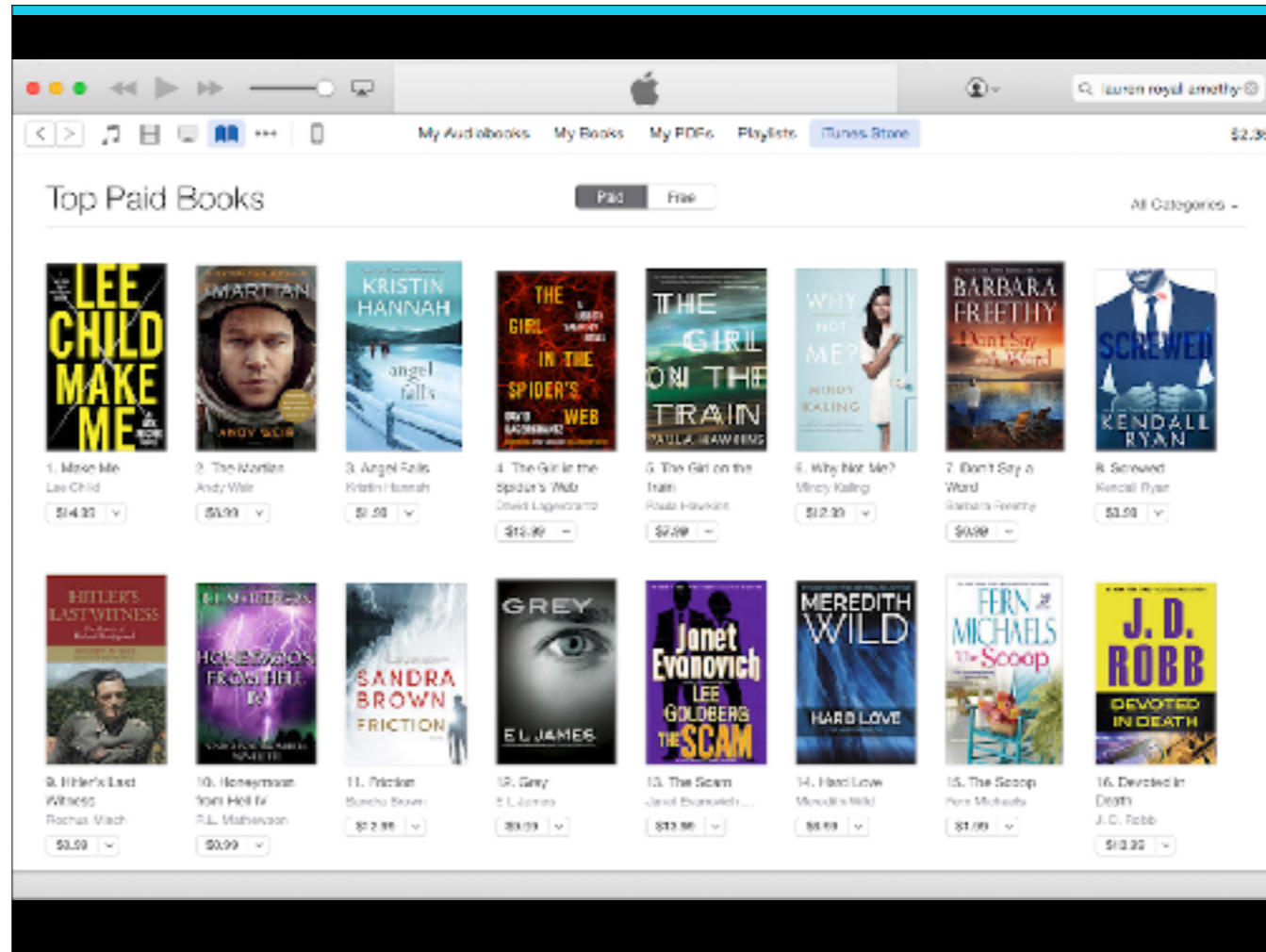
Now, on to where we (and you) can find your book's rankings …

At Amazon, your rankings are right on your book's page, in the Product Details section.
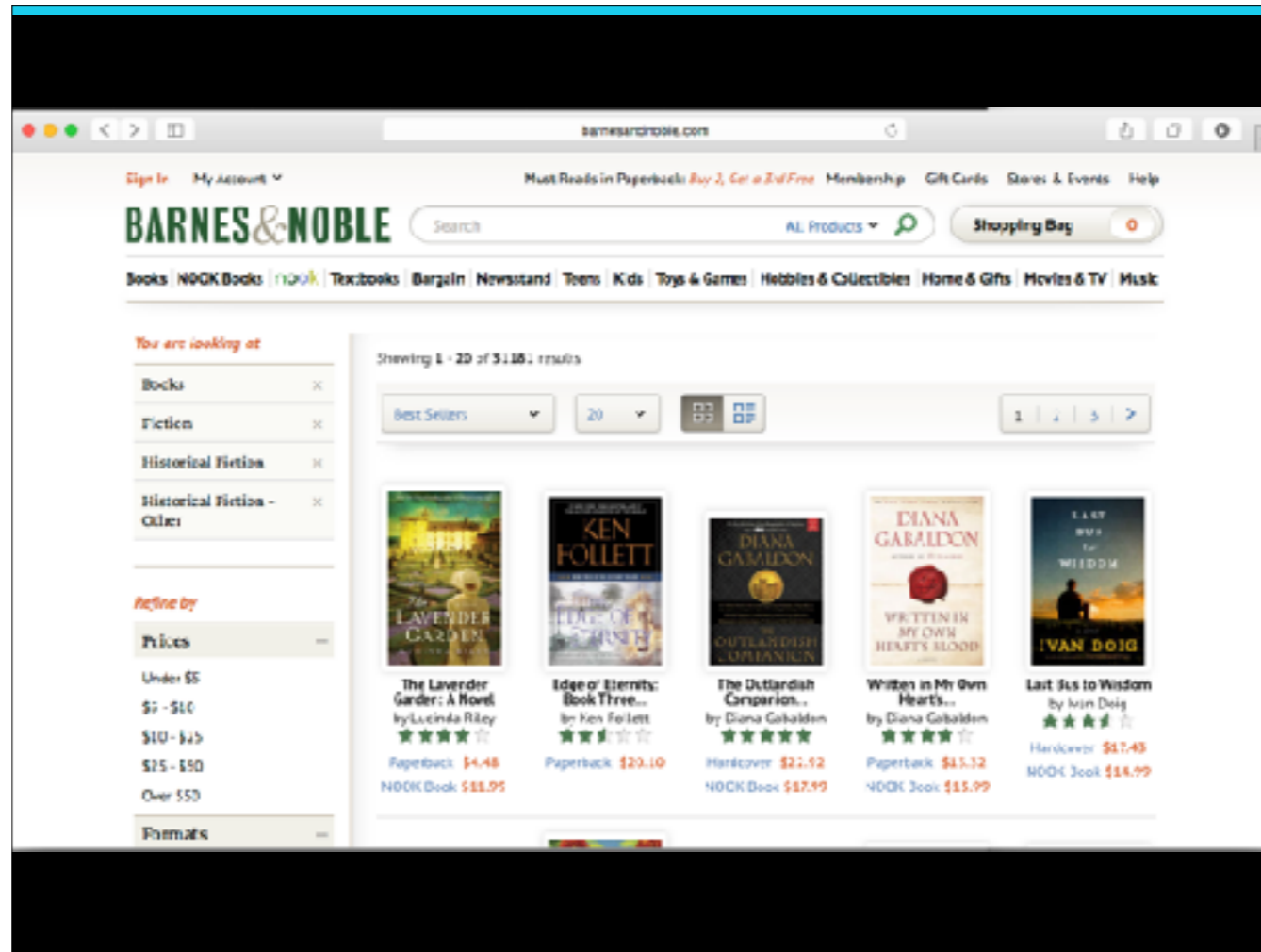
At Apple, your categories are listed at the top of the book page; each one is a link to a bestseller list.
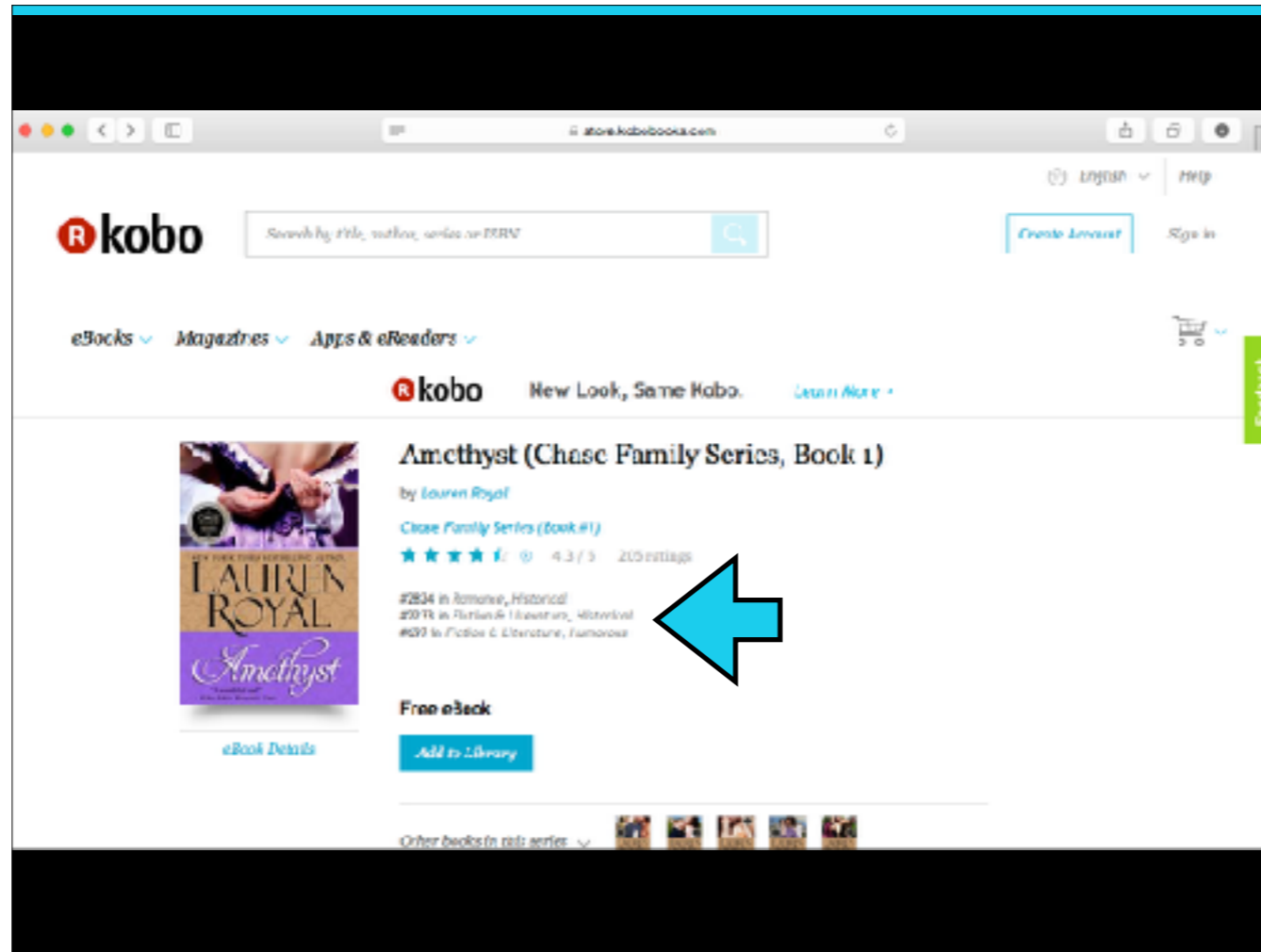
But you have to follow the links to see the top-ranked books in each category. Apple provides the Top 200 store-wide and the Top 100 for each category.
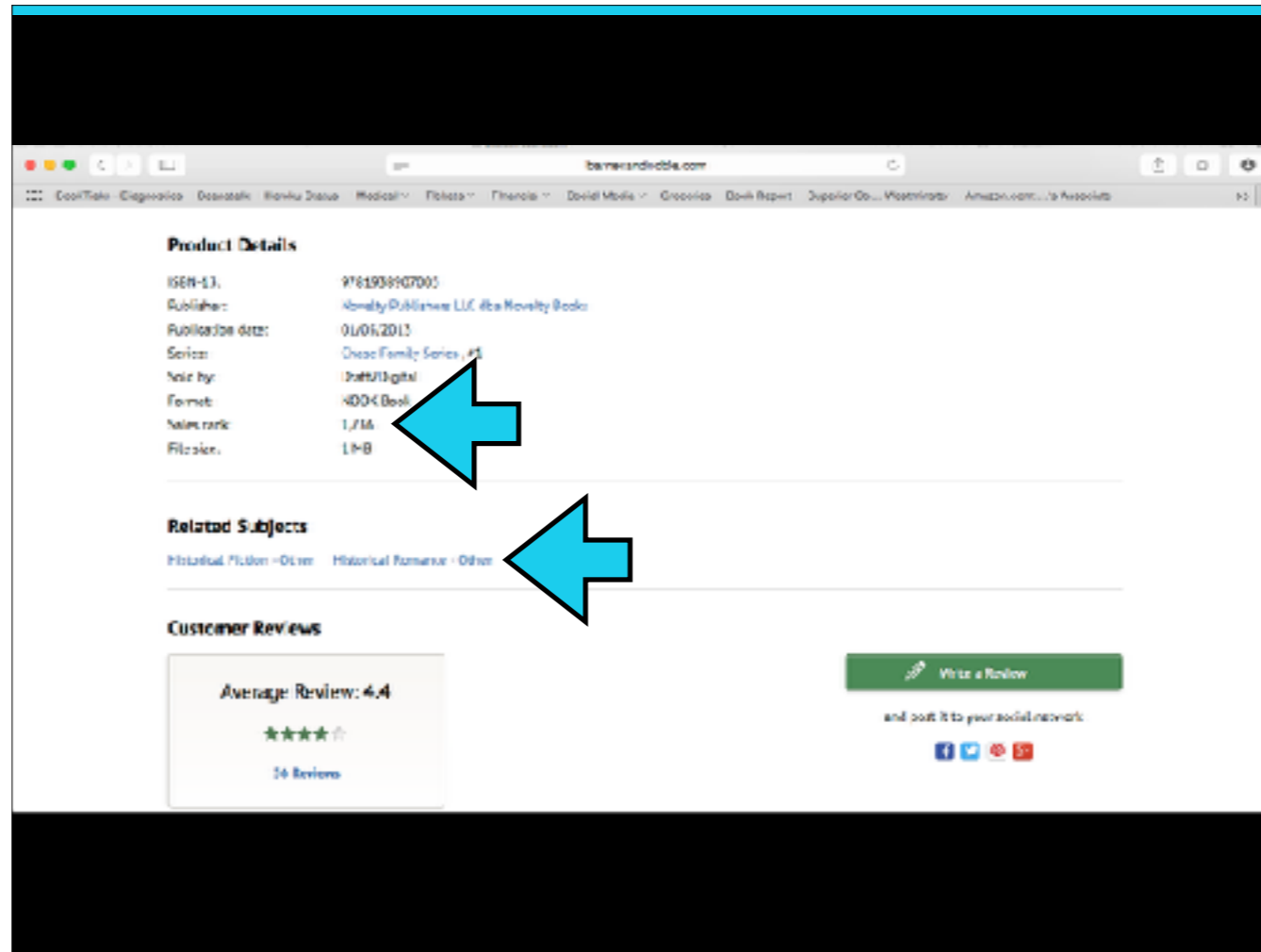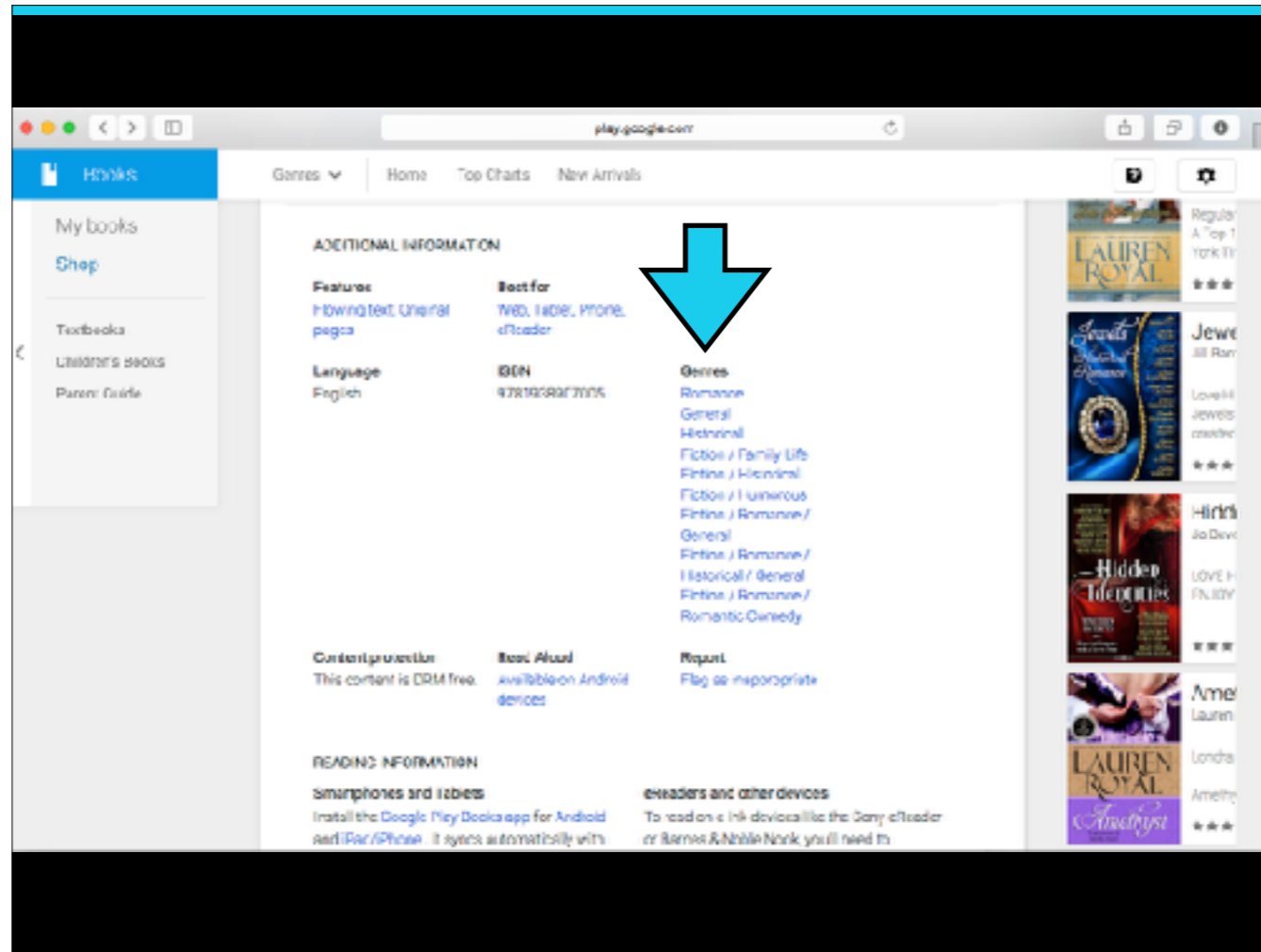
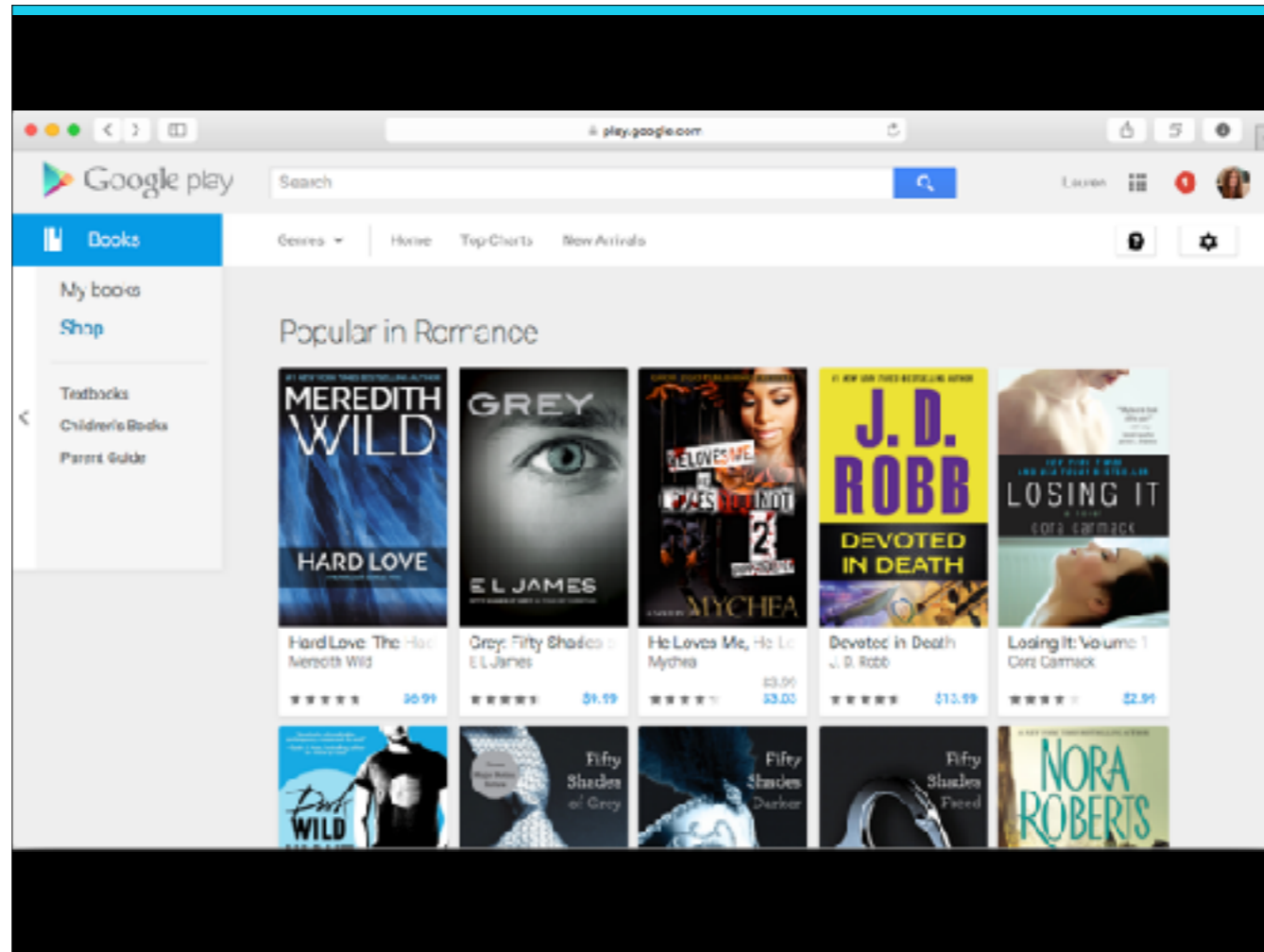B&N has the storewide ranking on the book page, along with links to the categories.

You must follow those links to see the top-ranked books in each category. BookTrakr captures the top 100.

Kobo, like Amazon, puts the rankings right on the book page, except that there are no storewide rankings.

Google, like Apple and B&N, provide links to the top-paid books in each category

You must follow the links to the bestseller list.

Why your Sales might seem "out of whack"

The single most common question we get from users is "My sales seem out of whack. Can you check it out?". There are a number of reasons why sales might seem wrong to you.

6. Why your sales might seem "out of whack"

- Sales reports are sometimes delayed by the stores

We pull the sales reports for each store shortly (or not so shortly) after the close of that stores business day. B&N & Kobo close their business day at midnight Eastern Time. Amazon, Apple and Google close their business day at midnight Pacific Time. But Apple often doesn't have their sales available until 5am Pacific Time. So we are retrieving sales at all different times of the night. This process takes from an hour to three hours per store.
(click)
Some of the stores are often delayed in reporting their sales. No names — you know who you are. We tell you this on the Dashboard and in your Daily Update email. And if the delay is prolonged, we also tweet about it on our status feed at @BookTrakrStatus.

no-reply@BookTrakr.com

September 27, 2015 at 9:39 AM

To: Lauren Royal   Cc: Jade Royal-Gordon,   Devon Royal
Reply-To: help@BookTrakr.com
BookTrakr Daily Sales Update

BookTrakr   Dashboard   Sales

Good morning, Lauren!

Yesterday (26-Sep-2015) you sold 96 books for $276.92 in revenue and gave away 189 books. You got 10 new reviews and are currently on 97 Top 100 genre ranking charts.

STORE	PAID	REVENUE	FREE
Amazon	80	$233.47	189
B&N	11	$28.92	0
CreateSpace	0	$0.00	0
Kobo	5	$14.53	0
Apple	Processing delayed (1)		
Google Play	Processing delayed (1)		
Smashwords	Processing delayed (1)		
TOTALS	**96**	**$276.92**	**189**

(1) Your sales figures are not yet available from this store.
BookTrakr will continue trying to retrieve sales data.
You will receive an updated email when BookTrakr is successful.

BOOK	PAID	REVENUE	FREE
Chase Set #1	1	$3.50	0

6. Why your sales might seem "out of whack"

- Sales reports are sometimes delayed by the stores

- Daily numbers sometimes change after we get them

- Pre-orders are posted when they become sales

- Monthly and Daily don't always agree

- Amazon KENP isn't available by day

(click)(click)

Numbers change after we pick them up (not often, but they do) - 6 books on one day in the last 12 days, each by one unit.

(click)

Preorders are not posted when they are ordered — they are posted when they become sales. This generally starts the day before release and can last for two days or even more.

(click)

If there are two reports that provide a number, then they often disagree.

(click)

It's not available by date, just MTD. We calculate the change since the last time we looked, and it won't be exactly at midnight.

(click)
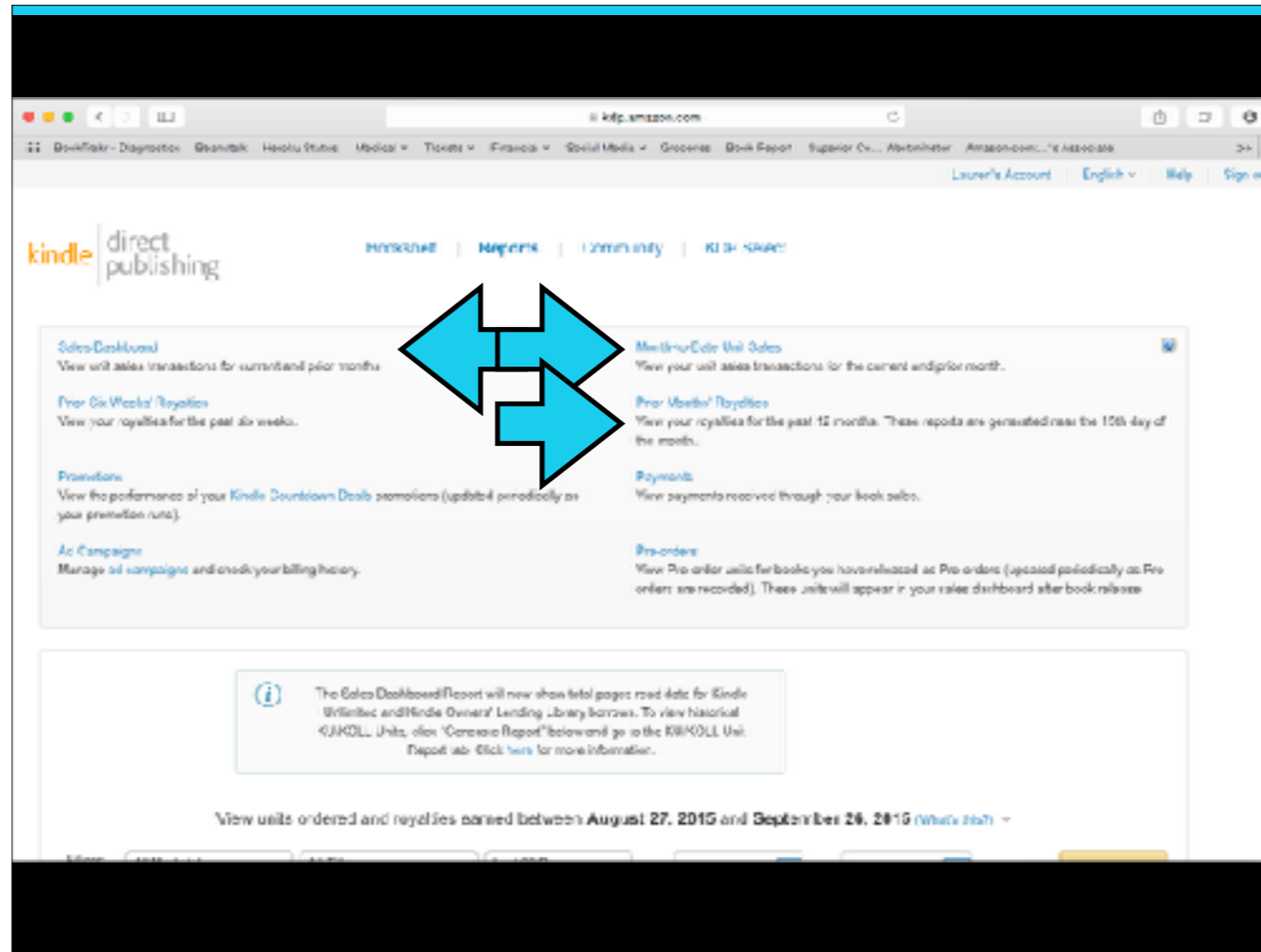
Here is now we get sales from KDP:

(click) We use the Prior Month's Royalties to fill in back history, and to retrieve KOLL/KU royalty information.

(click) We use the MTD Unit Sales report for daily KENP pages,
(click) and the Sales Dashboard for all other sales information.

You can verify our numbers by viewing the Sales Dashboard report.

On the Sales Dashboard, scroll down and select the date range you want and then press the "Update Report" button.
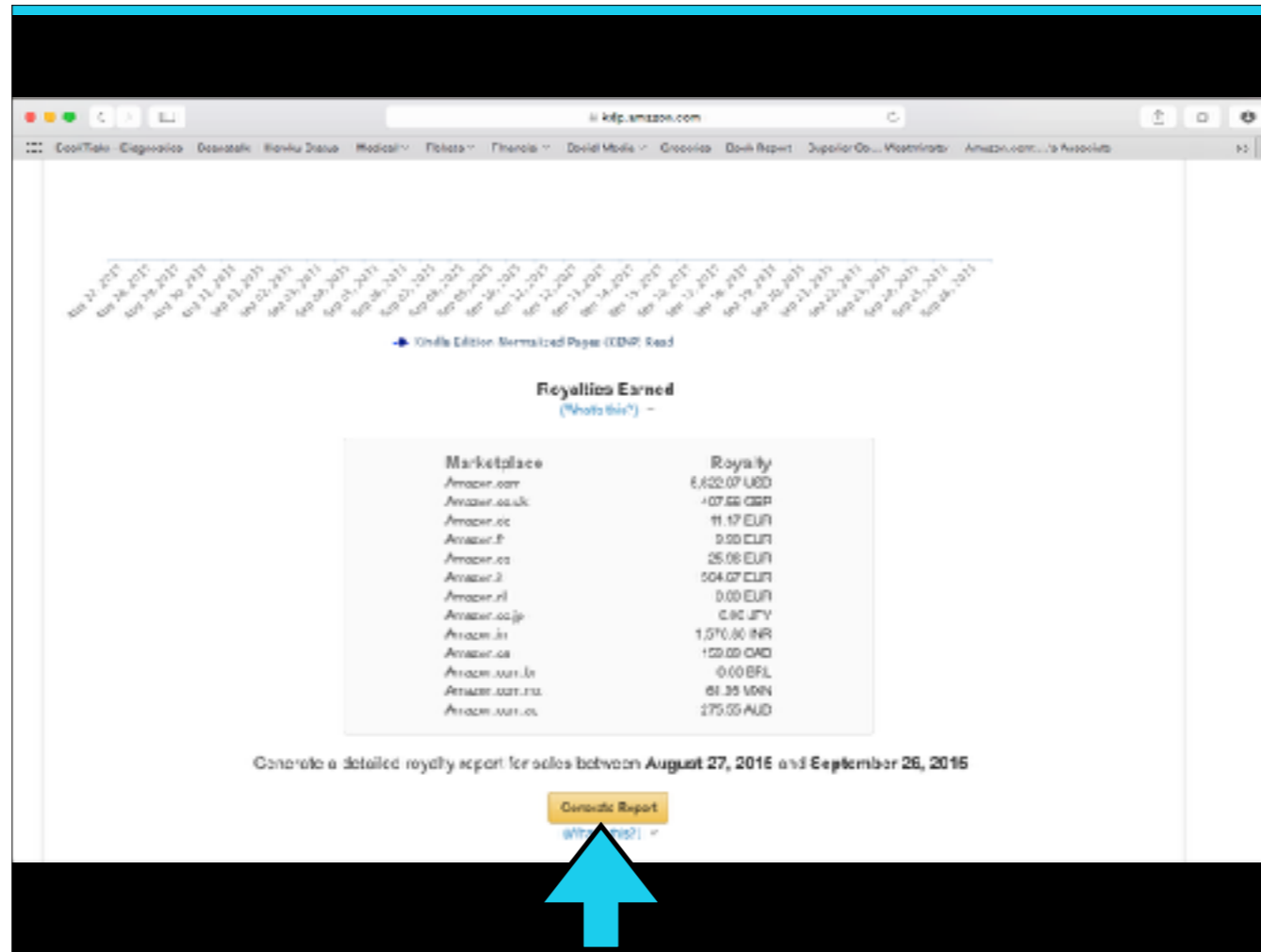
Then scroll down to the bottom of the screen and click on the "Generate Report" button. This will download an Excel spreadsheet to your computer that contains the numbers that we base your sales on.

You can view the file in Excel. We use the data on the first tab "Royalty Report" for everything except KENP. That we get from the MTD report, which changes continuously and therefore is sensitive to exactly when we take the reading.

6. Why your sales might seem "out of whack"

- Sales reports are sometimes delayed by the stores

- Old history may be for a whole week or month

- Daily numbers sometimes change

- Monthly and Daily don't always agree

- Amazon KENP isn't available by day

9

Drilling down into the Dashboard

(click)
Each entry on the Dashboard has a "More" button. Click on it (or on the book cover) to drill down and see more information on that book (or on all books together).

You can see sales by store, along with the latest Ratings by store.

 You can choose any of several standard date ranges in the sales section: yesterday, last 7 days, this month, last month, this year, last year, and all time. Notice that we also calculate average sales per day.

You can also see the latest Ratings by store … and every one of your current Rankings

10

Responding to Surveys

Everyone gets those requests to respond to surveys with information about your sales or rankings, or to document how much a certain promotion helped your sales. BookTrakr can help you with those surveys.

If you want all-time sales for a given book or for all books, the Dashboard is an easy place to get that. If you want a little more detail, like by store or for a typical time period like last month or last year, you can drill down into the Dashboard.
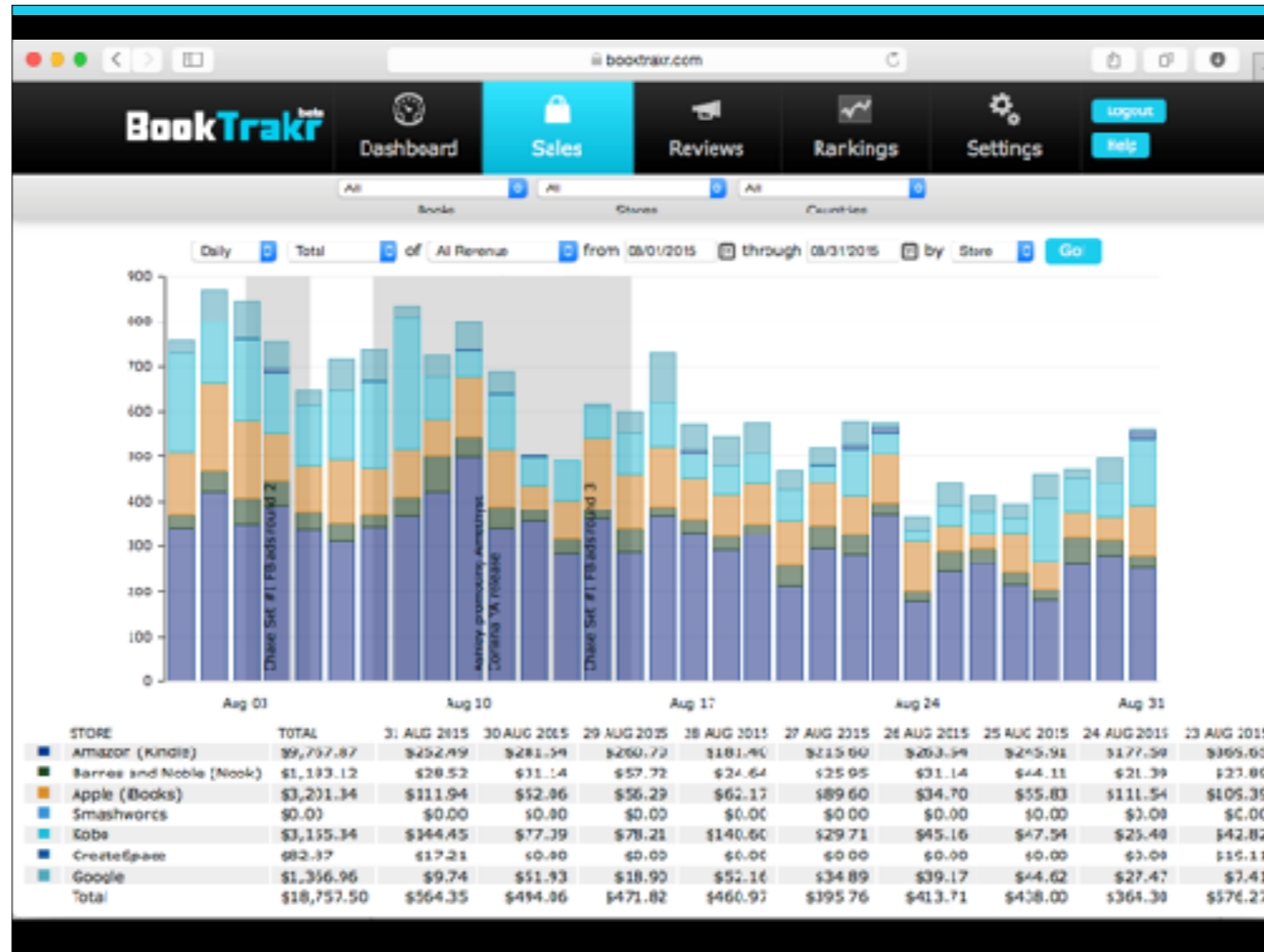
Or you can use the Sales Report to get a summary by store for any time period (and using filters, you can make it for any book or bookshelf and/or any vendor or country.
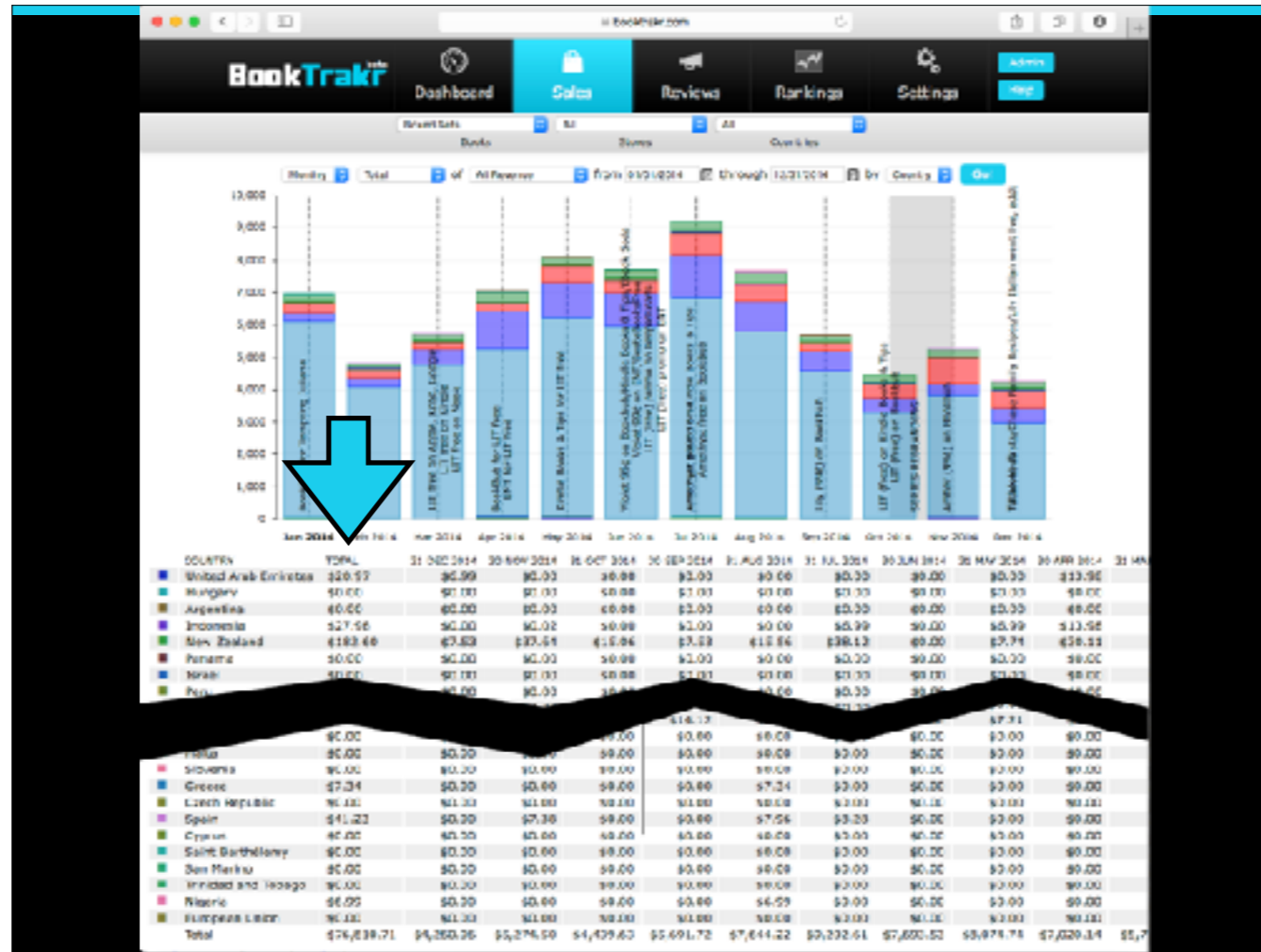
If you need sales by country, for example, for last year; you can use the table below the sales chart to give you the actual numbers. (click) Notice that the first column is the total for the period covered by the chart.

(click)

We can't possibly anticipate everything you might want to do with your book data, so we've designed the table to make it easy to pull out data and bring it into Excel. Just select it with your mouse just like you would any other text, then copy and paste it into Excel. But if you have to do that, shoot us an email and let us know what you're doing. If it's something a lot of people would want to do, we may want to add it to BookTrakr at some point in the future.
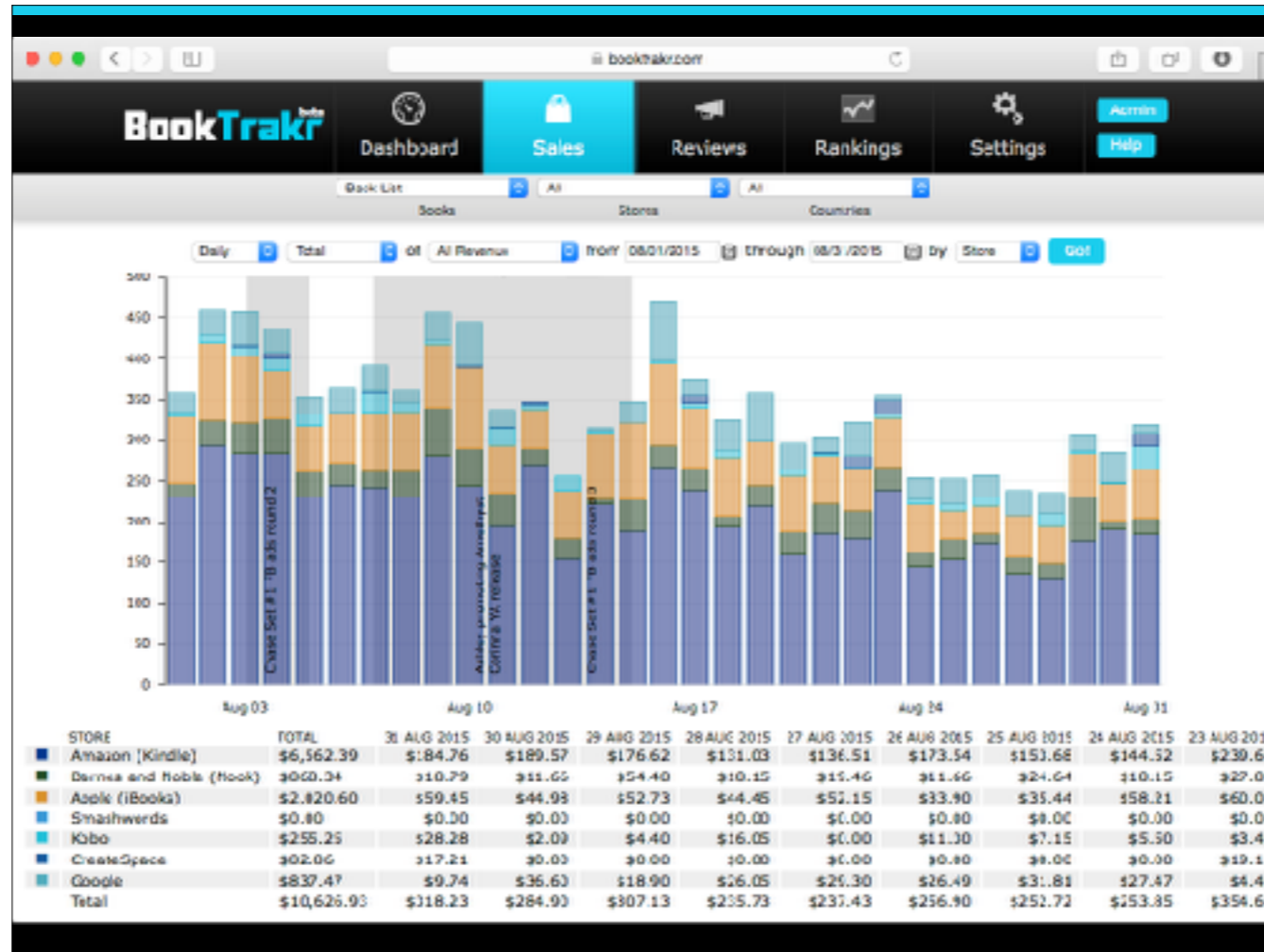
Here's what we used when someone wanted last month's sales for our backlist.

Thank You!

- Check us out at **www.BookTrakr.com**

- Follow us for industry news at **@BookTrakr**

- Follow us for status information at **@BookTrakrStatus**

- Check out our link shortener at **my.Littl.ink**

- Questions?

This is the end of the presentation. I'd like to invite you to stay for a Q&A period.

If you're not a user already we invite you to check us out at www.BookTrakr.com. We have a tour that you can take and you can sign up there as well.

We re-tweet industry news and stories of interest to Indie authors and those who work with them at @BookTrakr

We tweet about issues affecting BookTrakr users, such as processing delays, delays in sales report availability, etc. at @BookTrakrStautus.

We also have a link shortener product that allows you to reuse links at my.littl.ink.

Now I'd like to take any questions that you might have. If you're not staying for that, then thanks for coming!