

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

BookTrakr

Jack Royal-Gordon
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

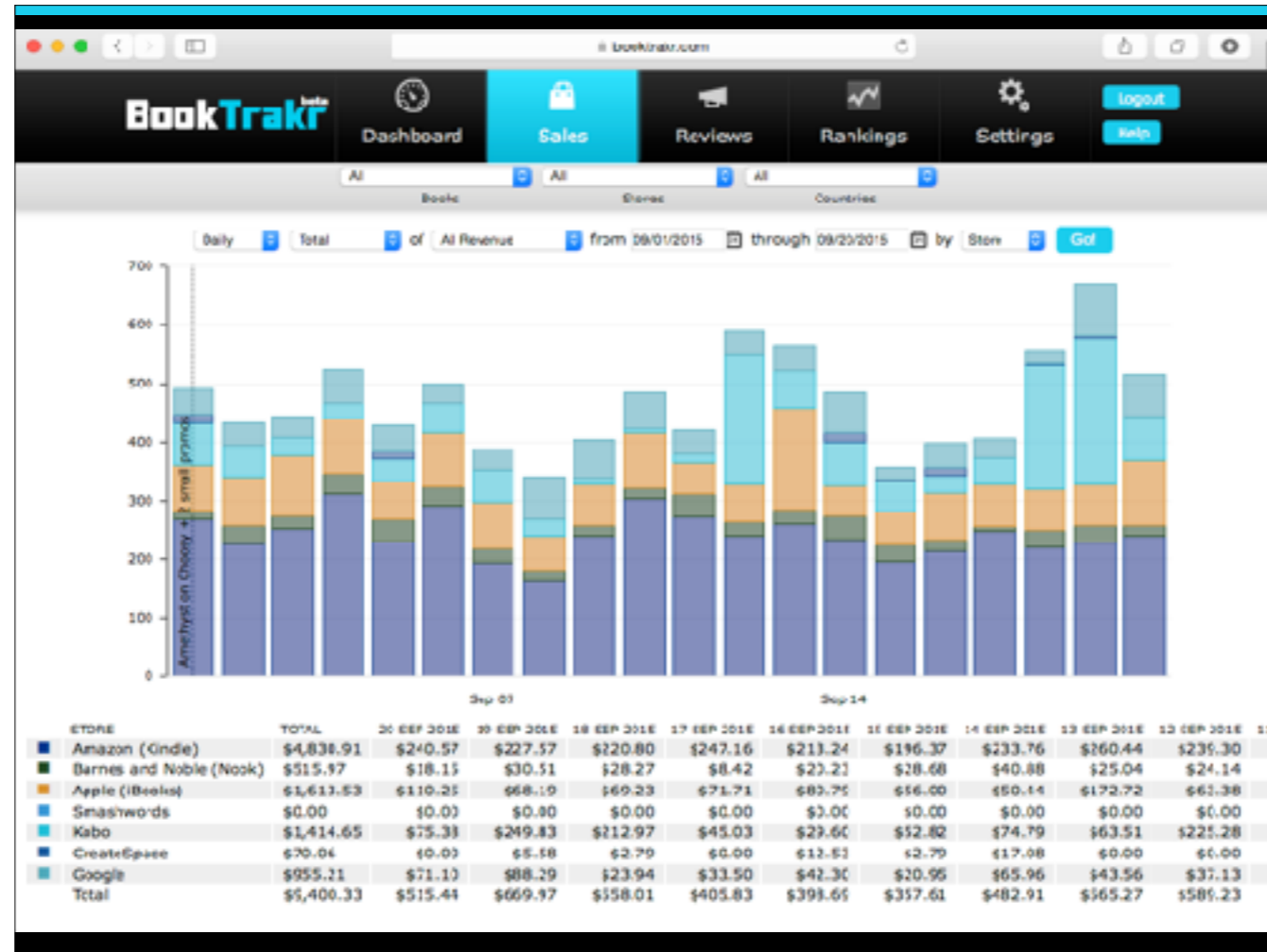
- Amazon/KDP
- Apple/iTunesConnect
- Barnes and Noble/NookPress
- Kobo/Kobo Writing Life
- Google Play/Partner Center
- Smashwords
- CreateSpace

We do all this for these retailers and aggregators. We have plans to add several more.

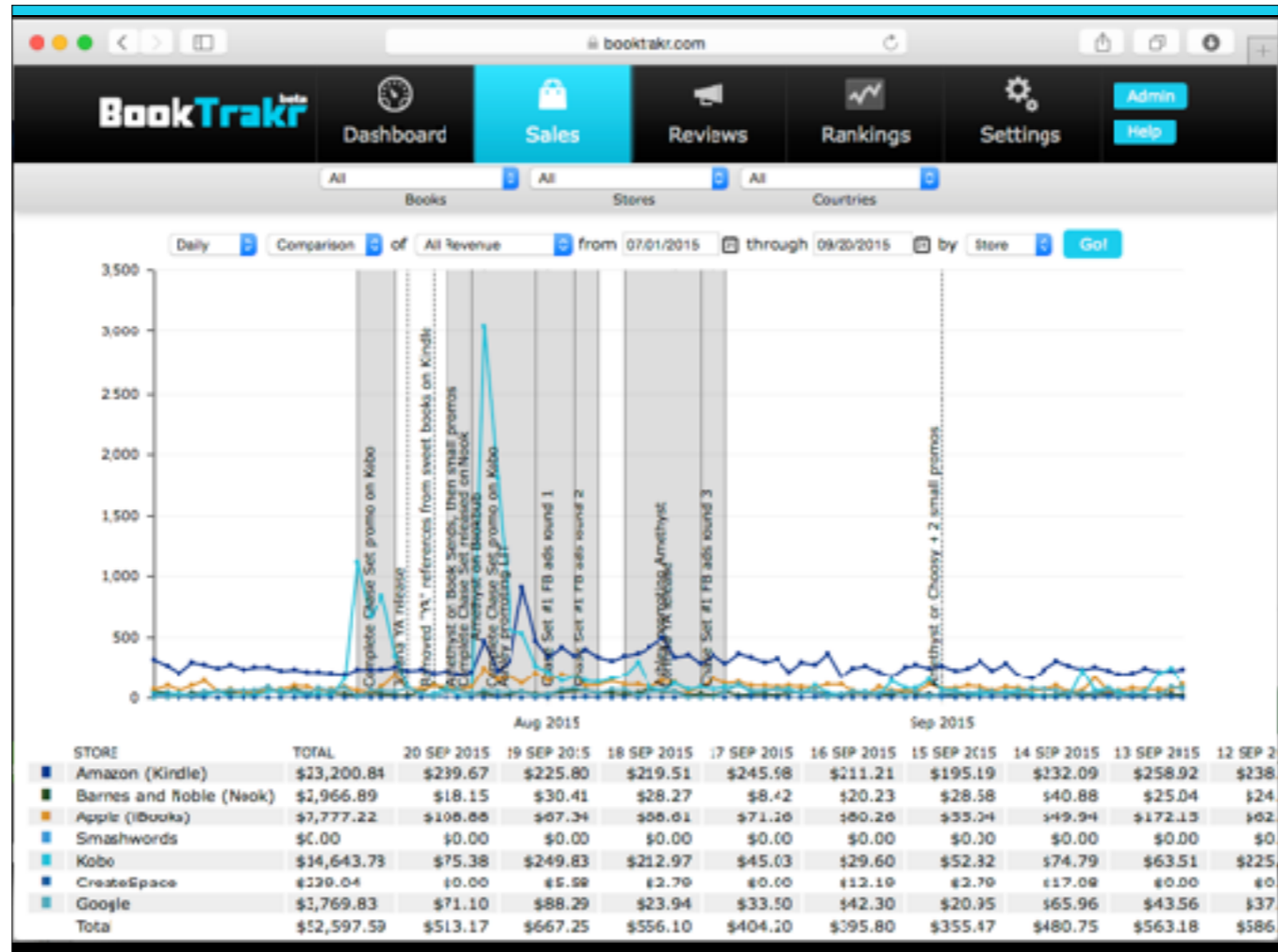
The screenshot shows the BookTrakr dashboard with a navigation bar at the top containing 'Dashboard', 'Sales', 'Reviews', 'Rankings', 'Settings', 'Logout', and 'Help'. The main content area displays performance data for six books: All Books, Amethyst, Emerald, Forevermore, Amber, and Violet. Each book's data is split into 'SEP 20' and 'ALL TIME' categories, showing metrics for paid books, free books, KENP/lent books, revenue, reviews, and Kindle/US sales.

Book Title	Category	Paid Books	Free Books	KENP/lent Books	Revenue	Reviews	Kindle Sales
All Books	SEP 20	133	519	0	\$515.45	0	#1,822 in Kindle IT Paid
	ALL TIME	229,440	1,018,920	204	\$683,533.34	2,107	#13 in Kindle US Paid
Amethyst	SEP 20	0	252	0	\$0.00	0	#283 in Kindle All Free
	ALL TIME	11,624	444,358	0	\$24,320.60	446	#4 in Kindle US Free
Emerald	SEP 20	10	0	0	\$62.79	0	#6,268 in Kindle AU Paid
	ALL TIME	30,897	108	0	\$87,954.88	198	#18 in Nook US Paid
Forevermore	SEP 20	10	0	0	\$19.70	0	#17,291 in Kindle IN Paid
	ALL TIME	13,649	131,668	0	\$20,902.91	193	#40 in Kindle US Free
Amber	SEP 20	12	0	0	\$37.09	0	#27,207 in Kindle ES Paid
	ALL TIME	29,645	59	0	\$73,342.92	147	#40 in Kindle US Paid
Violet	SEP 20	7	0	0	\$23.10	0	#27,487 in Kindle CA Paid
	ALL TIME	26,664	59	0	\$46,836.96	116	#13 in Nook US Paid

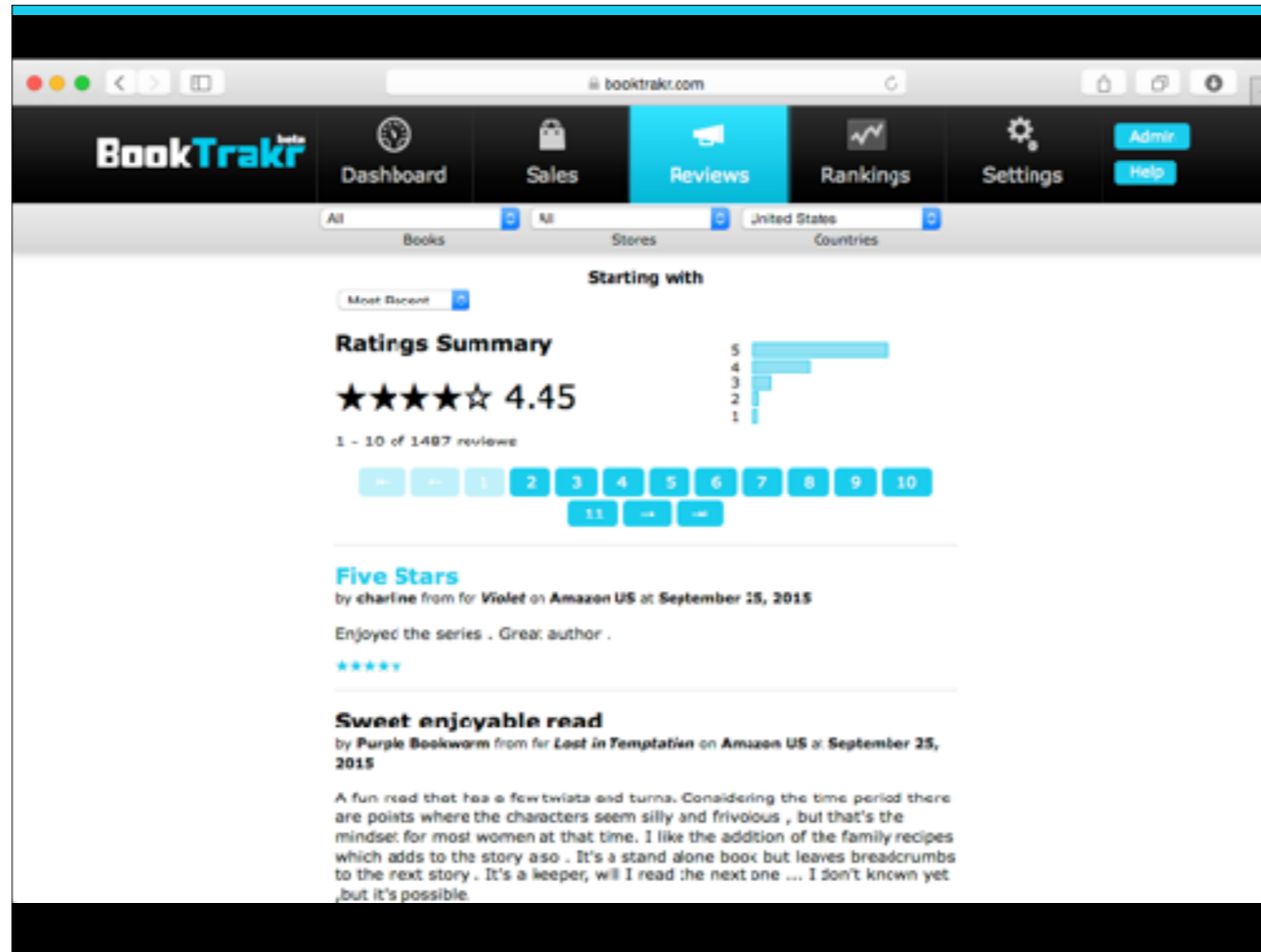
We provide a Dashboard that gives you information on your books' performance: yesterday and all-time. This screen is meant as a quick summary, with more information available behind it.



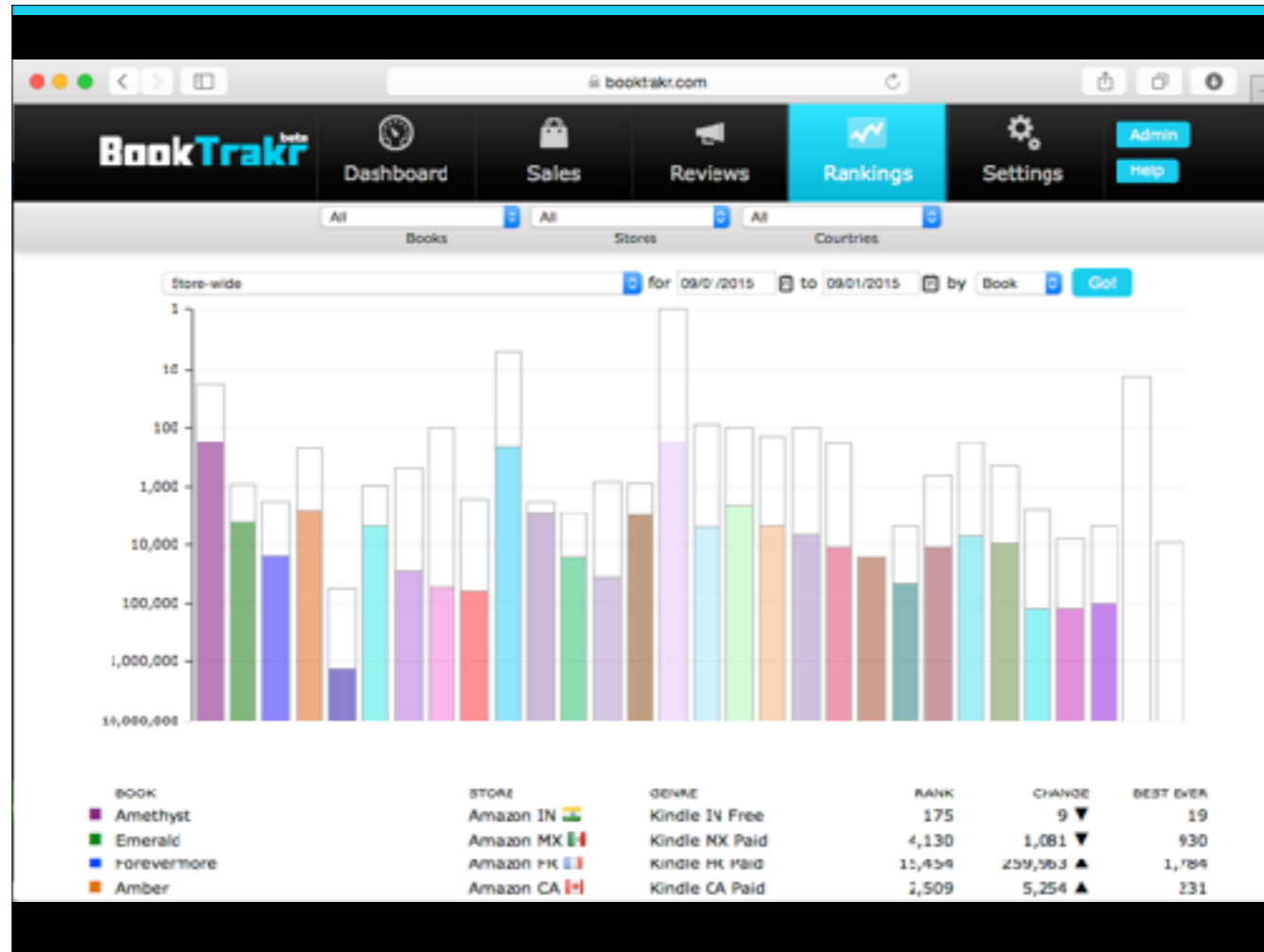
Sales Charts allow you to look at your sales from a number of different perspectives ...



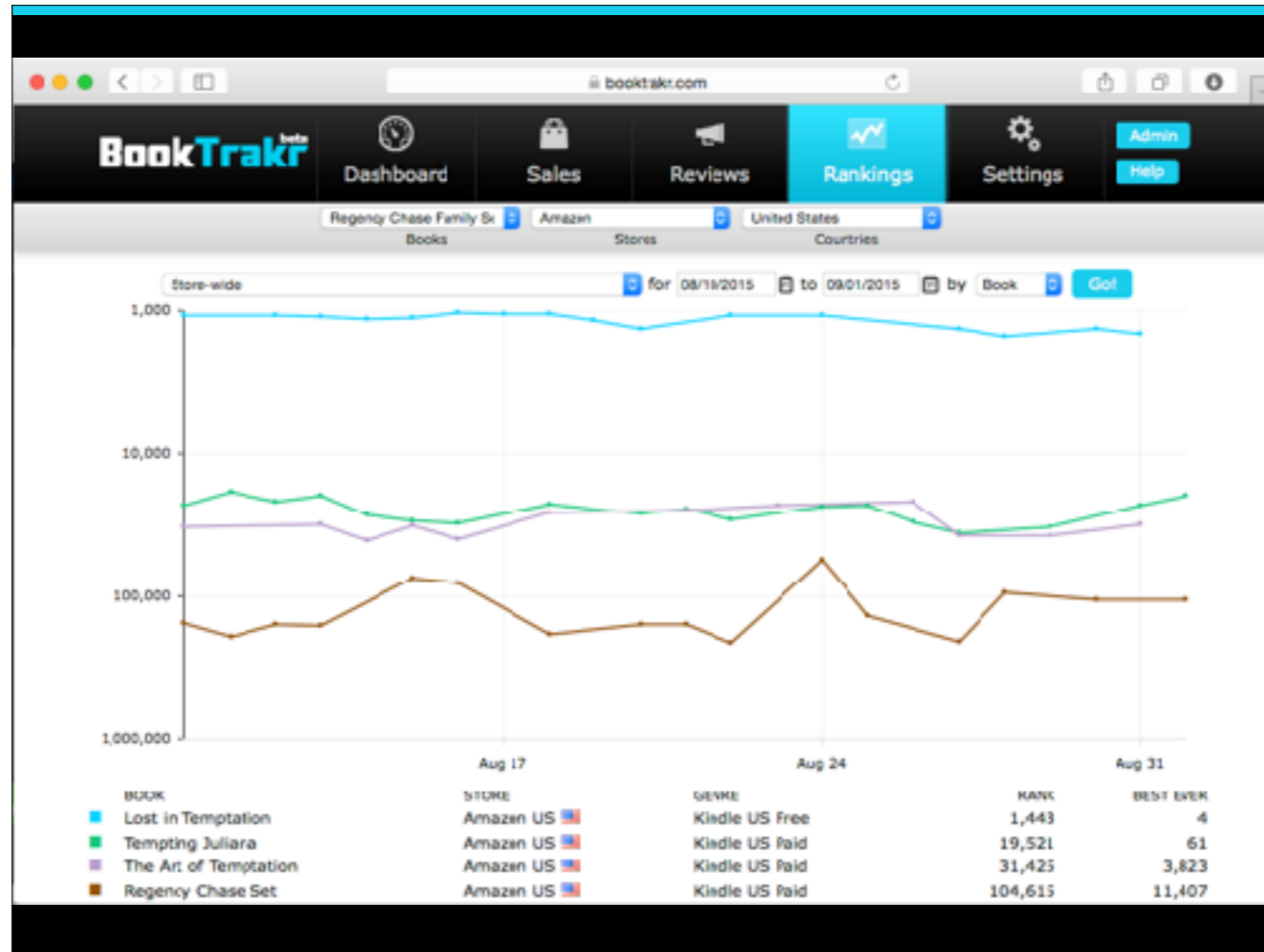
... and formats.



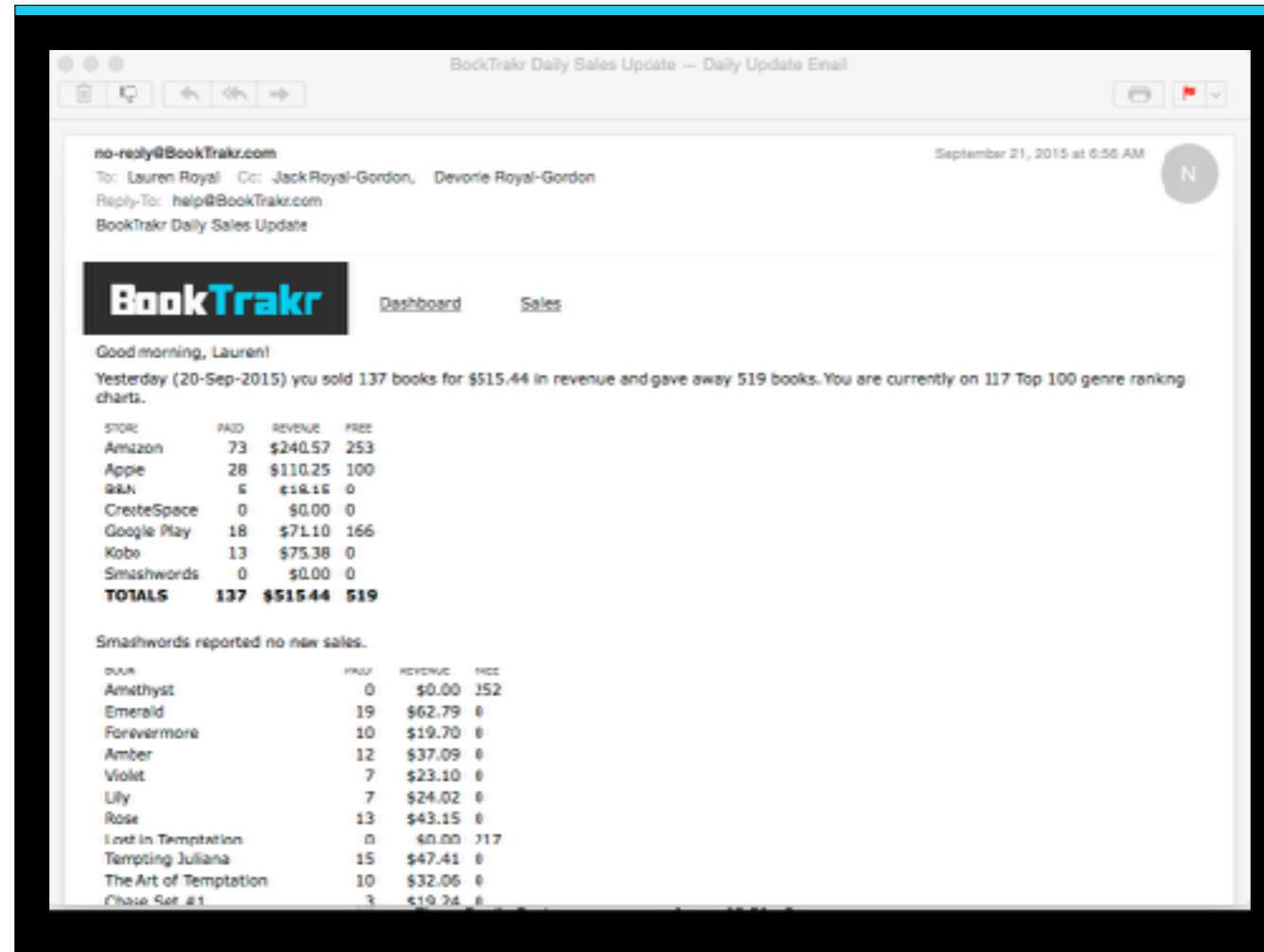
Reviews gives you all of your reviews and summarizes your ratings. Show newest first, most positive first, or most negative first.



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...

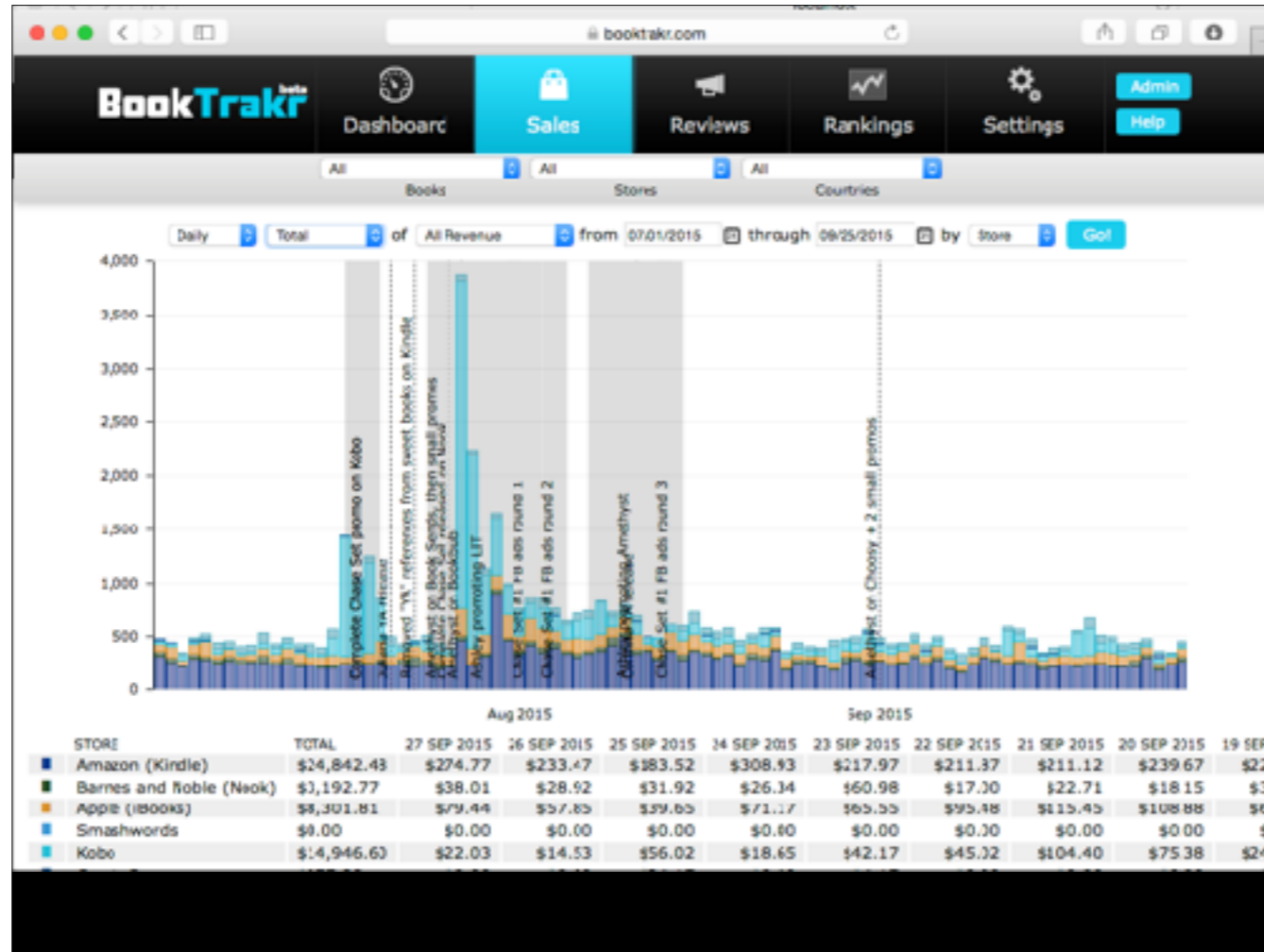
On to the 10 Things you might not know about BookTrakr



1

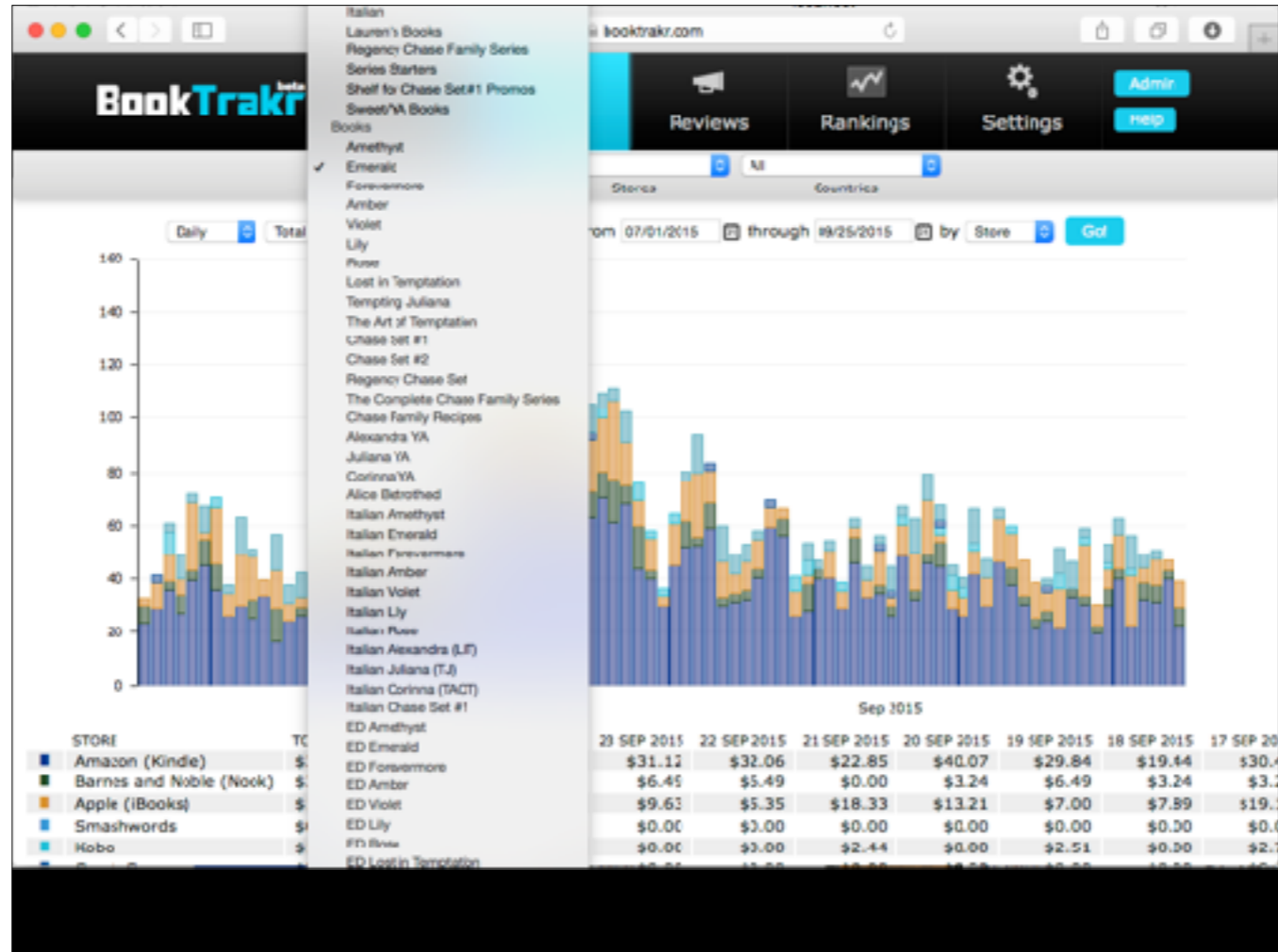
Filtering the Sales Report

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

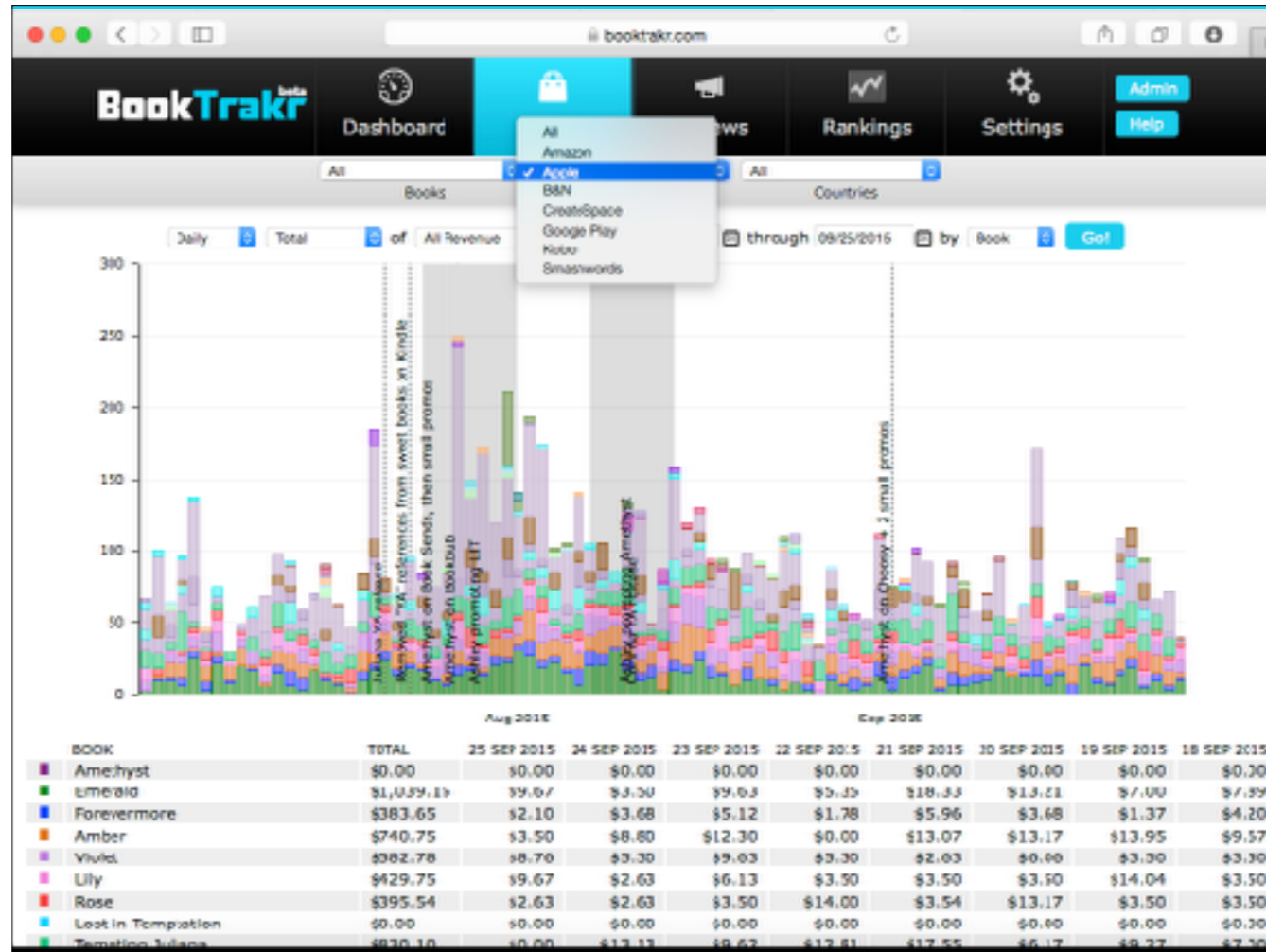


And you've probably changed some of the settings, such as time period, metric (units, dollars, etc.) and grouping (book, store, country). But if you haven't used filtering, you've only scratched the surface.

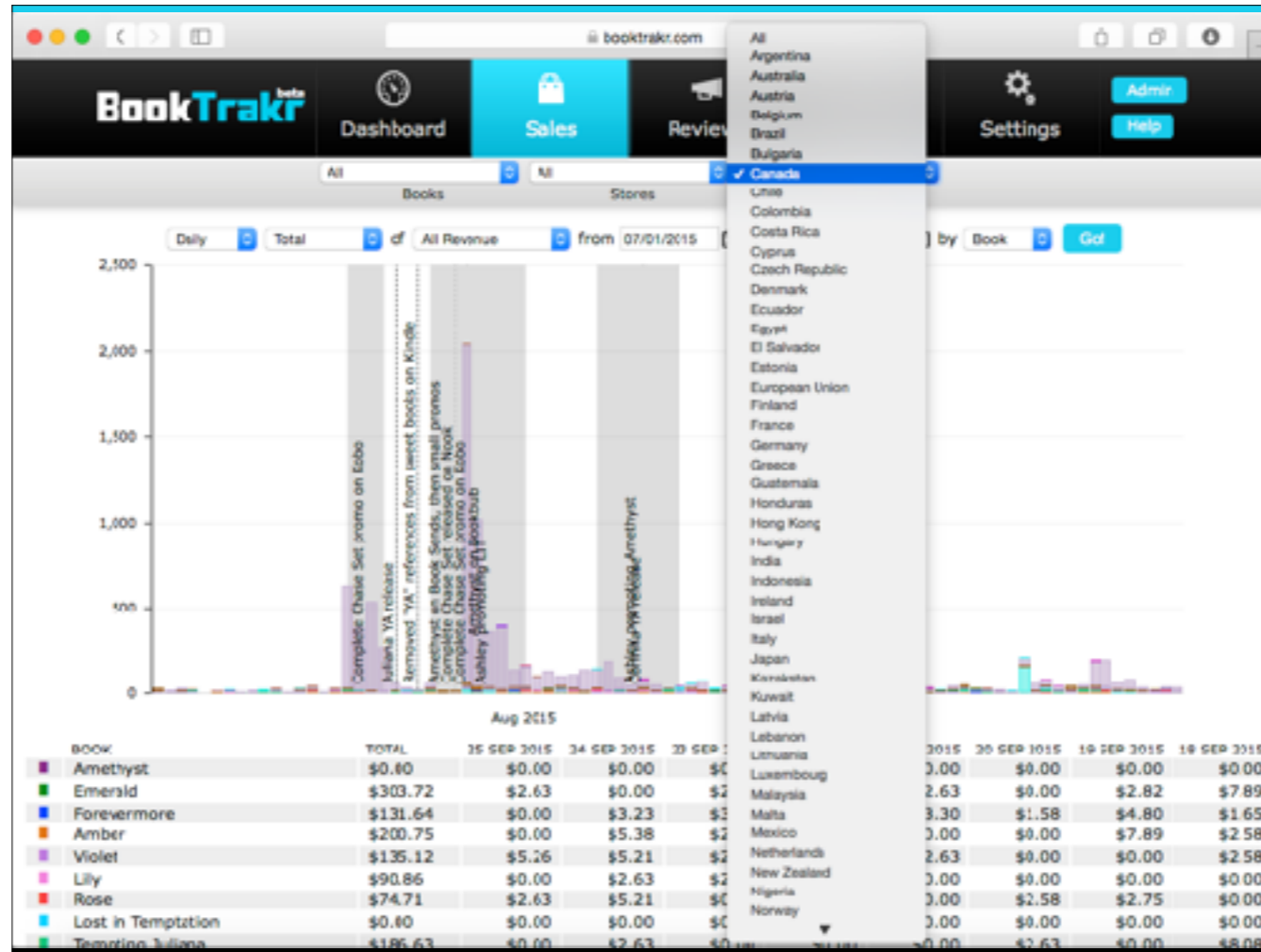
Here is the Sales screen before filtering.
(click)



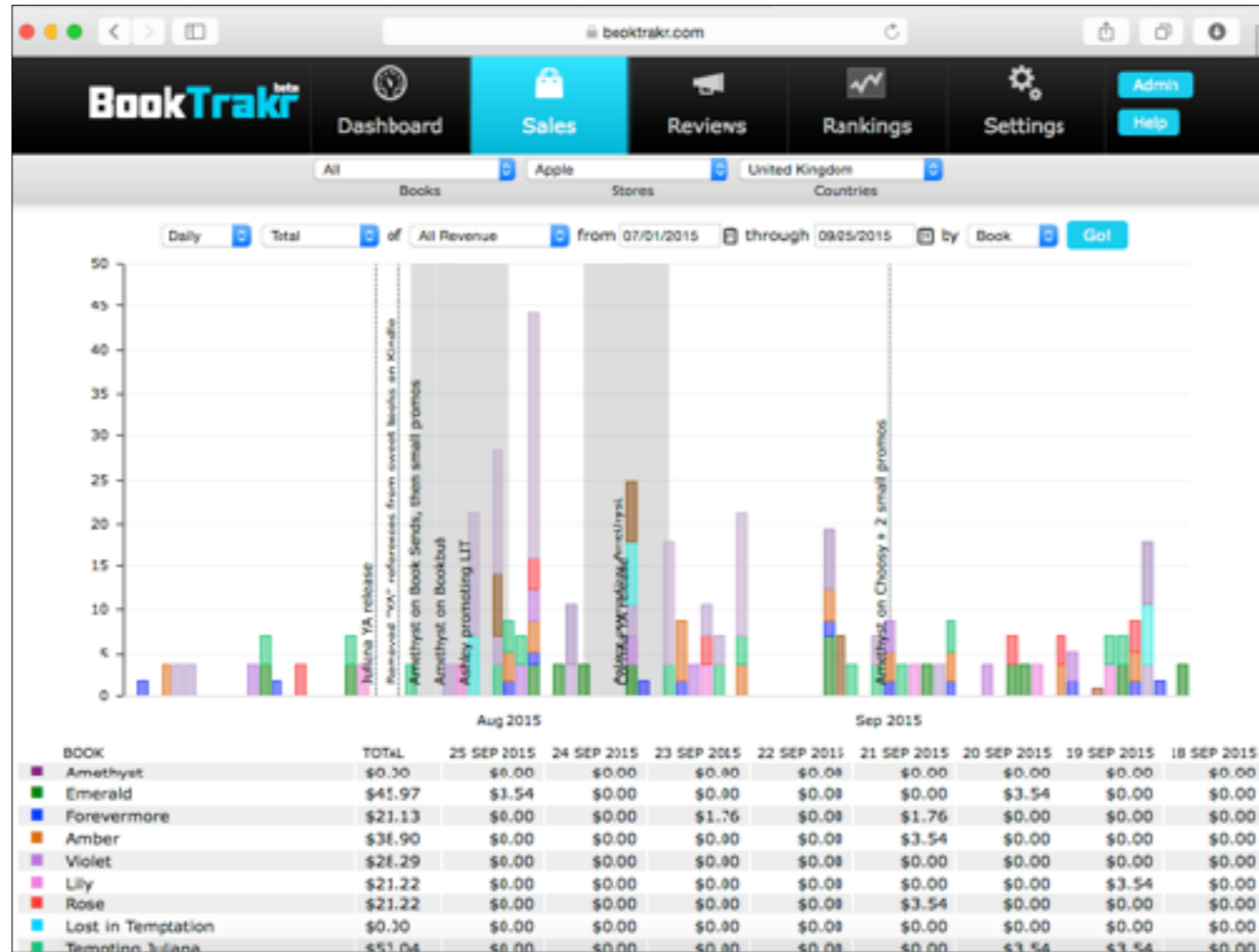
This is what it looks like when filtering to a particular book.



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.

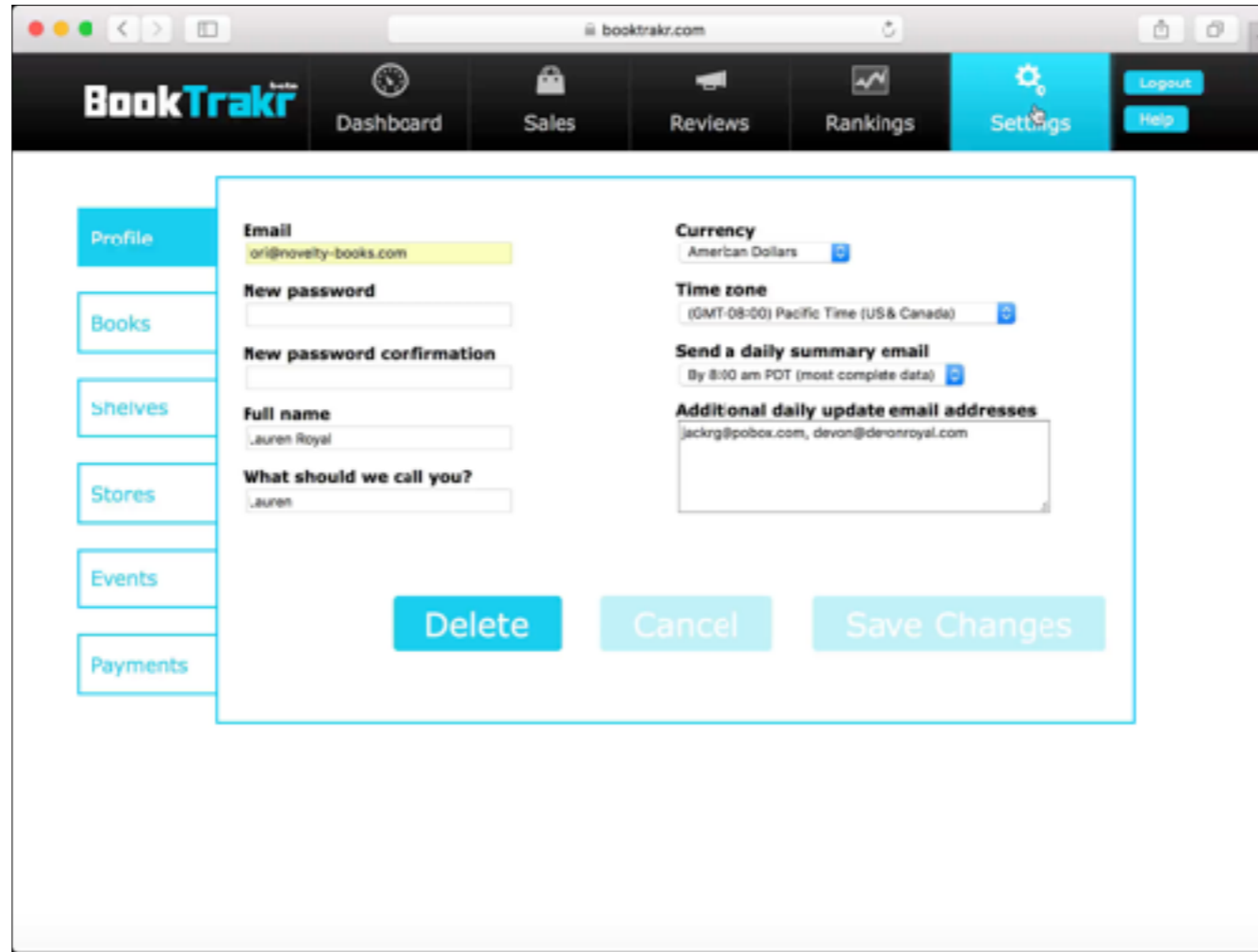


And finally, you can filter by more than one criteria. In this case, we are looking at Apple sales in the UK.

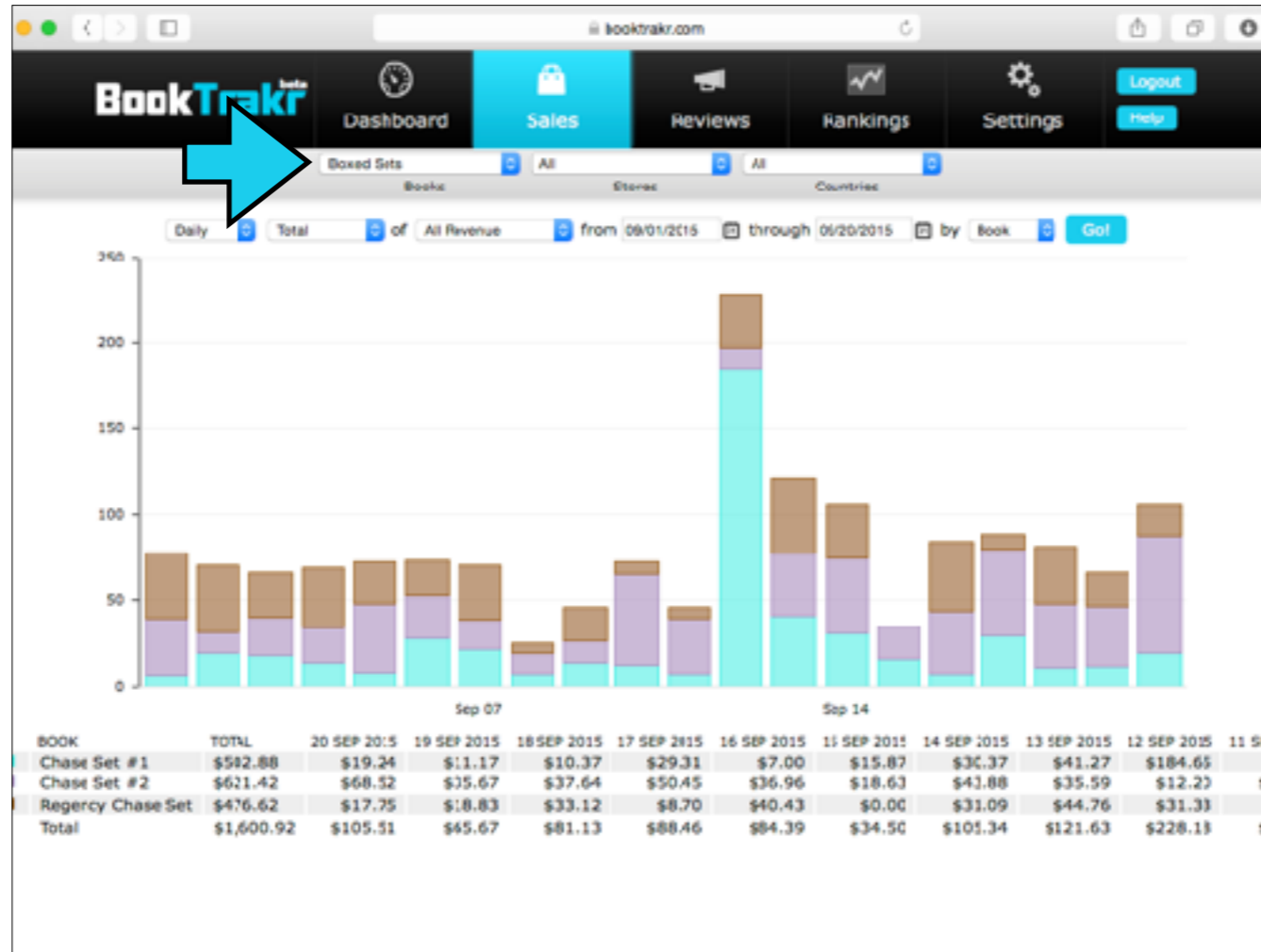


Bookshelves

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.

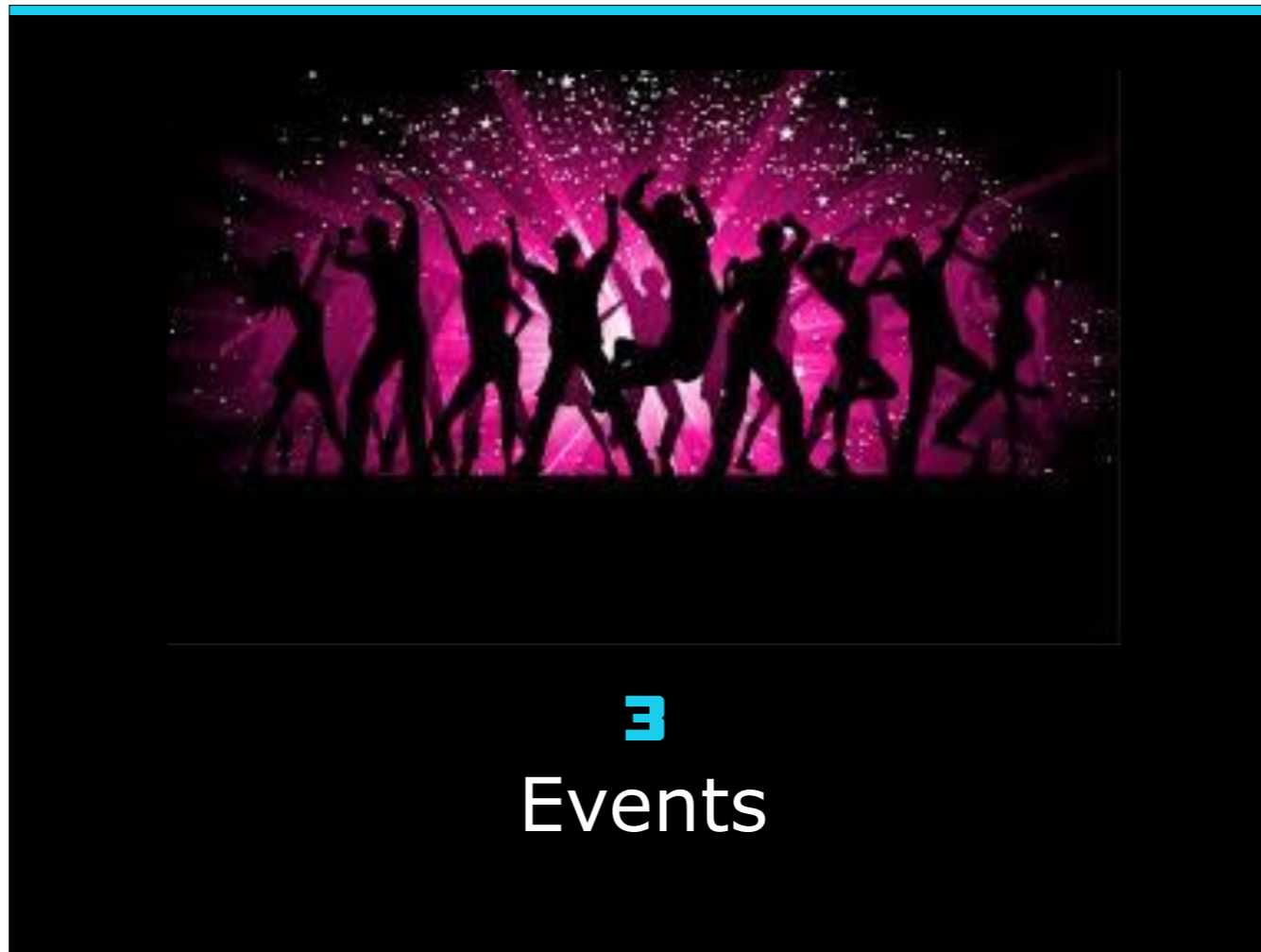


You create bookshelves in the “Shelves” tab of the “Settings” screen.
Click on “Add a Shelf”. Give the Shelf a name, and choose which books are part of the shelf.

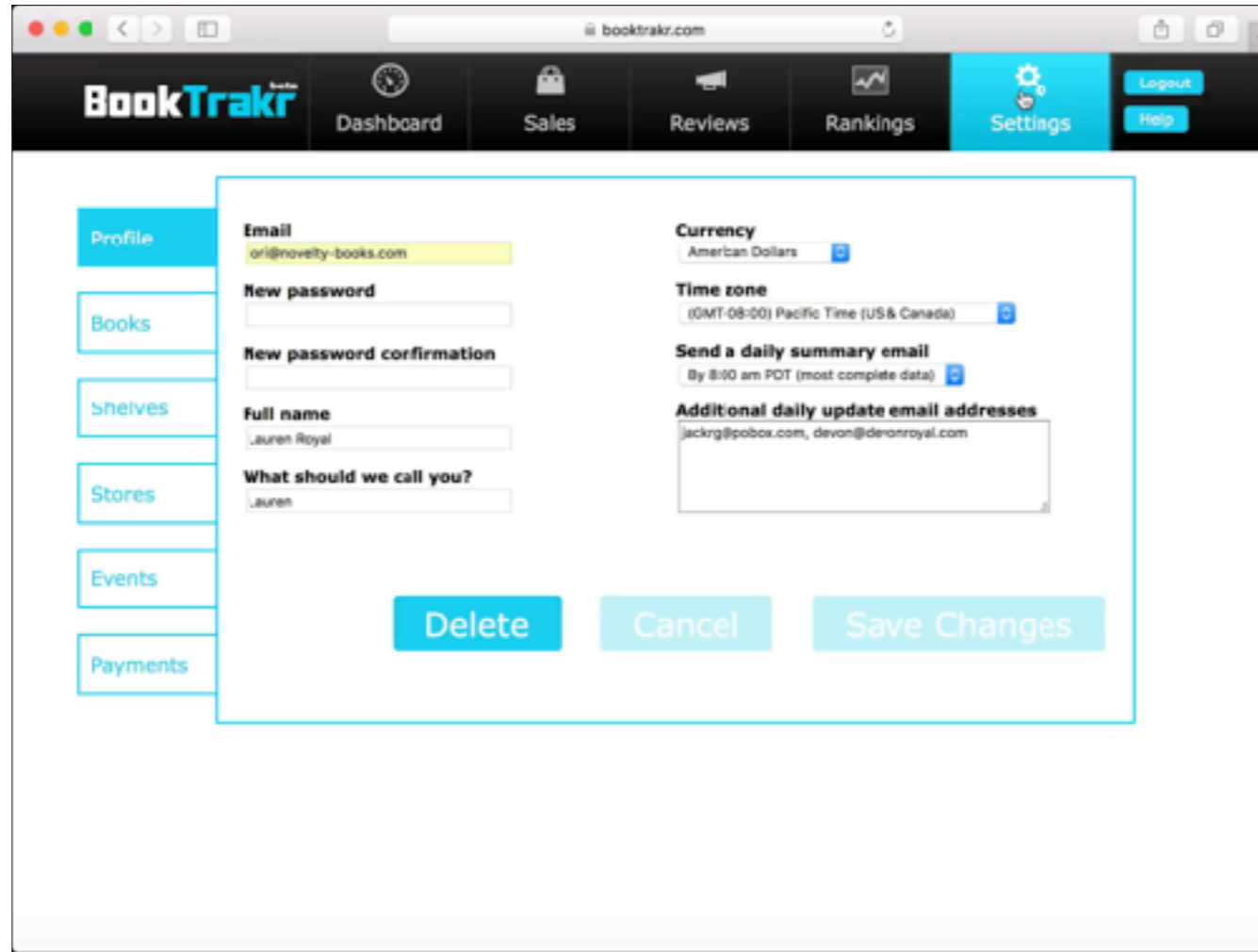


You can filter all of the charts to a particular shelf, which means only the books on that shelf are included.

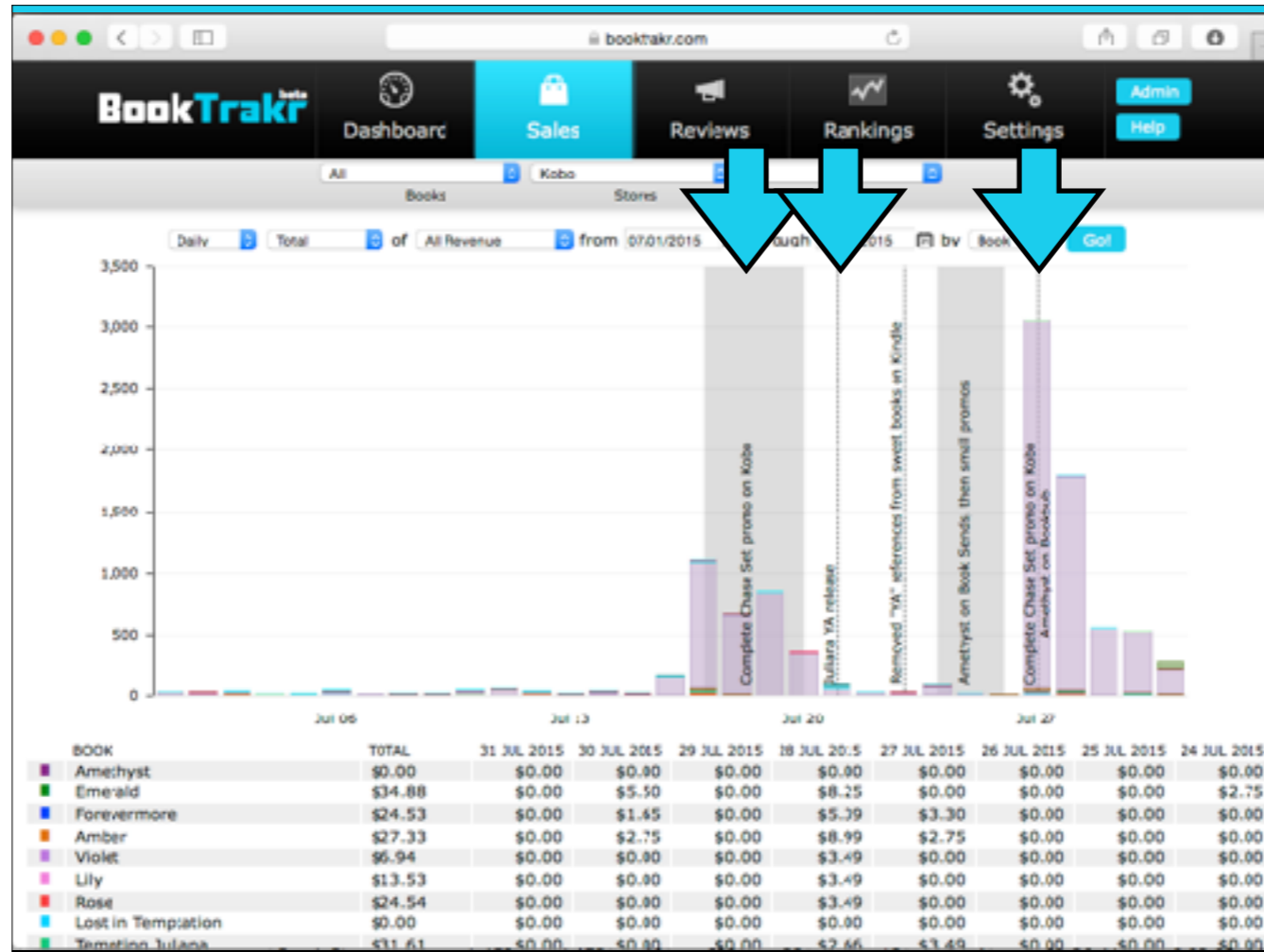
Bookshelves are one of the most under-utilized features of BookTrakr.



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.



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.

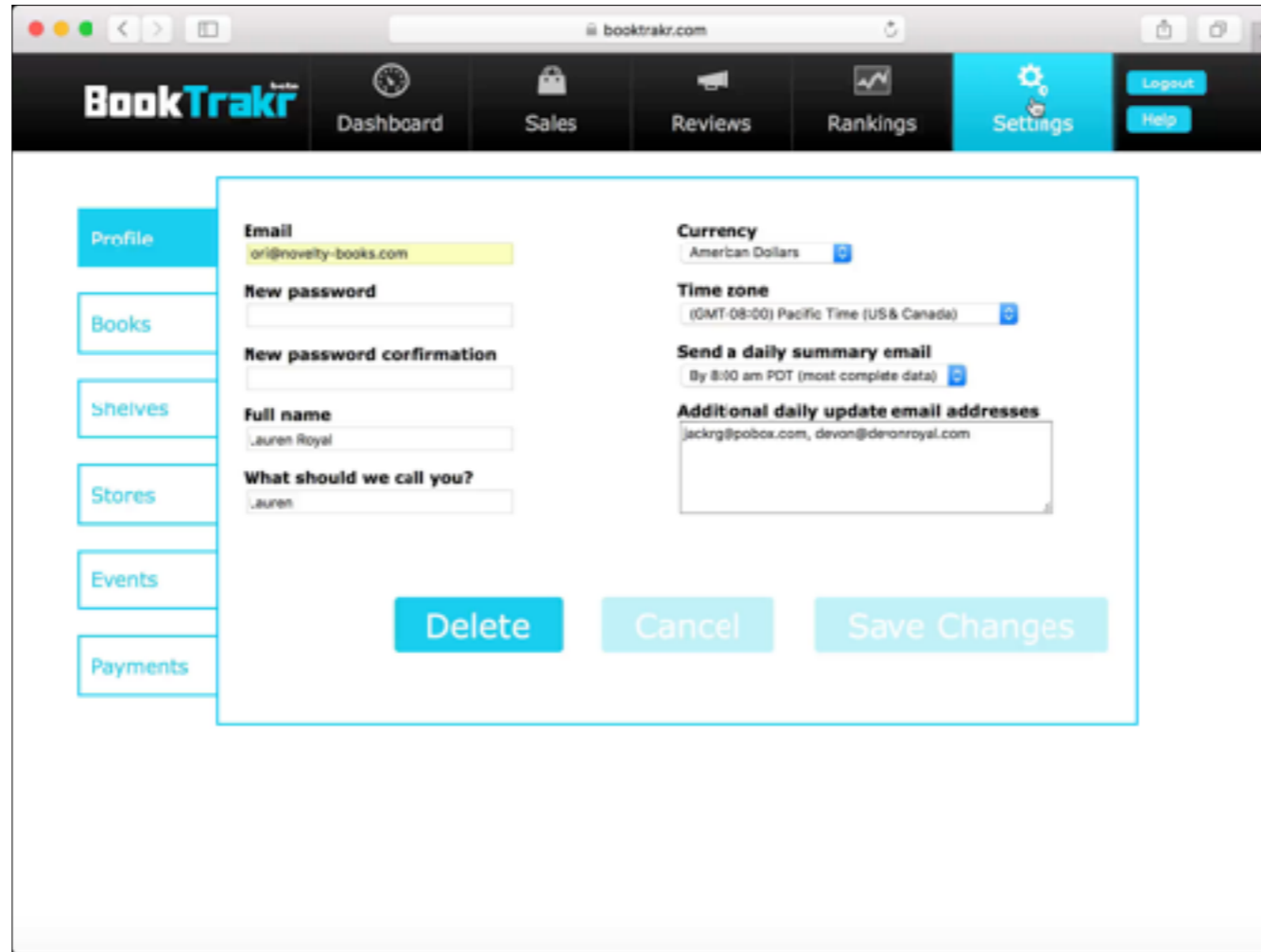
(click)

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.



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.

The screenshot shows the BookTrakr dashboard with a navigation bar at the top containing 'Dashboard', 'Sales', 'Reviews', 'Rankings', 'Settings', 'Logout', and 'Help'. The main content area is divided into six sections, each representing a different book title. Each section includes a 'More' button and a comparison of 'SEP 20' and 'ALL TIME' performance metrics.

Title	SEP 20	ALL TIME
All Books	137 paid books 519 free books 0 KENP/lent books \$515.46 0 new reviews #1,812 in Kindle IT Paid	229,410 paid books 1,818,920 free books 204 KENP/lent books \$683,533.34 2,167 reviews #13 in Nook US Paid
Amethyst	0 paid books 252 free books 0 KENP/lent books \$0.00 0 new reviews #283 in Kindle AU Free	11,924 paid books 444,158 free books 0 KENP/lent books \$24,120.60 446 reviews #4 in Kindle US Free
Emerald	19 paid books 0 free books 0 KENP/lent books \$02.79 0 new reviews #6,368 in Kindle AU Paid	30,897 paid books 108 free books 0 KENP/lent books \$87,339.88 158 reviews #38 in Nook US Paid
Forevermore	10 paid books 0 free books 0 KENP/lent books \$39.00 0 new reviews #17,271 in Kindle IN Paid	13,649 paid books 131,608 free books 0 KENP/lent books \$60,302.91 153 reviews #10 in Kindle US Free
Amber	12 paid books 0 free books 0 KENP/lent books \$27.00 0 new reviews #77,307 in Kindle FR Paid	27,605 paid books 50 free books 0 KENP/lent books \$79,212.02 147 reviews #40 in Kindle IN Paid
Violet	7 paid books 0 free books 0 KENP/lent books \$22.10 0 new reviews #77,827 in Kindle FR Paid	26,604 paid books 50 free books 0 KENP/lent books \$46,826.06 116 reviews #12 in Nook US Paid

Here is how the Dashboard appeared before moving Chase Set #1.

The screenshot shows the BookTrakr dashboard with a navigation bar at the top containing 'Dashboard', 'Sales', 'Reviews', 'Rankings', 'Settings', 'Logout', and 'Help'. The main content area displays a grid of book series statistics:

Series	SEP 20	ALL TIME
All Books	137 paid books 519 free books 0 KENP/lent books \$515.46 0 new reviews #1,824 in Kindle AU Paid	229,140 paid books 1,018,920 free books 204 KENP/lent books \$683,531.34 2,167 reviews #1.3 in NOOK US Paid
Chase Set #1	3 sold books 0 free books 0 KENP/lent books \$19.28 0 new reviews #3,717 in Kindle AU Paid	3,711 paid books 18 free books 3 KENP/lent books \$56,728.66 45 reviews #252 in iBooks FI Paid
Amethyst	0 paid books 232 free books 0 KENP/lent books \$0.00 0 new reviews #283 in Kindle AU Free	11,914 paid books 444,358 free books 0 KENP/lent books \$24,320.60 445 reviews 44 in Kindle US Free
Emerald	15 paid books 0 free books 0 KENP/lent books \$62.79 0 new reviews #6,368 in Kindle AU Paid	30,897 paid books 108 free books 3 KENP/lent books \$87,954.86 198 reviews #18 in Nook US Paid
Forevermore	10 paid books 0 free books 0 KENP/lent books \$15.70 0 new reviews #17,271 in Kindle IN Paid	13,649 paid books 131,468 free books 0 KENP/lent books \$20,902.91 393 reviews #40 in Kindle US Free
Amber	12 paid books 0 free books 0 KENP/lent books \$27.00 0 new reviews #27,207 in Kindle ES Paid	27,485 paid books 59 free books 3 KENP/lent books \$73,341.92 147 reviews #40 in Kindle US Paid
Violet		
Lily		

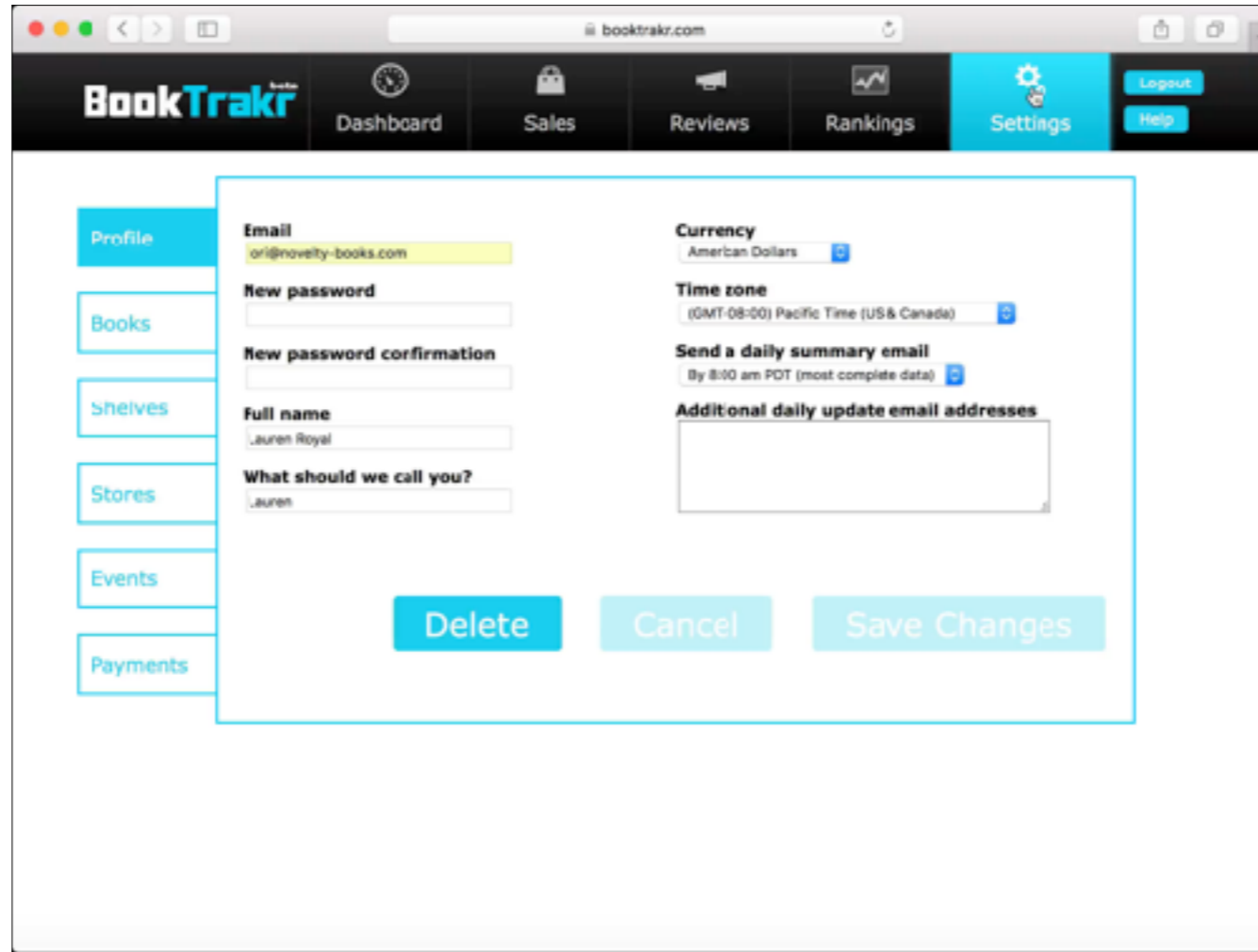
And here is how the Dashboard appears after moving Chase Set #1.



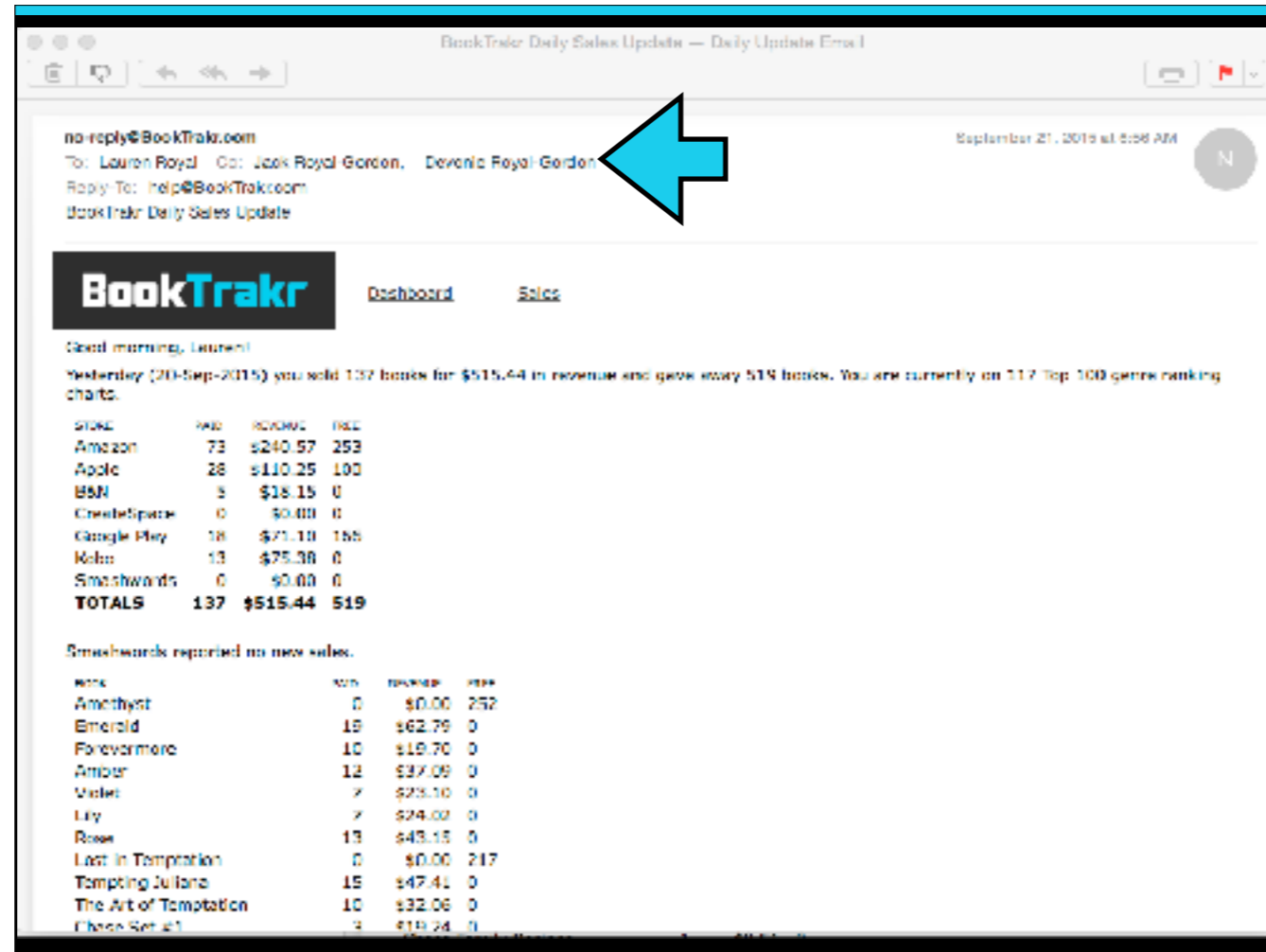
5

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”.



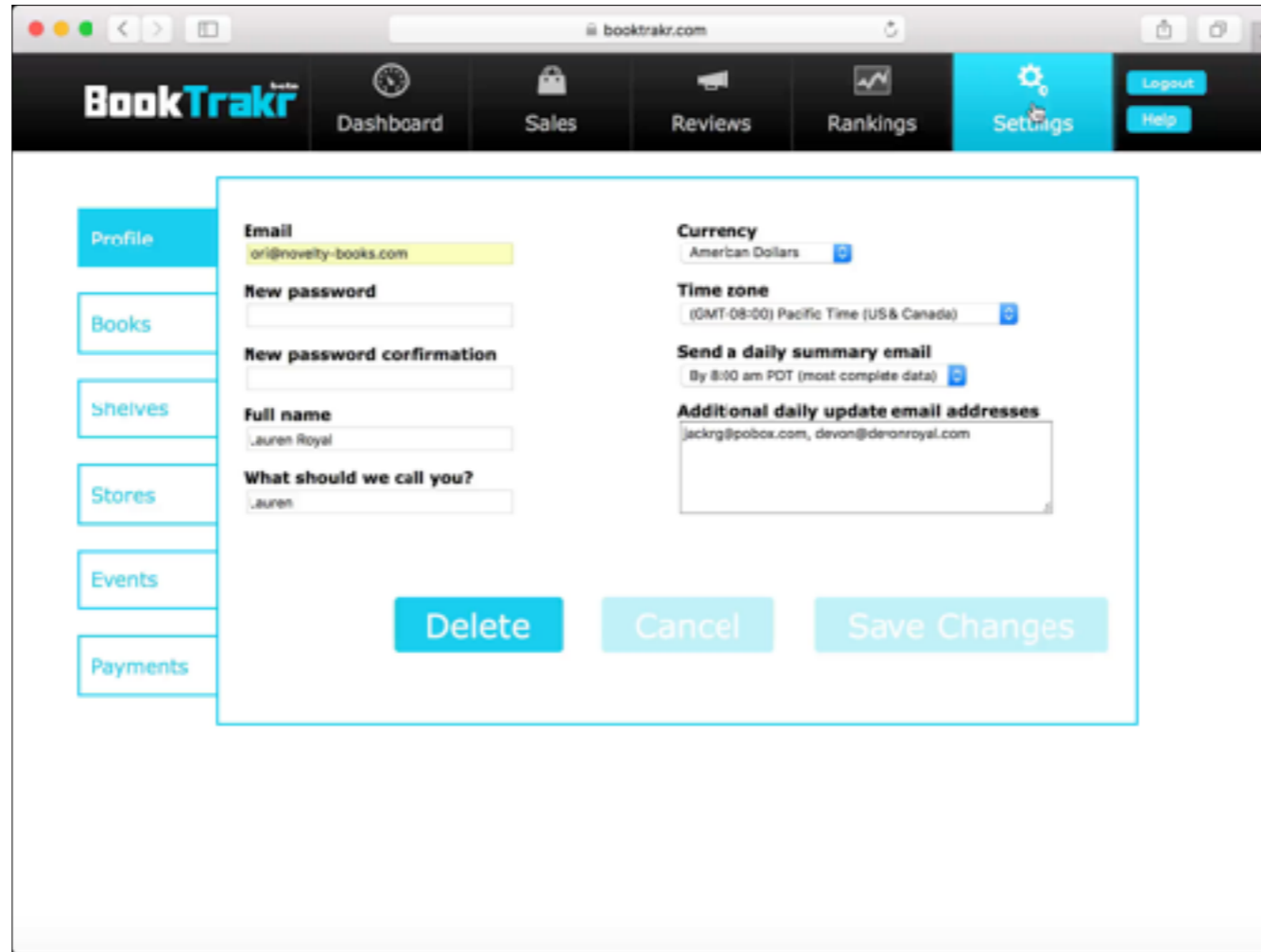
And here you can see that the additional addresses are CC'ed on the Daily Update email.



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.

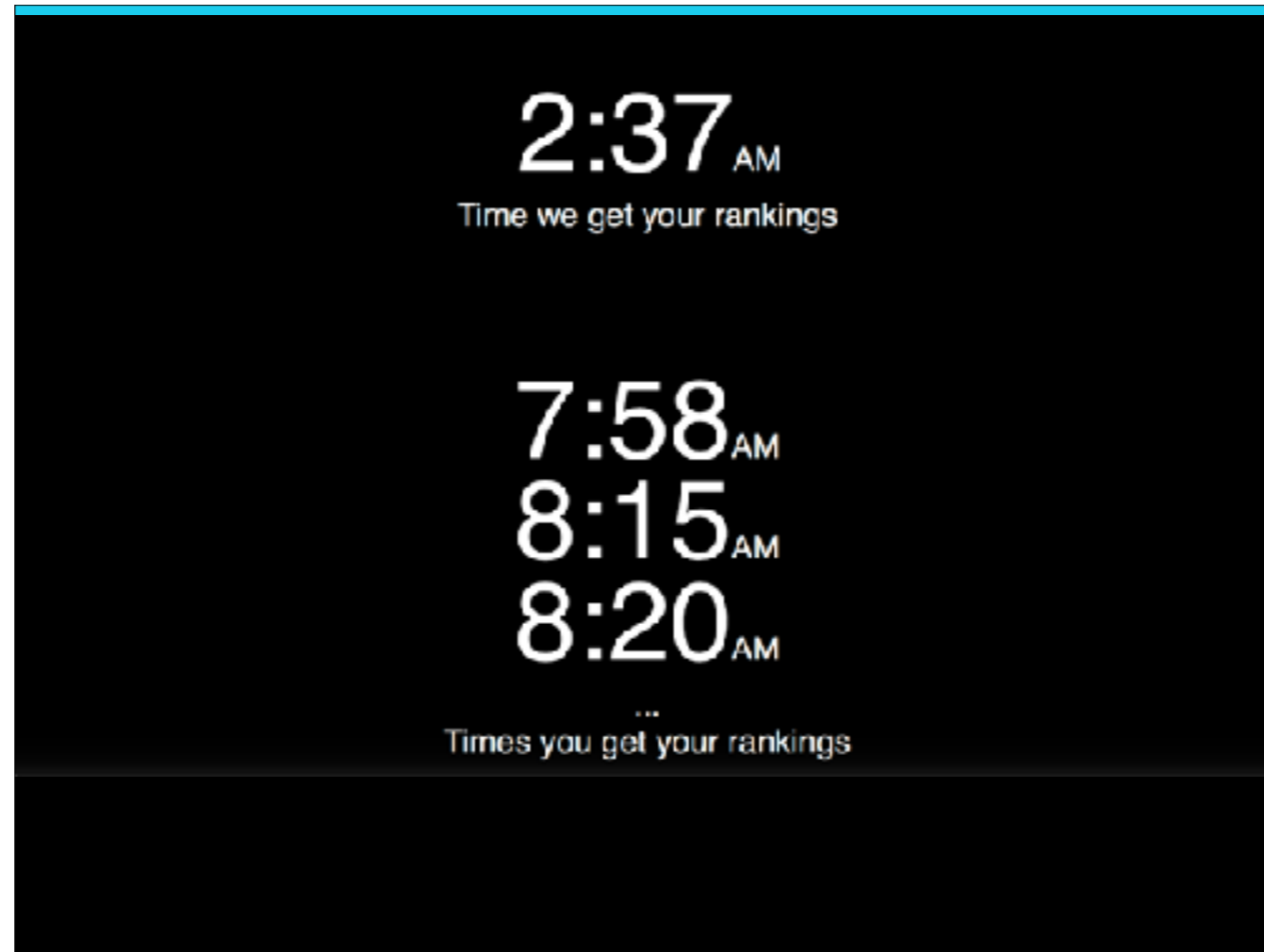


7

Why your Rankings might seem "out of whack"

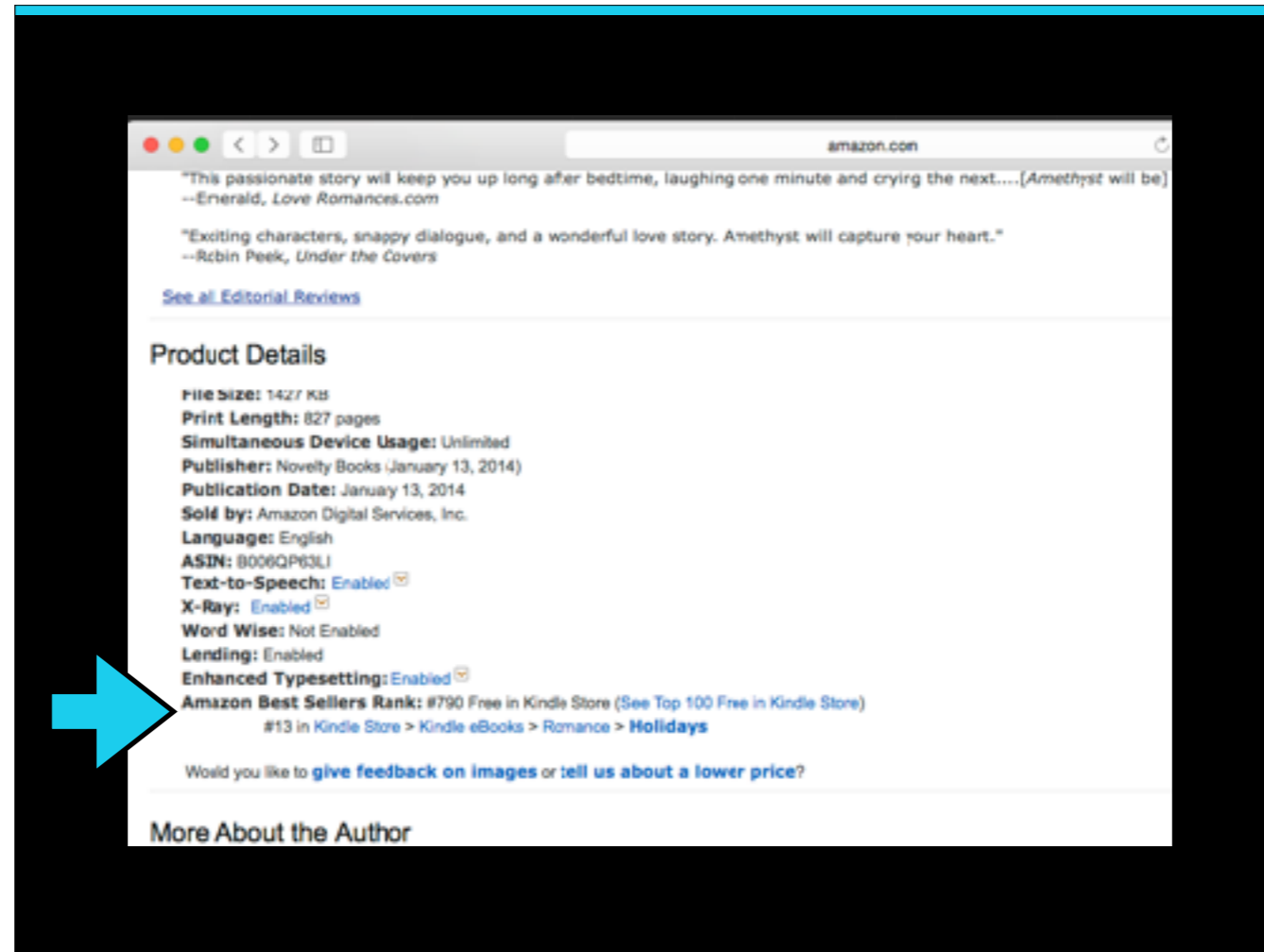
Have you ever thought that your Rankings just didn't seem right in BookTrakr?

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.

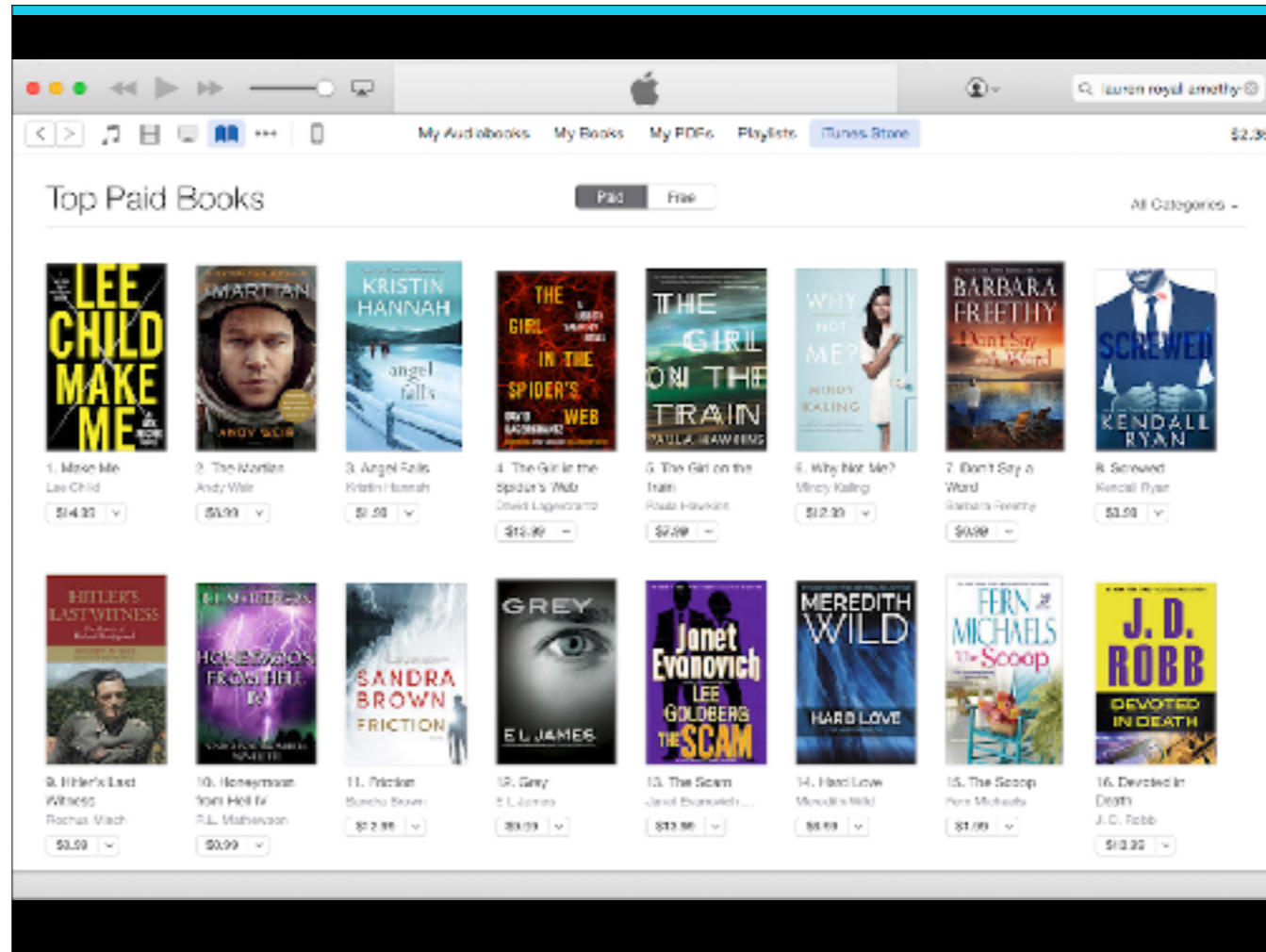
Now, on to where we (and you) can find your book's rankings ...



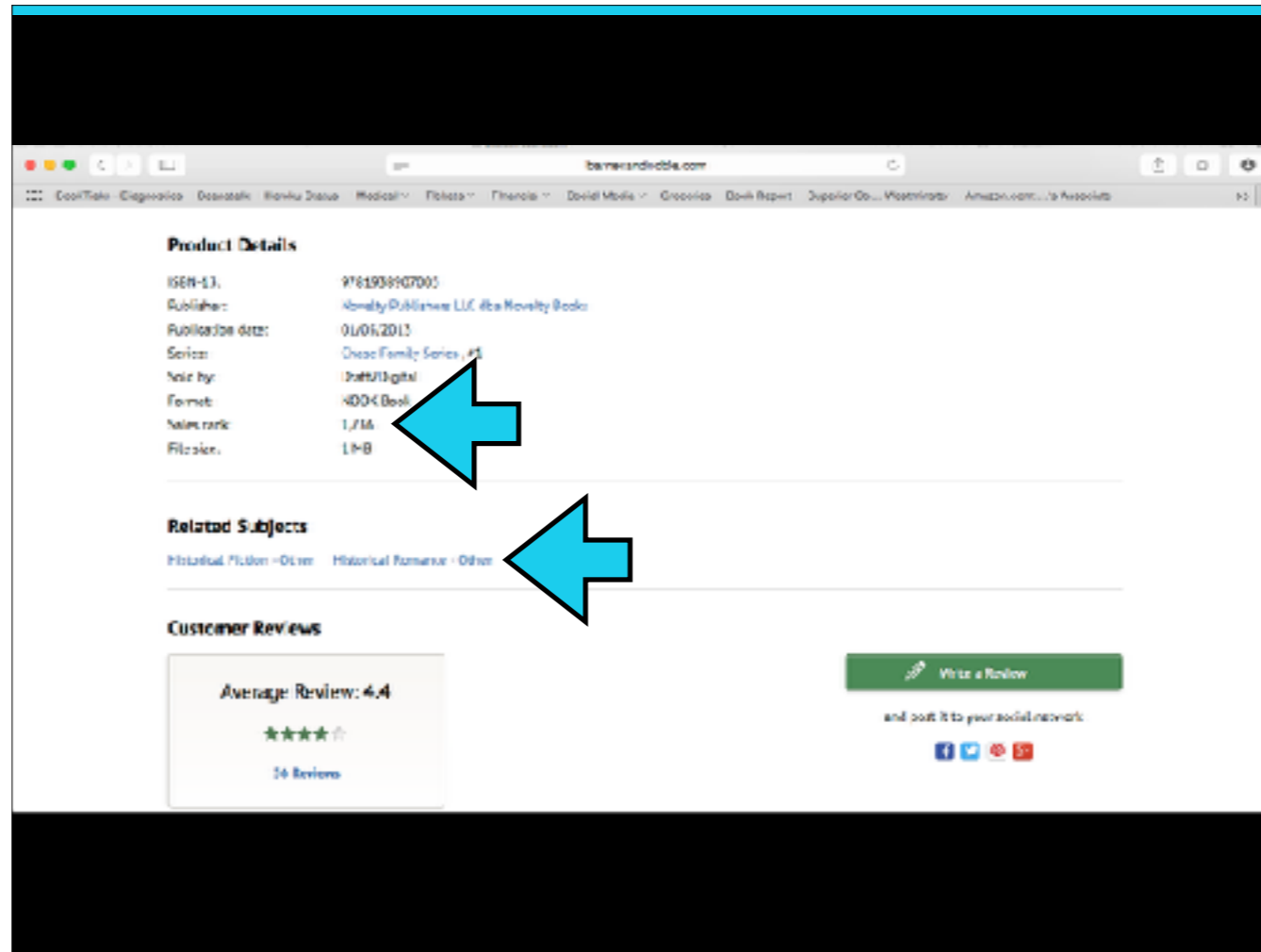
At Amazon, your rankings are right on your book's page, in the Product Details section.

The screenshot shows the Apple Books app interface. At the top, there are navigation tabs: My Audiobooks, My Books, My PDFs, Playlists, and **Tunes Store**. Below the tabs, a breadcrumb path is displayed: **Books > Romance > Historical > Lauren Royal**. A blue arrow points to this path. The main content area displays the book cover for 'Amethyst' by Lauren Royal, which is the first book in the 'La Saga del Chase' series. The cover features a woman in a purple dress holding a diamond. To the right of the cover, the book title 'Amethyst' is shown, followed by 'La Saga del Chase #1' and 'Vol. 1, La Saga del Chase >'. Below the title, there are tabs for 'Details', 'Ratings and Reviews', and 'Related'. The 'Book Description' section follows, providing a synopsis of the story. At the bottom, there are 'Get' and 'Get Sample' buttons, and a 'Published Aug 6, 2013' date. A 'REQUIREMENTS' section is also visible, detailing device compatibility. An 'Information' table at the bottom right lists the book's language (Italian), genre (Historical), publisher (Naxos Books), and page count (501).

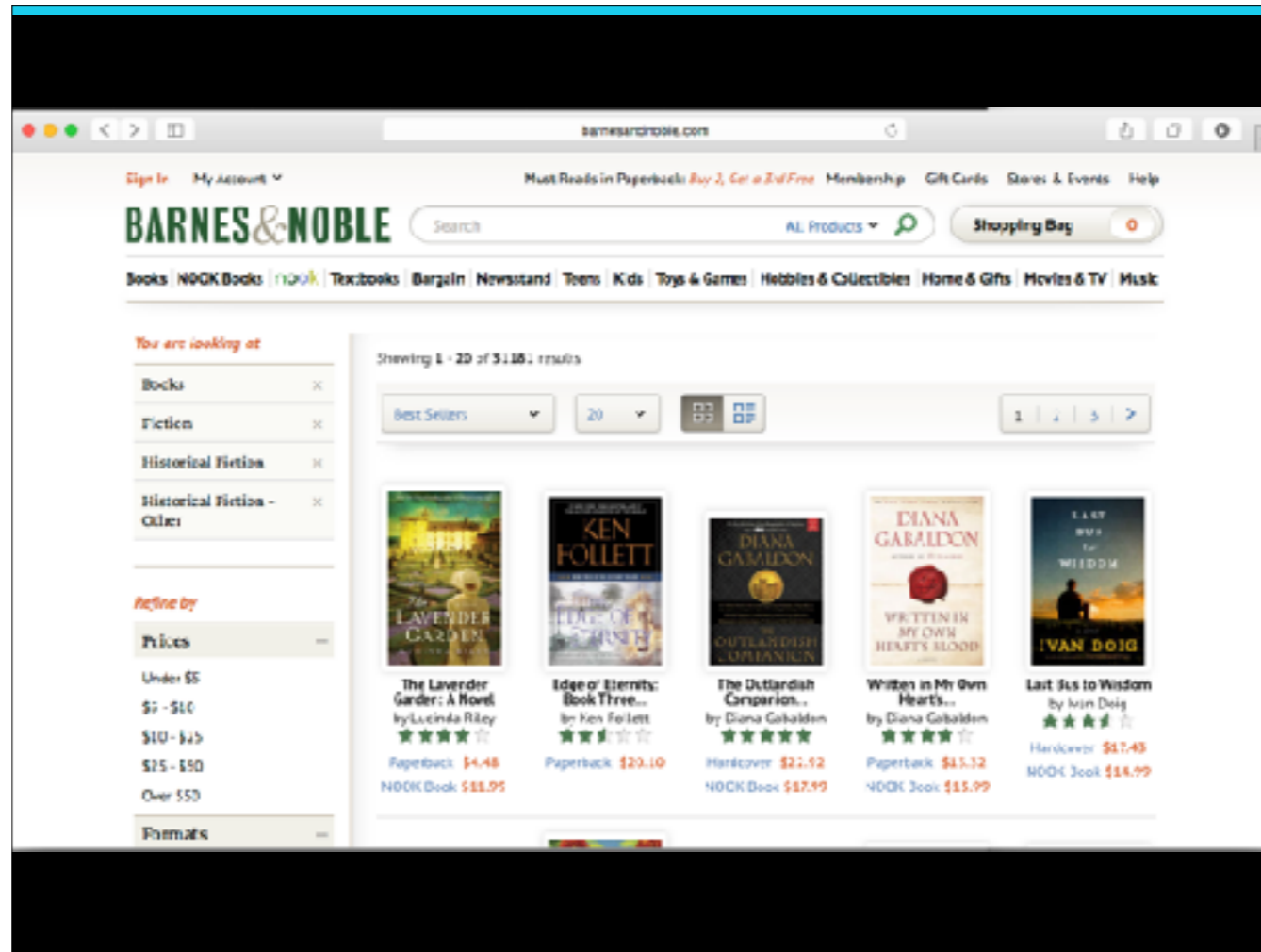
At Apple, your categories are listed at the top of the book page; each one is a link to a bestseller list.



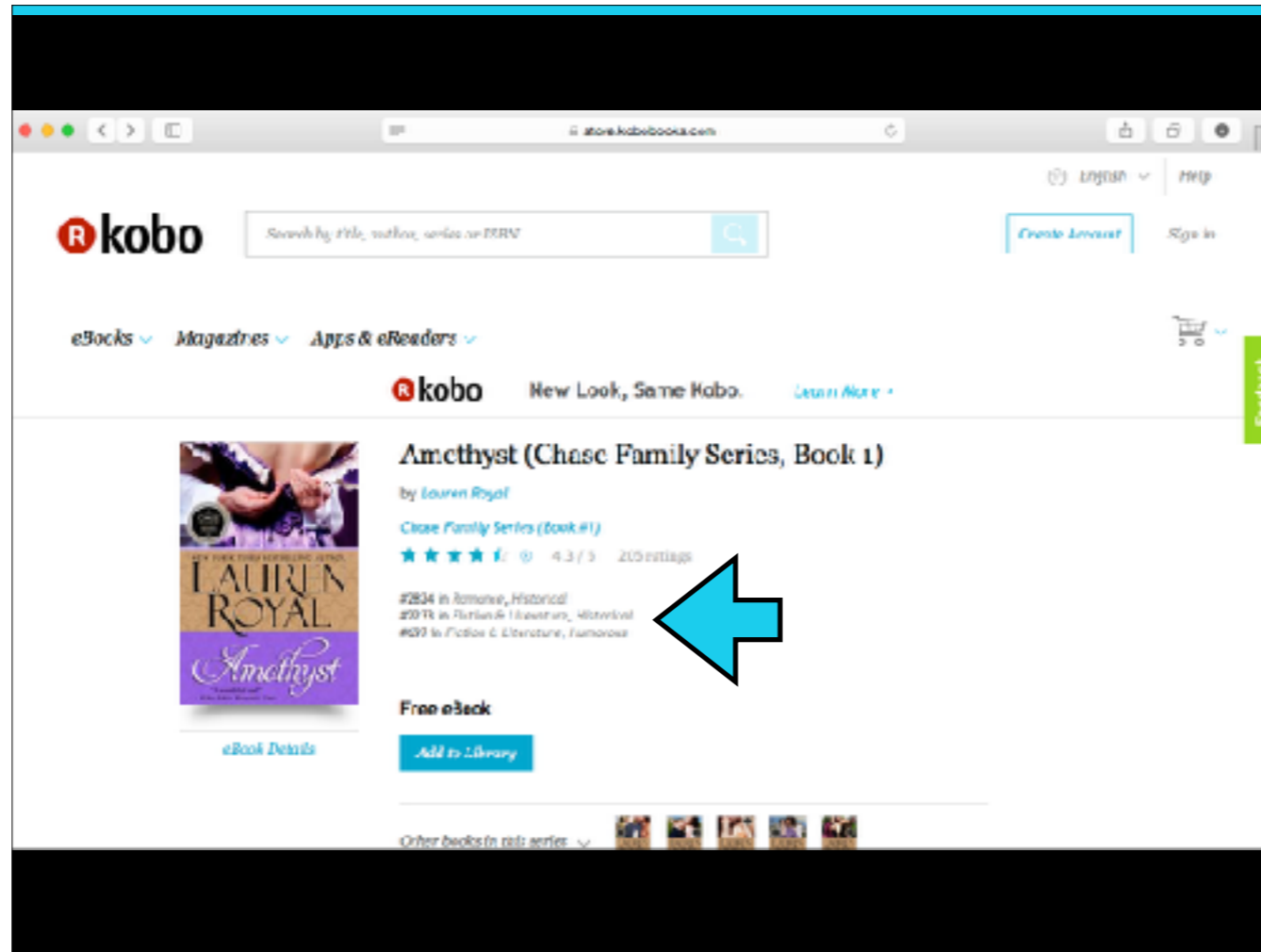
But you have to follow the links to see the top-ranked books in each category. Apple provides the Top 200 store-wide and the Top 100 for each category.



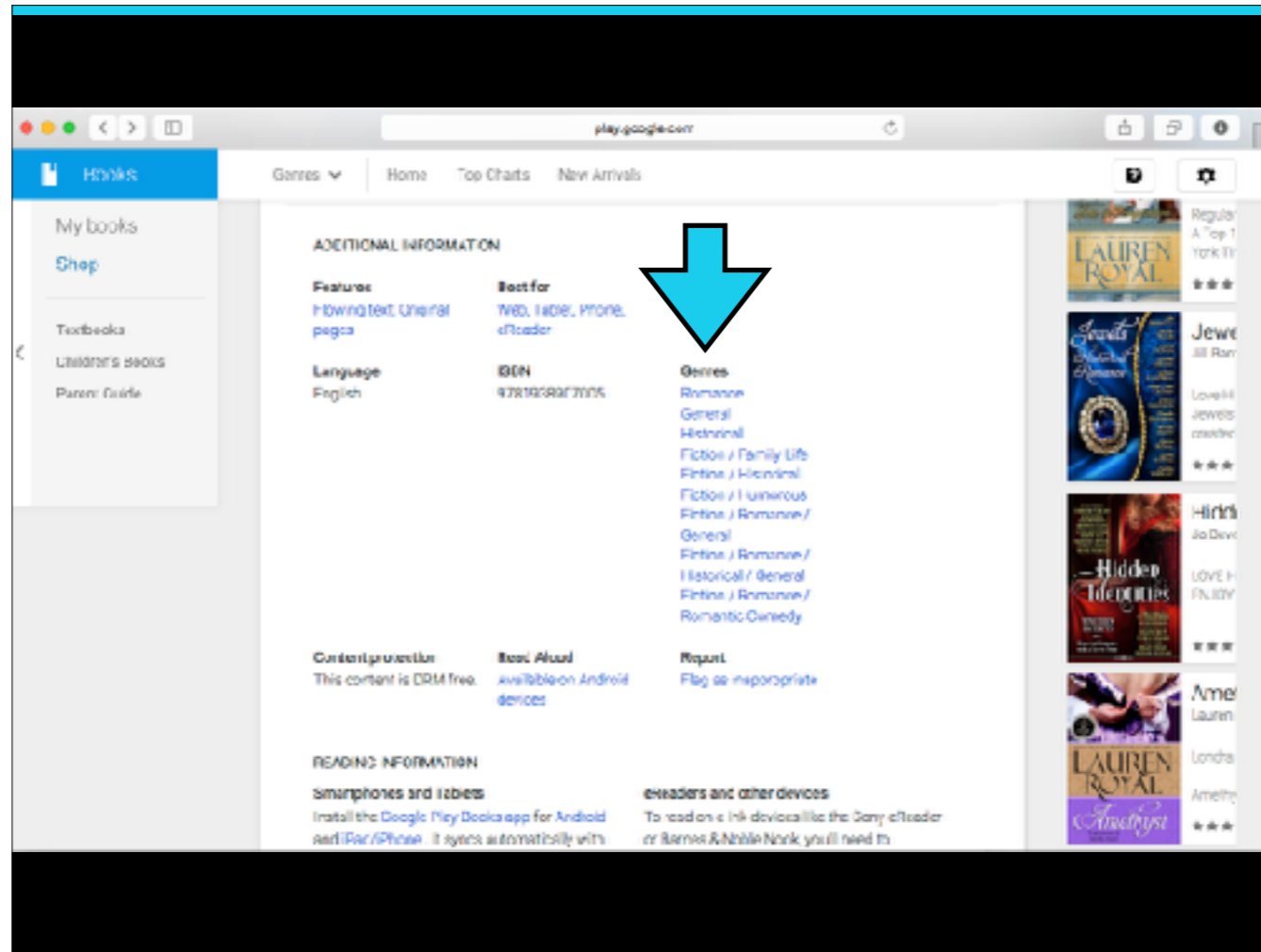
B&N has the storewide ranking on the book page, along with links to the categories.



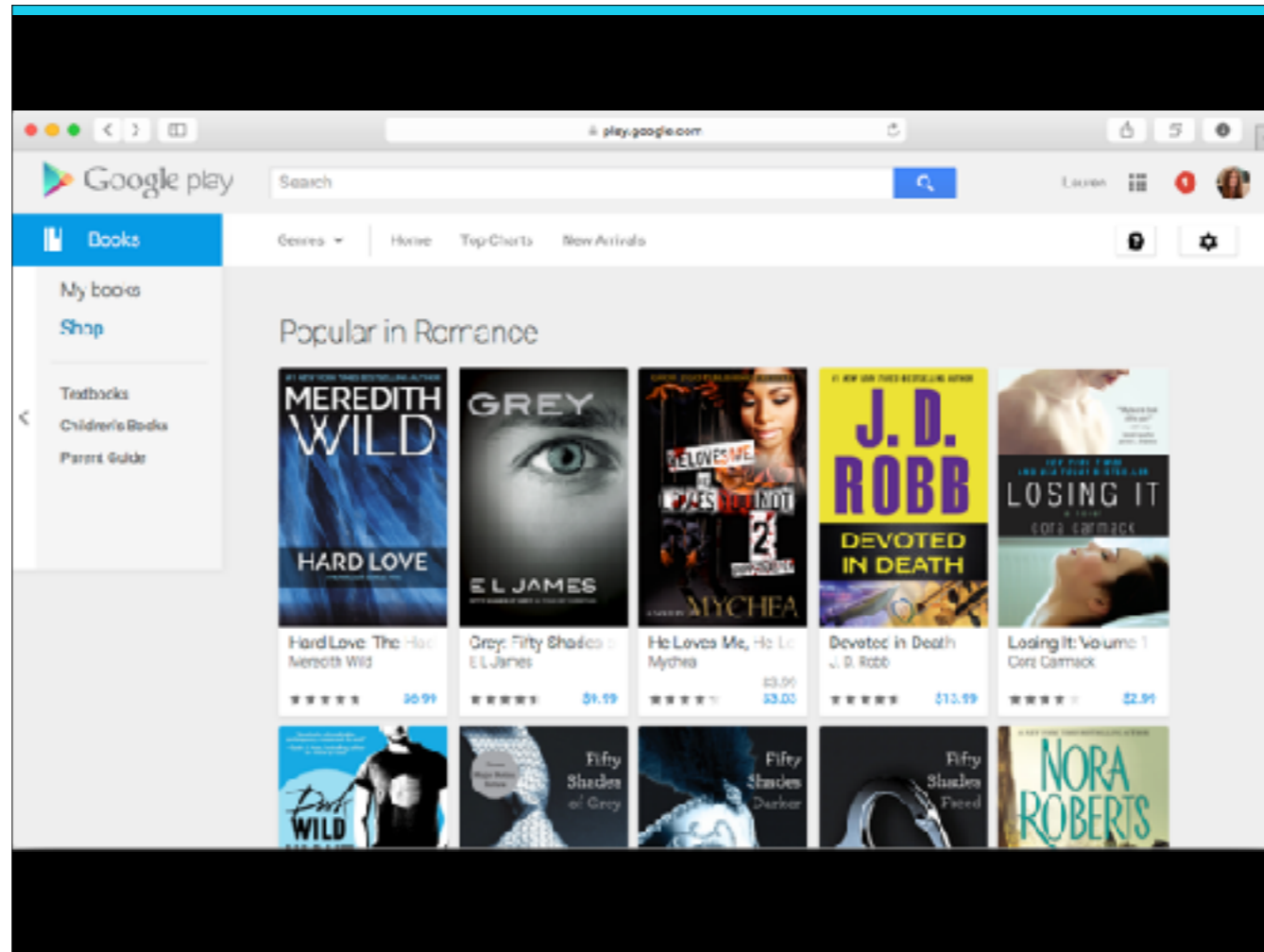
You must follow those links to see the top-ranked books in each category. BookTrakr captures the top 100.



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 store's 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.

BookTrakr Daily Sales Update — Daily Update Email

no-reply@BookTrakr.com September 27, 2015 at 8:36 AM

To: Lauren Hoyal; Cc: Jesse Hoyal-Gordon, Devon Hoyal
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
BNN	11	\$28.92	0
CreedleBooks	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

(!) Your sales figures are not yet available from rtk 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.

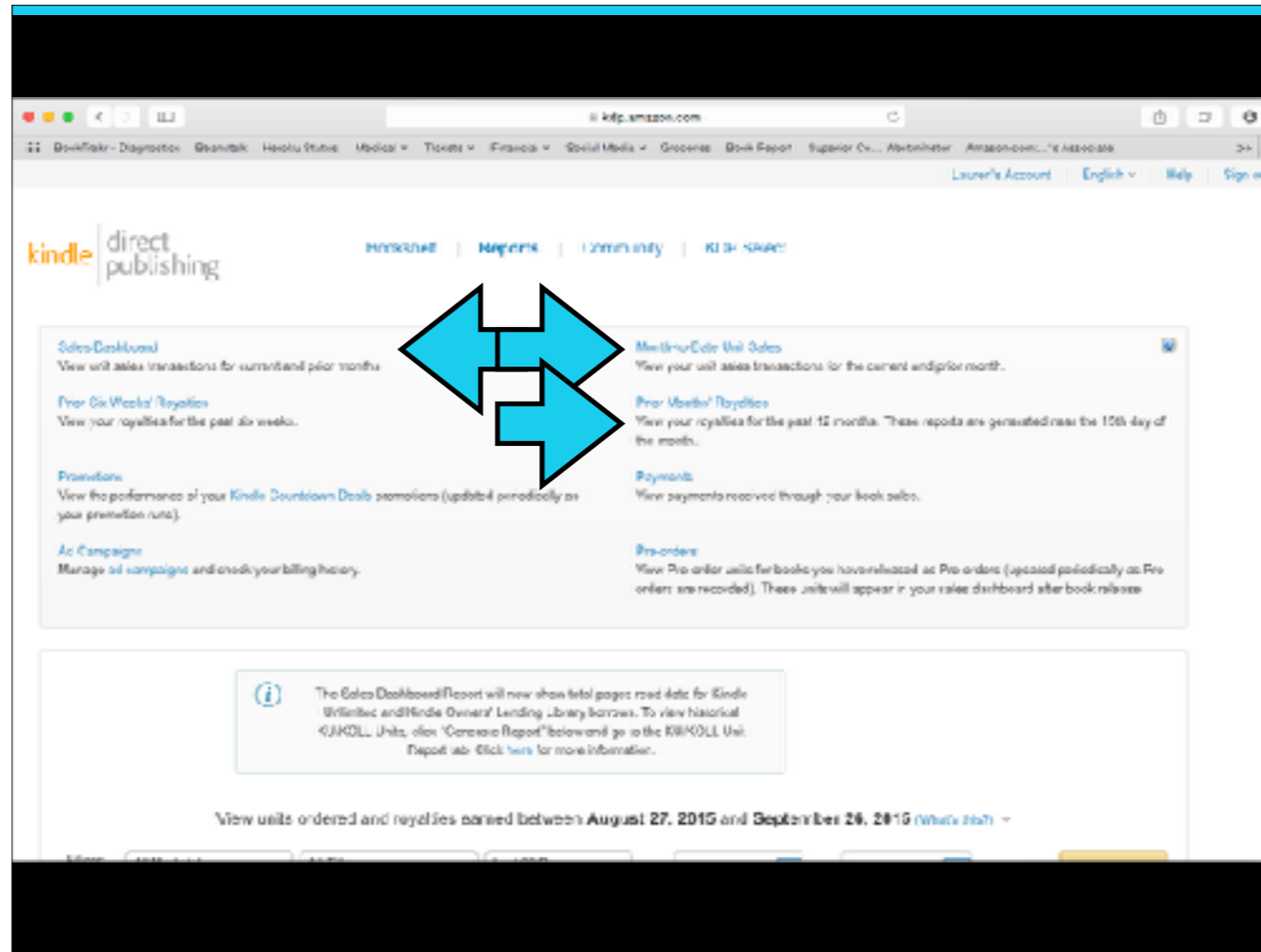
(click)

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.

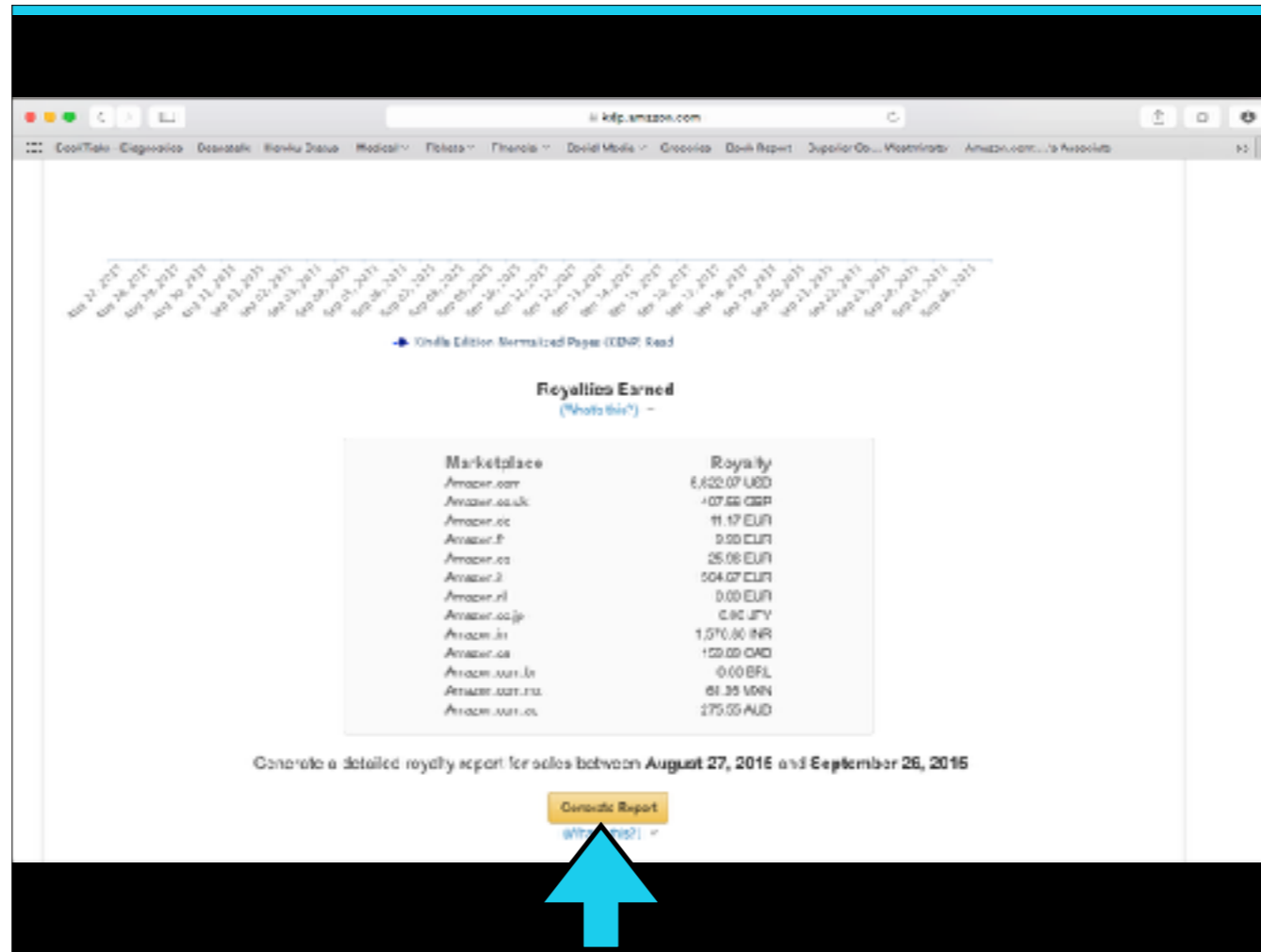
(click) We use the MTD Unit Sales report for daily KENP pages,

(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.

The screenshot shows an Excel spreadsheet titled "Royalty Report" with the following data:

Royalty Date	Title	Author Name	ISBN	Marketplace	Royalty Type	Threshold Type	Unit No
Sep 20, 2015	Juliana	Lauren Royal	B01255279X	Amazon.com	7.2%	Standard	
Sep 20, 2015	Alexandra	Lauren Royal	B01260781X	Amazon.com	7.2%	Standard	
Sep 20, 2015	Juliana	Lauren Royal	B0097ABKJL	Amazon.it	7.2%	Standard	
Sep 20, 2015	Alexandra	Lauren Royal	B0111DNWZ7	Amazon.it	7.2%	Standard	
Sep 20, 2015	Lily	Lauren Royal	B009220229	Amazon.it	7.2%	Standard	
Sep 20, 2015	Amber	Lauren Royal	B009H1200V	Amazon.it	7.2%	Standard	
Sep 20, 2015	Amethyst	Lauren Royal	B00EDH4WVC	Amazon.it	N/A	Free - Price Match	
Sep 20, 2015	Regency Chase Family Board Set	Lauren Royal	B0126R4521	Amazon.com	7.2%	Standard	
Sep 20, 2015	The Art of Translation	Lauren Royal	B01127221G	Amazon.com	7.2%	Standard	
Sep 20, 2015	Introducing Juliana	Lauren Royal	B00171250C	Amazon.com	7.2%	Standard	
Sep 20, 2015	Introducing Juliana	Lauren Royal	B009F7C26L	Amazon.com	7.2%	Standard	
Sep 20, 2015	Chase Family Board Set Teen: The Flowers	Lauren Royal	B0126R4521	Amazon.co.uk	7.2%	Standard	
Sep 20, 2015	Chase Family Board Set Teen: The Flowers	Lauren Royal	B0126R4521	Amazon.com	7.2%	Standard	
Sep 20, 2015	Royal	Lauren Royal	B0020874JK	Amazon.co	7.2%	Standard	
Sep 20, 2015	Royal	Lauren Royal	B009U9M4J8	Amazon.com	7.2%	Standard	
Sep 20, 2015	Lead in Translation	Lauren Royal	B0126R4521	Amazon.com.co	N/A	Free - Price Match	
Sep 20, 2015	Lead in Translation	Lauren Royal	B0126R4521	Amazon.in	N/A	Free - Price Match	
Sep 20, 2015	Lead in Translation	Lauren Royal	B009220229	Amazon.co	N/A	Free - Price Match	
Sep 20, 2015	Lead in Translation	Lauren Royal	B009220229	Amazon.de	N/A	Free - Price Match	
Sep 20, 2015	Lead in Translation	Lauren Royal	B0126R4521	Amazon.co.uk	N/A	Free - Price Match	
Sep 20, 2015	Lead in Translation	Lauren Royal	B0126R4521	Amazon.com	N/A	Free - Price Match	
Sep 20, 2015	Lily	Lauren Royal	B009220229	Amazon.com	7.2%	Standard	
Sep 20, 2015	Mona	Lauren Royal	B007WJ3AM	Amazon.com	7.2%	Standard	
Sep 20, 2015	Amber	Lauren Royal	B007YH9BA7	Amazon.com	7.2%	Standard	
Sep 20, 2015	Amber	Lauren Royal	B007YH9BA7	Amazon.com	7.2%	Standard	
Sep 20, 2015	Chase Family Board Set Teen: The Jewels	Lauren Royal	B0126R4521	Amazon.com	7.2%	Standard	
Sep 20, 2015	Lyons	Lauren Royal	B0126R4521	Amazon.co.uk	7.2%	Standard	
Sep 20, 2015	Lyons	Lauren Royal	B0126R4521	Amazon.com	7.2%	Standard	
Sep 20, 2015	Freemasons	Lauren Royal	B0126R4521	Amazon.com	7.2%	Standard	
Sep 20, 2015	Amethyst	Lauren Royal	B0126R4521	Amazon.com.co	N/A	Free - Price Match	
Sep 20, 2015	Amethyst	Lauren Royal	B0126R4521	Amazon.in	N/A	Free - Price Match	
Sep 20, 2015	Amethyst	Lauren Royal	B0126R4521	Amazon.de	N/A	Free - Price Match	
Sep 20, 2015	Amethyst	Lauren Royal	B0126R4521	Amazon.co.uk	N/A	Free - Price Match	
Sep 20, 2015	Amethyst	Lauren Royal	B0126R4521	Amazon.com	N/A	Free - Price Match	

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

The screenshot shows the BookTrakr dashboard with a navigation bar at the top containing 'Dashboard', 'Sales', 'Reviews', 'Rankings', 'Settings', 'Logout', and 'Help'. The main content area is a grid of book series performance metrics. Each entry includes a book cover, a 'More' button, and a table of statistics for 'SEP 26' and 'ALL TIME'.

Series	Category	SEP 26	ALL TIME
All Books	Sales	120 paid books 432 free books 0 KENP/lent books \$356.79	230,189 paid books 1,021,609 free books 204 KENP/lent books \$685,833.12
	Reviews	24 new reviews #1,931 in Kindle IT Paid	2,545 reviews #13 in Nook US Paid
Amethyst	Sales	0 paid books 209 free books 0 KENP/lent books \$0.00	11,925 paid books 445,671 free books 0 KENP/lent books \$24,323.37
	Reviews	6 new reviews #192 in Kindle IN Free	417 reviews #4 in Kindle US Free
Emerald	Sales	14 paid books 0 free books 0 KENP/lent books \$43.69	30,988 paid books 108 free books 0 KENP/lent books \$88,219.48
	Reviews	1 new review #11,012 in Kindle AU Paid	199 reviews #18 in Nook US Paid
Forevermore	Sales	11 paid books 0 free books 0 KENP/lent books \$21.37	13,717 paid books 131,668 free books 0 KENP/lent books \$21,073.69
	Reviews	0 new reviews #11,723 in Kindle AU Paid	143 reviews #40 in Kindle US Free
Amber	Sales	14 paid books 0 free books 0 KENP/lent books \$42.98	27,754 paid books 59 free books 0 KENP/lent books \$73,547.58
	Reviews	0 new reviews #12,657 in Kindle AU Paid	147 reviews #40 in Kindle US Paid
Violet	Sales	13 paid books 0 free books 0 KENP/lent books \$40.79	26,727 paid books 59 free books 0 KENP/lent books \$47,023.47
	Reviews	0 new reviews #10,040 in Kindle AU Paid	146 reviews #13 in Nook US Paid
Lily			
Rose			

(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

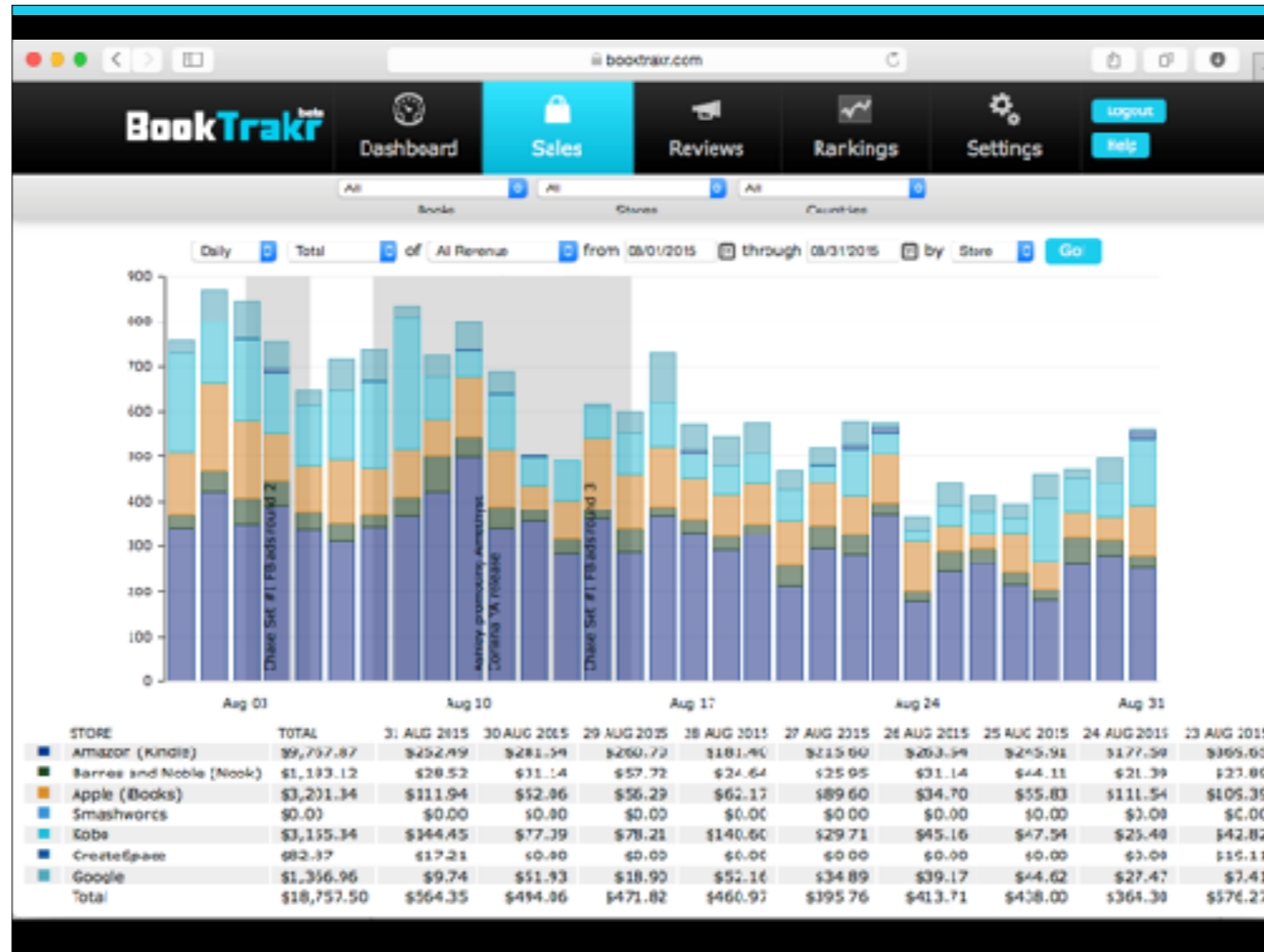
Responding to Surveys

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.

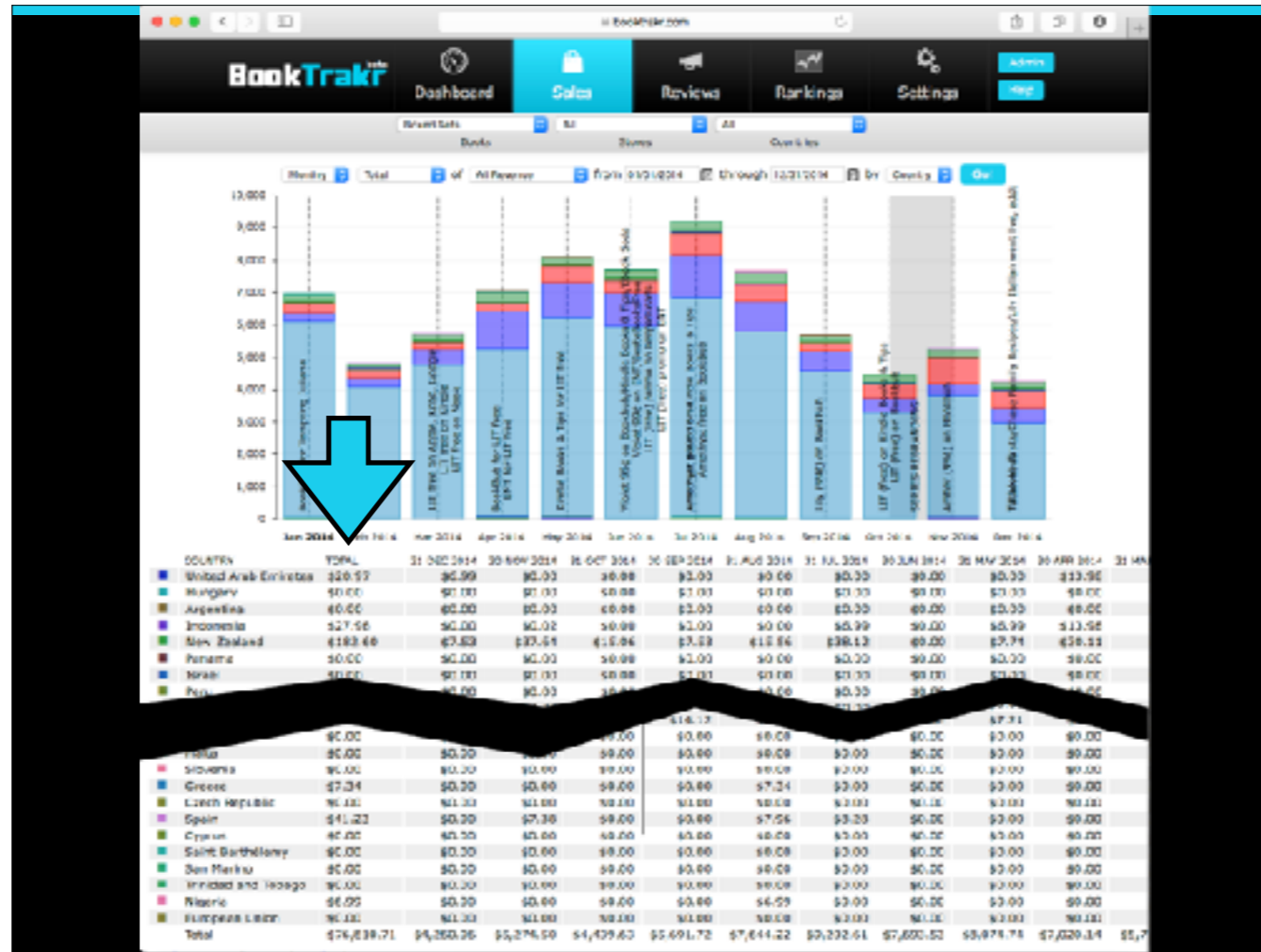
The screenshot shows the BookTrakr dashboard with a navigation bar at the top containing 'Dashboard', 'Sales', 'Reviews', 'Rankings', 'Settings', 'Logout', and 'Help'. The main content area displays a grid of book performance cards for 'All Books', 'Amethyst', 'Emerald', 'Forevermore', 'Amber', and 'Violet'. Each card compares 'SEP 20' and 'ALL TIME' performance across metrics like paid/free books, KENP/lent books, revenue, reviews, and Kindle/Nook sales.

Book Title	Category	Time Period	Paid Books	Free Books	KENP/lent Books	Revenue	Reviews	Kindle Sales	Nook Sales
All Books	All Books	SEP 20	133	519	0	\$515.45	0	#1,822	-
		ALL TIME	329,440	1,018,920	204	\$683,533.34	2,107	#13	-
Amethyst	Amethyst	SEP 20	0	252	0	\$0.00	0	#183	-
		ALL TIME	11,024	444,358	0	\$24,320.60	440	#4	-
Emerald	Emerald	SEP 20	10	0	0	\$62.79	0	#6,268	-
		ALL TIME	30,897	108	0	\$87,954.88	198	#18	-
Forevermore	Forevermore	SEP 20	10	0	0	\$19.70	0	#17,271	-
		ALL TIME	13,419	131,668	0	\$20,902.91	193	#40	-
Amber	Amber	SEP 20	12	0	0	\$37.09	0	#27,207	-
		ALL TIME	27,665	59	0	\$73,342.92	147	#40	-
Violet	Violet	SEP 20	7	0	0	\$23.10	0	#27,487	-
		ALL TIME	26,664	59	0	\$46,836.96	116	#13	-

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.



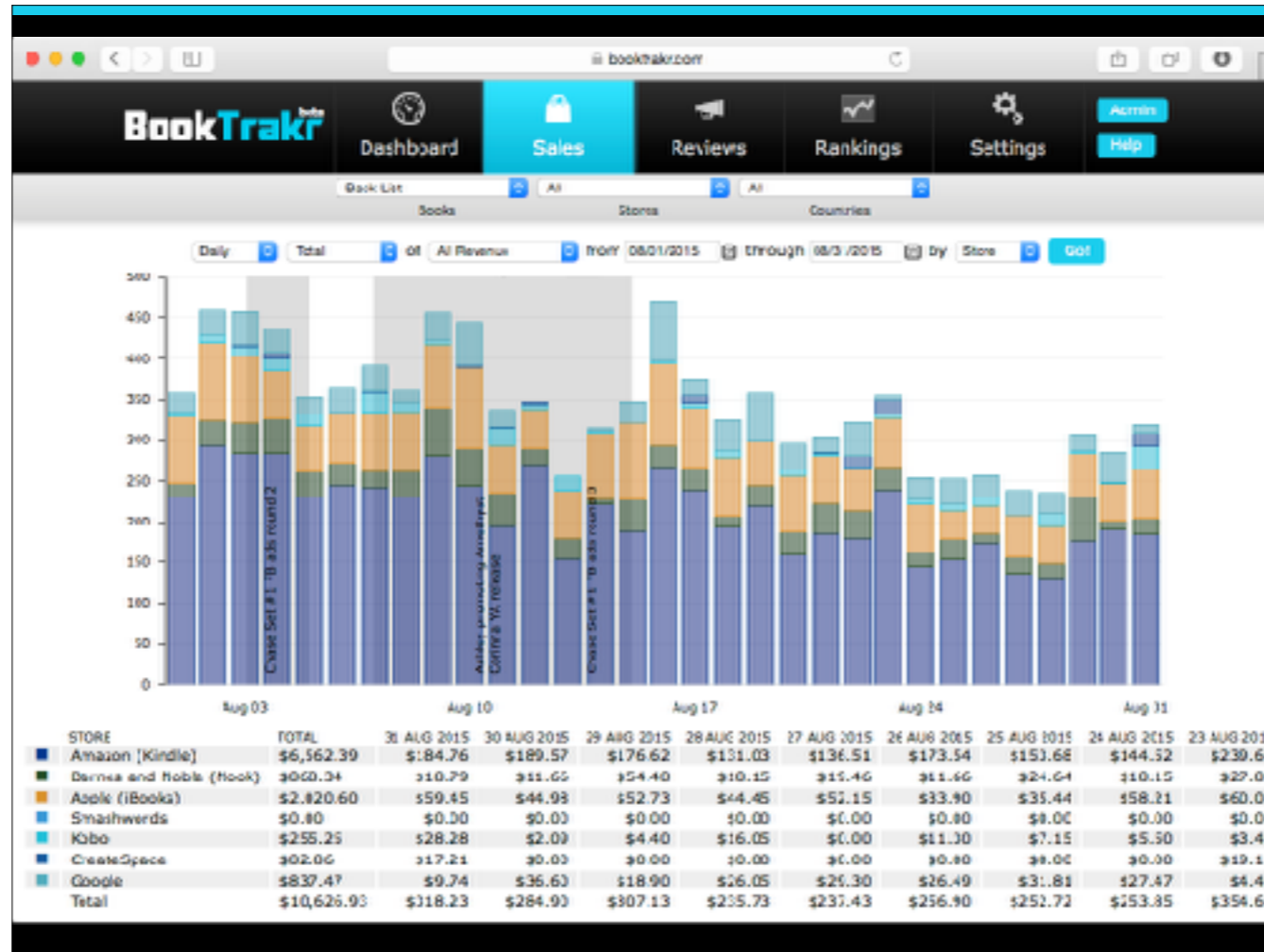
Or you can use the Sales Report to get a summary by store for any time period (and using filters, you can make it for any book or bookshelf and/or any vendor or country).



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**](https://twitter.com/BookTrakr)
- Follow us for status information at [**@BookTrakrStatus**](https://twitter.com/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**](https://twitter.com/BookTrakr)

We tweet about issues affecting BookTrakr users, such as processing delays, delays in sales report availability, etc. at [**@BookTrakrStautus**](https://twitter.com/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!