LEARNING WITH SDP

Direct Sales & Author Storefronts

Handout 2: Your Setup & Pricing Planner

Participant Handout | WAG Marketing Coalition | July 20, 2026 | Presenter: Jolene MacFadden

Use this alongside Handout 1 (the platform comparison). Work top to bottom: check off the setup steps, run your numbers through the calculator, then adapt the three policies before you share your store link.

1. Storefront Setup Checklist

Tick each box before you launch. Skip the print section if you are digital-only.

Before you build

- ☐ Choose ONE platform (Ko-fi, Payhip, Shopify Starter, or Gumroad). Don't shop around for weeks.
- ☐ Decide: ebooks only, or ebooks and print.
- ☐ Have your ebook file ready (EPUB or PDF).
- ☐ Have your cover image and a short book description ready.
- ☐ Set your price.

Connect the money

- ☐ Create a Stripe or PayPal account (or both).
- ☐ Connect it to your store.
- ☐ Confirm your payout and bank details are correct.

For print (optional)

- ☐ Pick a print-on-demand partner (Bookvault connects to Payhip; Lulu or Bookvault for Shopify).
- ☐ Upload your print-ready interior PDF and cover.
- ☐ Order one proof copy and check the quality before you sell it.

Before you share the link

- ☐ Add your returns, shipping, and privacy notes (templates in Section 3).
- ☐ Buy your own book once to test the checkout and the delivery.
- ☐ Add the store link to your newsletter, your book back matter, and your social bios.

2. Pricing Calculator

The formula is simple: **What you keep = Price - platform fee - processing fee - (print + shipping, for paperbacks).**

Processing is usually about 2.9% + $0.30 per sale. Here are two worked examples, then a blank one to run your own numbers.

Line item	eBook example	Paperback example
Setup	$6.99 on Payhip (free plan)	$16.99 on Shopify + Bookvault
Price	$6.99	$16.99
Platform fee	5% = $0.35	5% = $0.85
Processing (2.9% + $0.30)	$0.50	$0.79
Print cost (POD estimate)	none	about $4.50
= You keep	**$6.14 (about 88%)**	**about $10.85**

The paperback "you keep" is before any shipping you choose to absorb. Print cost is an estimate; use your POD partner's own calculator for the real number on your page count and trim size.

Now run your own

Line item	Your eBook	Your paperback
Price		
Platform fee		
Processing fee		
Print cost		
Shipping		
= You keep		

3. Sample Policies (Adapt These)

Copy these onto your store. Replace anything in [brackets] with your own details. These are plain-language starting points, not legal advice.

Returns Policy

Digital: Because [Store Name] sells digital files delivered instantly, all ebook sales are final. If a file will not download or open, email [your email] within [7] days and I will make it right.

Print: Print books are made to order. I replace copies that arrive damaged or misprinted. Email [your email] with a photo within [14] days of delivery and I will send a new one.

Shipping Policy

Print orders are made to order and ship within [X] business days. Delivery time depends on your location and the carrier.

Digital products have nothing to ship. Your download link arrives by email the moment your payment goes through.

Privacy Note

I collect only what I need to fill your order and, if you opt in, to send my newsletter.

I will never sell or share your email address. You can unsubscribe at any time, and every email includes a one-click link to do it.

Not legal advice. If direct sales become real income, one session with a tax professional is worth it. Platform fees change; verify current rates on each provider's pricing page. Verified July 2026.