

Direct-to-Reader Publishing for Independent Authors

Print-on-demand fulfillment, a branded storefront, reader marketing and 7-day payouts in one subscription, with 0% commission on every sale.

ROYALTY KEPT

100%

PLATFORM FEE

0%

PAYOUTS

7-day



INDUSTRY REALITY

Traditional retailers squeeze **indie authors**

ROYALTY CUTS

30 to 65%

of every direct sale is sliced off by the retailer before the author sees a cent.

DATA BLACKOUT

0

reader emails or purchase insights shared. The retailer owns the customer, not the author.

PAYOUT DELAYS

60 to 90 days

between a sale and the money arriving, which stalls marketing and working capital.

Independent authors do the writing, the designing and the selling, and still hand over the margin, the audience and the cash flow.

THE PARADIGM SHIFT

Keep 100% of every sale

Authors pay only the printer's base cost and card processing.

BookFlarePro adds zero markup on sales. The subscription is the only fee.

- 🕒 Authors set their own retail price and see their net profit per copy before they publish
- 🕒 Shipping and tax are passed straight through to the printer
- 🕒 If a printer invoice comes in under the quote, the difference is credited back to the author

 BookFlarePro

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Royalty Calculator

Configure your book specs, set your price, and instantly see how much you'll earn per sale. With BookFlarePro, **you keep 100%** of your royalties.

 **Royalty Calculator**

Plan your pricing and estimate profits

Format

Paperback

Hardcover

Book Size & Page Count

Trim Size

6" x 9" (US Trade Large)

Page Count

200

Binding Type

Paperback

32-800

Perfect bound softcover

Coil Bound

2-470

Spiral binding, lies flat when open

Saddle Stitch

4-48

Stapled booklet (pages must be...

Interior Color

Black & White

Standard B&W interior

Premium Black & White

Enhanced quality for B&W images ...

Full Color

Good quality, text with occasional...

Premium Color

Vivid, rich colors, best for color...

Paper Type

Cost Breakdown per Book

Selected Configuration

Paperback

Paperback

6" x 9"

200 pages

Black & White

60# Cream, Uncoated

Matte

Create Book with These Settings

Increase retail price to enable book creation

The all-in-one **author operating system**

- 01

Print fulfillment

Paperbacks and hardcovers printed and shipped per order through our print-on-demand network, with free ISBNs and a print-quality guarantee.
- 02

Direct storefront

A branded store and launch pages on the author's own URL, with Stripe checkout and 7-day payouts.
- 03

Reader marketing

Reader List, scheduled email campaigns, event reminders, review follow-ups and AI trailers.

 **BookFlarePro**

Dashboard

My Books

Marketing

Analytics

Orders

Tools

Avery Lane

Welcome, Avery

Active Subscription

New Book

Subscription

Unlock AI Marketing Tools \$19/mo

Let AI write your email campaigns, design cover images, craft book descriptions, and create a premium cinematic AI trailer for your book.

Email Campaign Writer

Subject Line Generator

Book Description Writer

AI Cover Image Generation (10/mo)

20s Premium Cinematic Video (3/mo)

Add AI Marketing

View: This Month This Year All-Time

Export Records

Total Books 3 3 published

Total Sales 18 books sold

Total Revenue \$520.15 Gross sales

Ready for Payout \$26.07 Net profit after all costs Auto-payout at \$10+ • Manual anytime

Earnings Breakdown (True Pass-Through)

Your payout = Book Sales - Stripe Fees - Printing & Fulfillment. Shipping and tax you collect are passed straight through to the printer. Your own author copies are not counted as sales.

Book Sales \$420.82

Stripe Fees (2.9% + \$0.30) -\$19.29

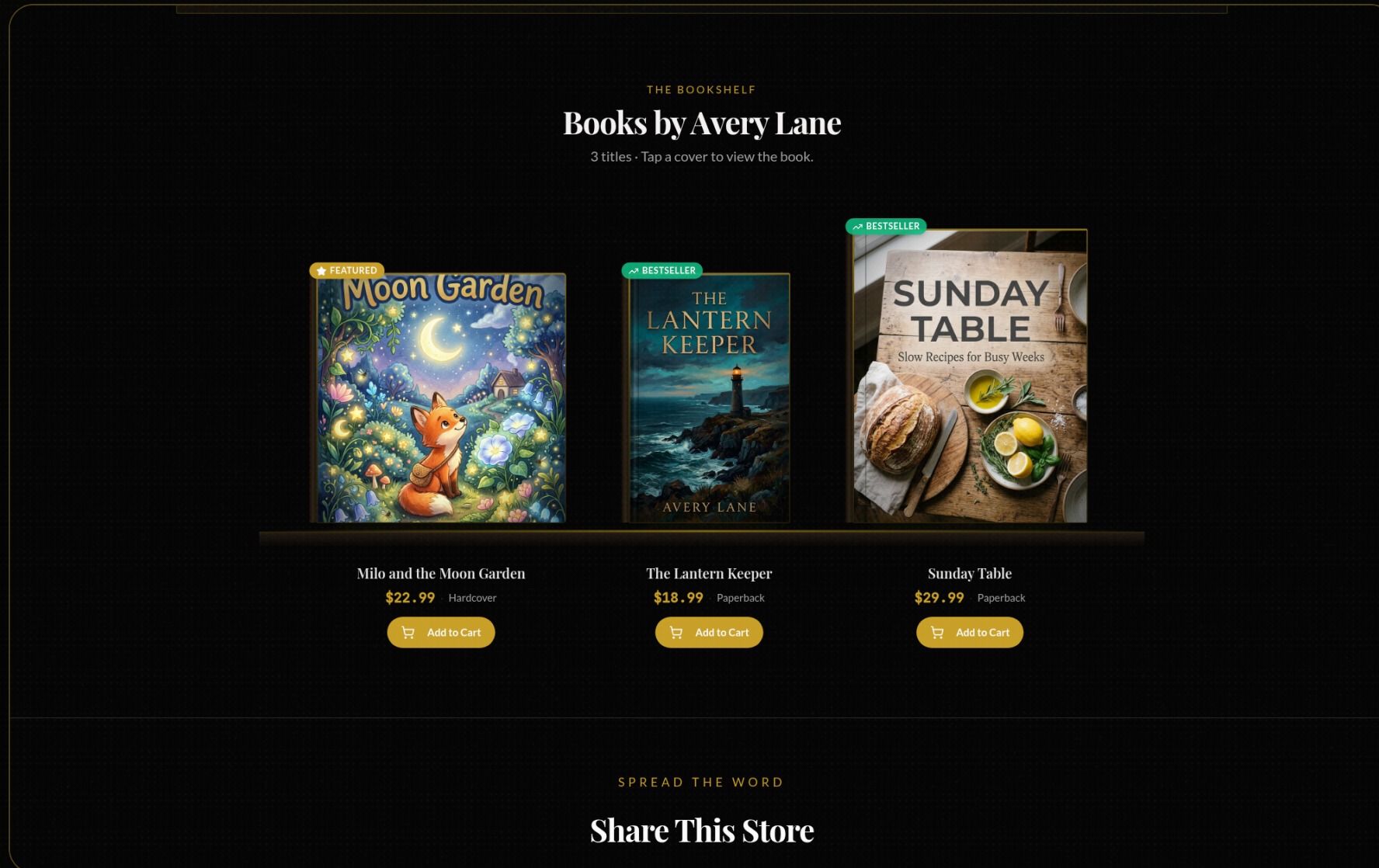
Printing & Fulfillment -\$180.10

Your Net Profit \$221.43

Shipping & Tax Collected (Pass-Through - Not Your Earnings)

Shipping (- Carrier)

Tax (- Government)



SELL DIRECT

A bookstore that belongs to the **author**

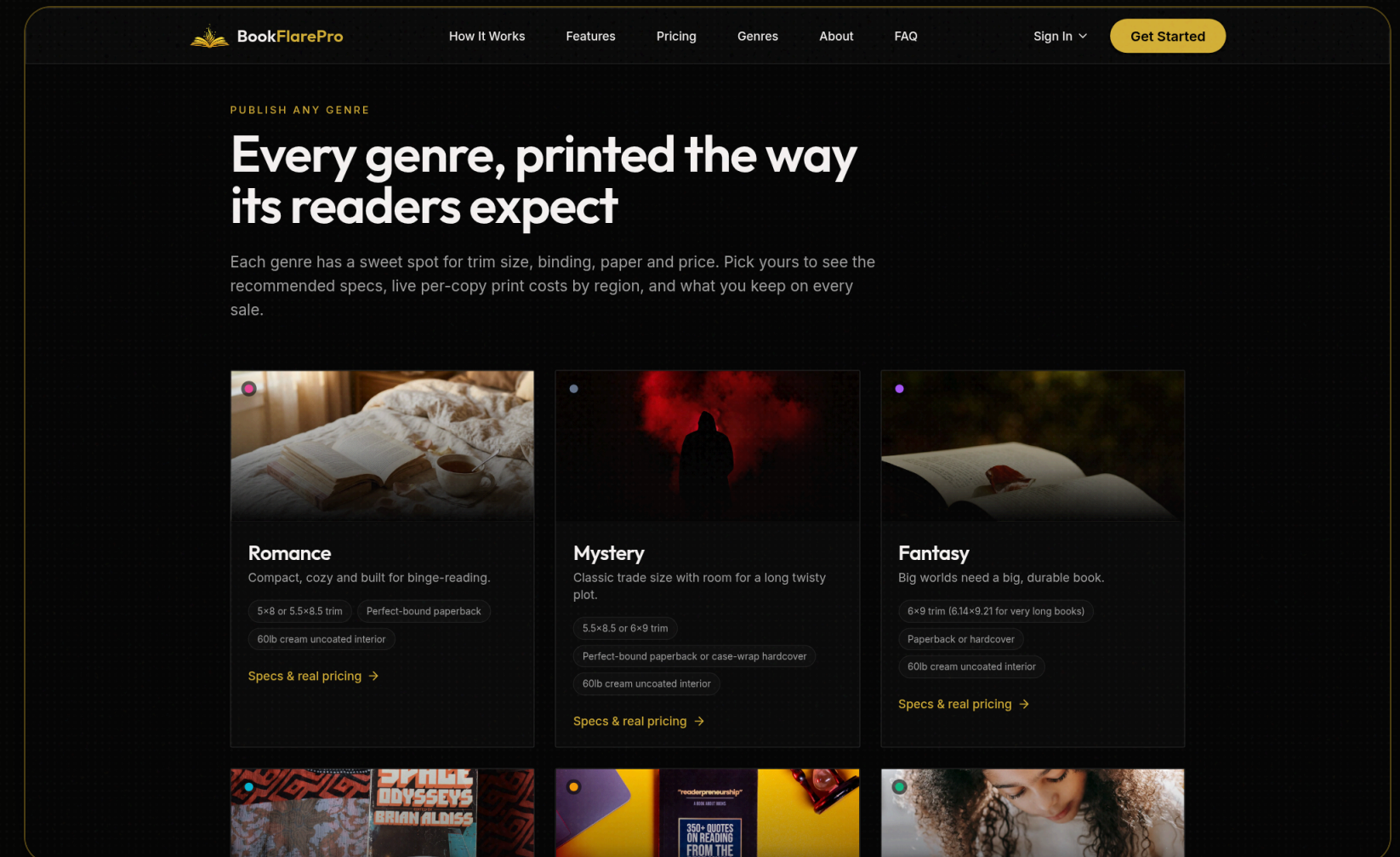
Every author gets a storefront styled with their own accent color, type pairing and backdrop. No templates that look like everyone else's.

- Per-book launch pages, pre-orders and countdown timers
- Discount codes, bulk pricing and author copies at cost
- Reader reviews, free-chapter previews and gift options
- Customer data stays with the author: names, emails and purchase history

PRINT & QUALITY ASSURANCE

Flawless printing & automated proofing

- **23-point auto proofing.** Pre-flight checks catch bleed, margin, DPI and formatting issues before a single copy is printed
- **20 trim sizes.** Paperbacks, case-wrap hardcovers, full-color picture books and cookbooks
- **Genre specs and live pricing.** Recommended size, paper and binding for every genre, priced in real time
- **Included ISBNs.** A free ISBN every year on Annual and Lifetime, saving the \$125 retail fee
- **Print guarantee.** Free replacement for any printer defect or shipping damage



Tools designed for indie growth

Cover Design Studio

Print-ready covers with templates, layers, barcodes and AI imagery. Spine width is calculated from the page count.

AI Marketing add-on

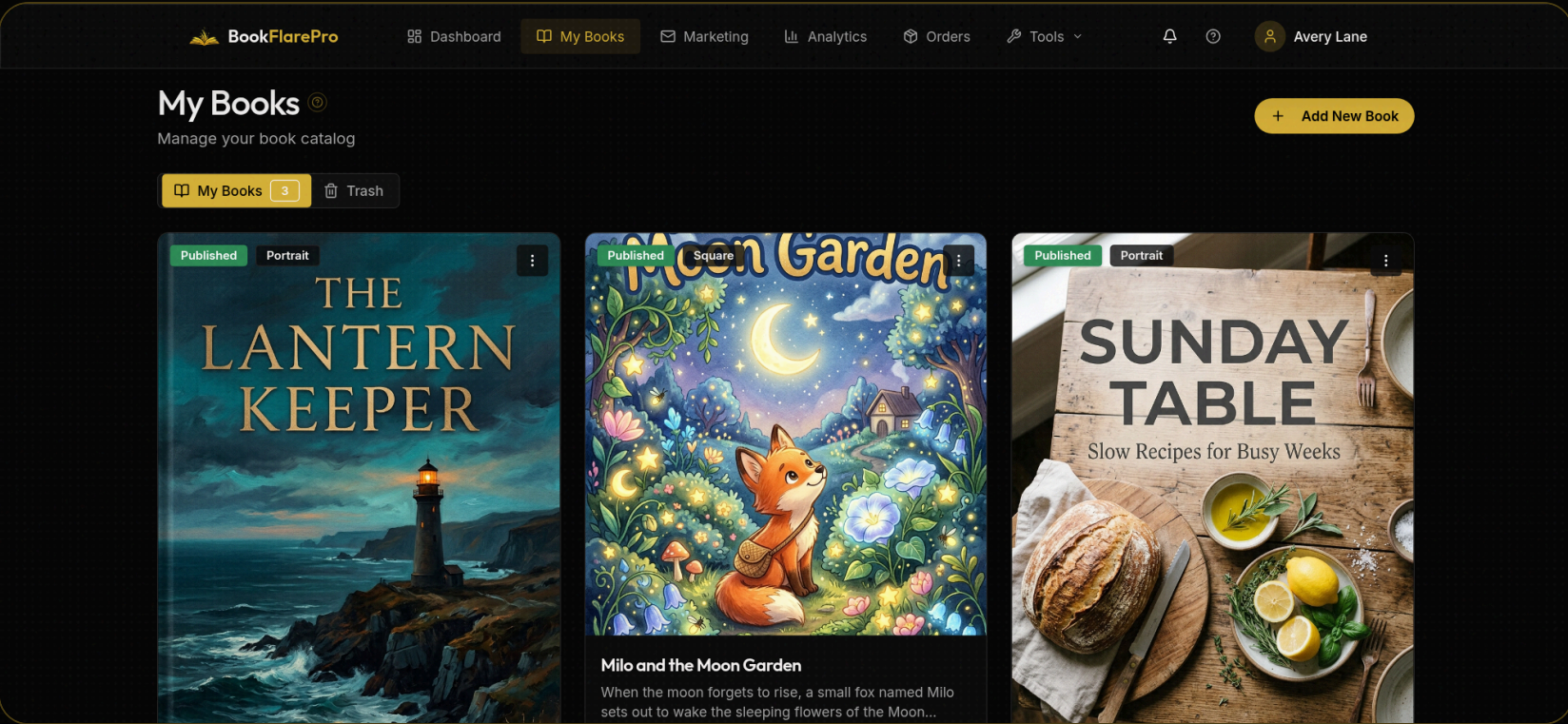
Cinematic book trailers, AI covers, campaign copy, subject lines and descriptions, all on demand.

Real-time analytics

Sales, net margin per copy, top titles and buyer trends, updated with every order.

Fast payouts

Automatic Stripe transfers every 7 days once the printer invoice is reconciled, or on demand.



WORKFLOW

From manuscript to reader in 4 steps

01

Upload files
PDF manuscript and cover, checked by 23-point auto proofing.

02

Set store & price
Custom URL, retail pricing, launch page and discount codes.

03

Sell direct
Each order is printed and shipped on demand. The author never touches stock.

04

Get paid
Automatic bank transfers every 7 days via Stripe, with a full statement.

Orders

Track your book orders and wholesale purchases



The Lantern Keeper
Qty: 2 • Retail
reader0@example.com
Order #bc6ebad6

printing

\$45.63

10/20/2026

✓

Paid

Oct 20, 9:49 PM

✓

Sent to printer

✓

Printing

4

Shipped

5

Delivered

BOOKFLAREPRO.COM

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COMPETITIVE ADVANTAGE

BookFlarePro vs. the retail giants

FEATURE	BOOKFLAREPRO	AMAZON KDP	INGRAMSPARK
Platform fee on sales	0%	30 to 45% cut	40 to 55% cut
Reader data ownership	100% owned by the author	None shared	None shared
Payout velocity	Every 7 days	~60 days	~90 days
Built-in email & launch pages	Included	Not offered	Not offered
Branded storefront	Included, author's own URL	Amazon listing only	Distribution only

PRICING

Predictable **flat-rate** subscription

MONTHLY

\$12 /month

Full platform access. 7-day free trial, cancel anytime.

ANNUAL · MOST POPULAR

\$97 /year

Under \$8 a month. Two months free plus 1 free ISBN every year.

LIFETIME

\$297 once

Pay once, publish forever. 1 free ISBN per year and all future updates.

Optional AI Marketing add-on for trailers, AI covers and campaign copy. 0% platform fee on sales across every plan.

MARKET EXPANSION

Empowering the **direct-sales movement**

INDIE PUBLISHING MARKET

\$1.2B

and growing as authors move from retailer dependence to owning their channel.

AVERAGE AUTHOR PROFIT LIFT

+40%

when a sale moves from a retailer's royalty to BookFlarePro's pass-through model.

OF EVERY SALE KEPT

100%

versus the 35 to 70% an author keeps at retail, before printing and card fees.

Every tool authors currently stitch together (printer, store, email, analytics, payouts) in one place, at a price any author can justify.



THE FUTURE OF PUBLISHING

Empower your **independent author** business

Start a 7-day free trial and take full control of your books, readers and revenue.

[BOOKFLAREPRO.COM](https://bookflarepro.com)