BOOK SCAN

Last update: 7-7-23

Book Scan is an unreliable source of information about books sales – for two reasons; underreporting and overreporting. Which is the case depends upon whether a book is traditionally published (all MSI Press publications, including San Juan Books, for the purpose of Book Scan, fall into the traditionally published category) or self-published.

Traditionally published books

Traditionally published books, which include all of our books, will not encounter the under-reporting of sales that you sometimes read about in blogs. Book Scan gets its numbers from bookstore sales for non-traditionally published books. For us, though, Book Scan gets all of the sales numbers because we use a distributor, and the distributor reports the numbers to Book Scan.

Anything purchased through our bookstore still shows up with the distributor because we have to obtain the books from our printer, and our printer reports our webstore sales to the distributor, which gets reported to Book Scan.

Where numbers are off for us is overstated sales because any time our printer gets an order from MSI Press (e.g., complimentary copies for authors, book review copies, inventory), those also get shared with the distributor and reported to Book Scan *as if they were real sales*.

Self-published books

Sales are typically under-reported by Book Scan for self-published books because BS has no way of knowing all of the informal outlets that self-publishers use. This is especially true where the author is using his or her own printing firm, one not associated with distribution. This category, however, does not apply to any of our books; it is included here to explain why you might hear contradictory information about BS reports.