# Mixam's PrintLink Guide

Print-on-Demand Made Easy for Authors, Self-Publishers & Businesses



### Welcome to Mixam's PrintLink Guide!

Whether you're new to **print-on-demand** or a seasoned pro, this guide will help you easily navigate the process and monetise your work. From creating a PrintLink publication to customisation options, we've got you covered every step of the way.

Before getting started with **PrintLink**, open a **Mixam** account so you can securely access and monitor your publications. We also recommend reading our **Book Printing Guide** for a comprehensive overview of how to print with us.



**Upload Your Files** 





Sell Your Book and Get Paid

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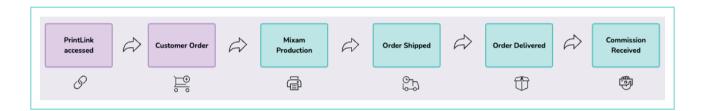
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### SECTION 1: INTRODUCTION

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### 1A: What is print on demand?

**Print on Demand (POD)** is a business model that lets you create, print, and sell custom products without the hassle of inventory management or upfront costs. Mixam only produces books when a customer places an order, and we handle the printing, packing, and delivery. It's a flexible, eco-friendly, and cost-effective way to earn passive income, so whether you're publishing your first book or growing your body of work, POD lets you scale on your terms risk-free.



### 1B: Print on Demand vs Bulk Printing

	Bulk Printing	Print on Demand
Description	Books are printed in large quantities and delivered to the creator, who handles storage and distribution.	Books are printed upon order placement and delivered directly to customers.
Pros	<ul> <li>Lower cost per unit for large quantities</li> <li>Best for large print runs</li> <li>Complete control over inventory and shipping</li> <li>A variety of customisation options are available</li> </ul>	<ul> <li>No upfront costs</li> <li>No inventory management</li> <li>No risk of unsold stock</li> <li>No minimum order quantity</li> <li>No bulk purchasing</li> <li>Competitively priced</li> <li>Automatic order fulfilment</li> <li>Eco-friendly print option</li> </ul>
Cons	<ul> <li>Storage space required</li> <li>Higher upfront costs</li> <li>Labour-intensive</li> <li>Risk of unsold stock</li> </ul>	<ul> <li>Less intervention in handling         <ul> <li>and product monitoring</li> </ul> </li> <li>Limited products and specifications available</li> </ul>

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	Bulk Printing	Print on Demand
Use	Bulk printing is for those with predictable demand	POD is for those who want to monetise their books
	who can manage storage and logistics.	and prefer a hands-off approach. It's also suitable for
		those who want to test the market with new products.
		Unlike other POD platforms, Mixam provides a
		shareable book URL and landing page, allowing
		publishers to sell directly without relying
		on a marketplace.

### 1C: How is PrintLink different?



Exceptional Print Quality



Range of Print Options



Track Sales in Real Time



Customisable Product Pages



Adjust Pricing Anytime



Customisable URLs



Fast Setup



Book Genre Categorisation Tool

Create Book Bundles and Series



Fast Shipping



Email Collection Tool



Free Shareable Virtual Flipbook



No ISBN Required

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### **SECTION 2:**

### COMPARING YOUR PRINT OPTIONS

### 2A: Paperback vs Hardcover

You can create **print-on-demand books** in paperback and hardcover format (specifications subject to availability). Choose the bookbinding option that best suits your book's content and target audience. You could even print both formats to suit different reader preferences and distribution needs.

	Paperback	Hardcover
Description	Pages are bound to the spine using adhesive and attached to a flexible, slightly thicker paper cover.  Also known as a softcover, perfect binding creates a rectangular spine.	Pages are bound to a spine with adhesive and encased in durable, rigid cardboard covers, typically wrapped in printed paper.
Pros	<ul> <li>Cost-effective to produce and sell</li> <li>Compact, lightweight and portable with some flexibility</li> <li>Fast turnaround times</li> <li>Low delivery costs</li> </ul>	<ul> <li>High durability</li> <li>High aesthetic appeal</li> <li>High-perceived value</li> <li>Higher profit margin potential</li> </ul>
Cons	<ul> <li>Lower durability</li> <li>Susceptible to damage over time</li> <li>Lower profit margin</li> </ul>	<ul> <li>Higher production costs due to material and labour expenses</li> <li>Longer turnaround times</li> <li>Higher delivery costs</li> </ul>
Use	Ideal for everyday reading and mass-market distribution.	Ideal for keepsakes, special editions or gifts.

### 2B: Reading Book vs Photo-Quality Book Printing

	Reading Book	Photo-Quality Book
Description	For text-based publications containing few or no graphics.	For detailed, image-heavy content like photographs and graphics that require rich, vibrant colours.
Pros	<ul> <li>Cost-efficient due to low material and setup costs</li> <li>Multiple paper options for optimal readability</li> <li>Suitable for some graphic work like greyscale illustrations and simple line drawings</li> </ul>	<ul> <li>Produces vivid printed colours</li> <li>Wide range of print specifications</li> <li>Versatile for a variety of print projects</li> </ul>
Cons	<ul> <li>Unsuitable for colourful, image-heavy work due to low colour fidelity</li> <li>Unsuitable for work with high ink coverage due to potential ink transfer</li> <li>Smaller range of print options</li> </ul>	<ul> <li>Unsuitable for text-heavy projects</li> <li>Coated paper may cause glare, making text harder to read</li> <li>Requires heavier-weight papers for optimal photo quality</li> </ul>

### 2C: What can I print?

The appeal of **print on demand** for many is the creative freedom it offers. You can print the following items on demand:

- Activity Books
- Art Books
- Autobiographies
- Baby Photo Books
- Biographies
- Booklets
- Brochures
- Catalogues
- Children's Books
- Coffee Table Books
- Colouring Books
- Comic Books

- Cookbooks
- Diaries
- Family History Books
- Graphic Novels
- Hardcover Books
- Journals
- Lookbooks
- Magazines
- Manga
- Manuals
- Memoirs
- Notebooks

- Paperback Books
- Perfect-Bound (PUR)Booklets
- Photo Books
- Photography Books
- Poetry Books
- Stapled Booklets
- Wedding Books
- Yearbooks
- Zines

Go to the Self-Publishing page if you don't see a 'Print On Demand' box on a product page under the Instant Quote Calculator to print an item listed above.

### **SECTION 3:**

### GETTING PAID WITH STRIPE

### 3A: What is Stripe?

Stripe is a widely recognised third-party payment processing service. Mixam's **print-on-demand** service and Stripe's advanced technology work together to transfer commissions to your bank account securely. Stripe account holders can also **download the app for iPhone and Android** to easily access and monitor payment metrics like total earnings and transactions.

Set up your Stripe account before enabling your PrintLink publications for purchase.

Stripe is only required if at least one of your publications is set to sell with a markup. If all publications are priced at production cost, you can still order copies for yourself without linking a bank account.

### 3B: How To Open a Stripe Account

Log in > My Account > PrintLink tab > Setup > Payout Account tab > Link Bank Account button > Follow the on-screen instructions

### Connecting a bank account to Stripe via a previous order:

Log in to your Mixam account > PrintLink tab > Active Publications tab > Select an order number > Scroll to PrintLink tab > Link Bank Account > Complete online form > Agree & Submit.

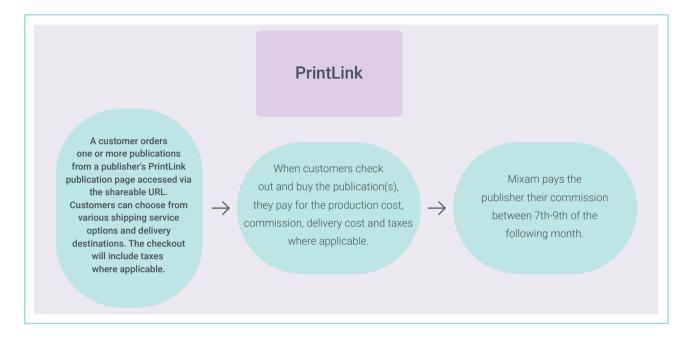
If you have multiple Mixam accounts and want to sell PrintLink publications in another country, you must connect one bank account corresponding to the country where you want to sell them.

### **3C: Earning Commissions**

You'll earn commissions every time a customer orders your publication if you've set up your pricing strategy to enable commissions.

When a month ends, Mixam will transfer your total commissions to your nominated bank account via Stripe between 7th-9th the following month. Please allow up to 7 working days for payment to appear on your bank statement after these dates. If these dates do not fall on a working day, we'll pay you the next earliest working day. You can view processed payments in your Mixam account's Sales tab and your Stripe account.

If your commissions don't appear on your bank statement or Mixam account after 7 working days and the 7th-9th period has passed, contact our team for assistance.



### 3D: How To Update Your Bank Details

Log in > My Account > PrintLink tab > Setup > Payout Account > Payment Dashboard button > Log in to Stripe > 'See details' button > 'Update payout settings' button > Select 'Edit' to update an existing payment method or 'Add bank account'.

### 3E: Taxes

### **Tax Forms**

It's your responsibility to declare your income within your tax return, as Mixam declares the payments made to publishers in its company tax filings, summarising what we paid in PrintLink commissions.

### **SECTION 4:**

# MY ACCOUNT: THE PRINTLINK TAB

### 4A: PrintLink

### **Key Features**

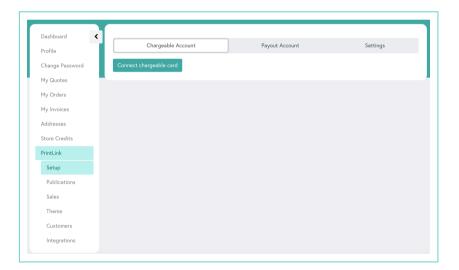
- Learn More: this button redirects you to Mixam's PrintLink page.
- Watch Demo: this button opens an informative animated video that summarises the process and advantages of PrintLink.



### 4B: Setup

### **Key Features**

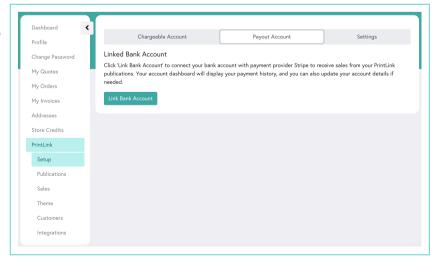
Chargeable Account: this tab is for adding a default payment method for transactions if you use integrations like Shopify. Click the 'Connect chargeable card' button to set a default card. You can add as many cards as you like.



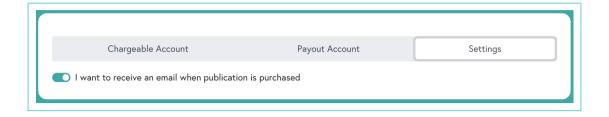
Payout Account: this tab allows you to connect your bank account to Stripe so Mixam can transfer your commissions.

Click the 'Link Bank Account' button and follow the on-screen instructions.

Once connected, it will show details like your bank's name, currency, country, and the last few digits of your account number. The 'Payment Dashboard' button will direct you to your Stripe dashboard.



• Settings: this tab allows you to change your email notification preferences. When switched on, you will receive an email notification every time a customer purchases your PrintLink publication via Mixam or an integration.



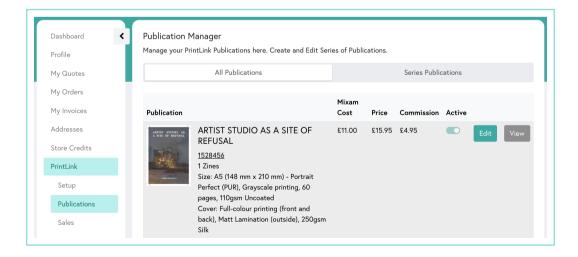
### **4C: Publications**

### **All Publications**

This tab contains every PrintLink publication you've created. It will display a reference number, print specifications, Mixam's production cost, the retail price and commission.

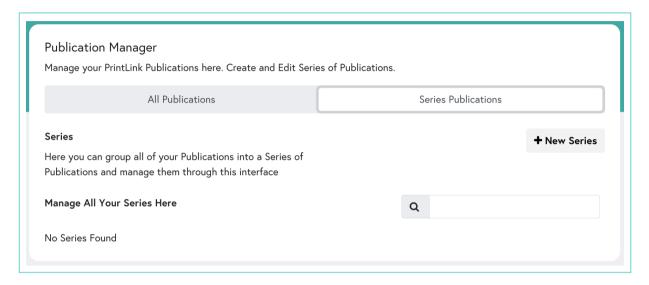
### **Key Features**

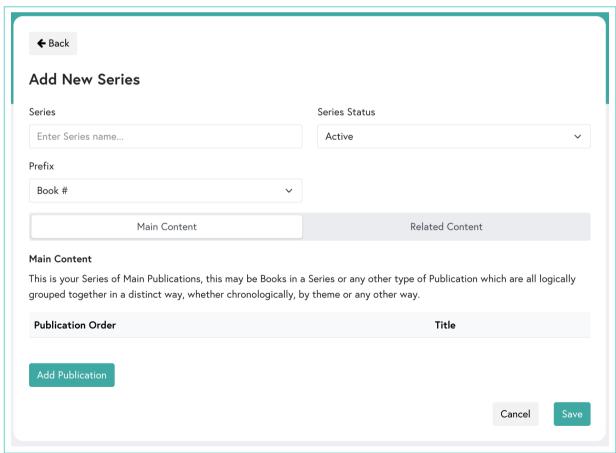
- Active: this toggle allows you to switch on a publication for purchasing.
- Edit: this button directs you to your print files, publication details, pricing strategy and messages.
- View: this button shows how your PrintLink publication page will appear to you and your customers.



### **Series Publications**

This tab enables you to bundle or group publications into a series based on a theme, storyline, or supporting content for your main titles, making it easier for readers to discover and purchase related books. Click the '+ New Series' button and complete the fields in the 'Add New Series' section.





### 4D: Sales

### **Key Features**

- Sales Graph: a graphic that charts your commissions earned over time.
- 'Export' button: allows you to download your sales data as a .CSV file or Excel spreadsheet from a dropdown menu.
- Monthly Sales list: shows order count, copies ordered and commissions earned.
- 'Show Details' button: details customer orders placed within a month. Customer information is confidential (unless you've agreed to the DSA agreement in the 'Customers' section) and only displays a publication thumbnail image, publication title, purchase date, reference number, order quantity, order status, retail price and commission earned.



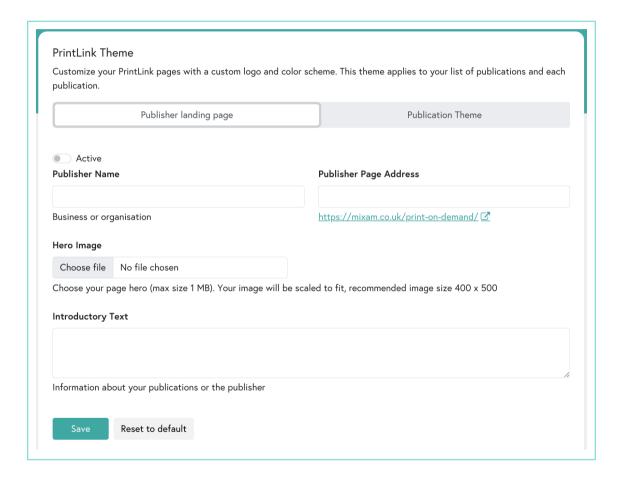
### 4E: Theme

This section allows you to edit the appearance of your PrintLink publication page. The changes you make to one publication will apply to every PrintLink publication you enable for purchase. Both tabs will show a preview demonstrating how you and your customers will see an active publication page.

### Publisher landing page

### **Key Features:**

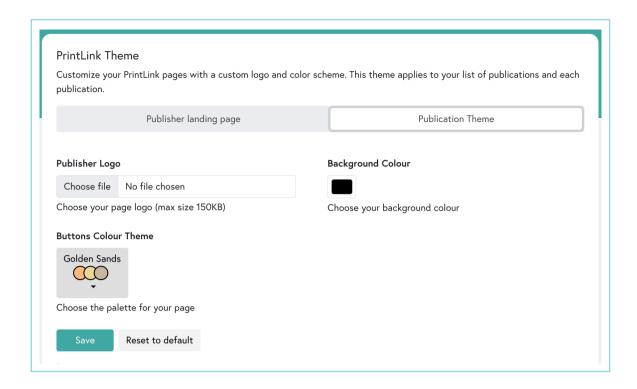
- Active: this toggle indicates whether you have enabled your edits to all publications. Inactive publications cannot be bought or integrated.
- Publisher Name: states the publisher's name or business to help customers find your publications.
- Publisher Page Address: you can enter a custom URL for your publication's web page.
- Hero Image: lets you upload a captivating, high-quality image representing your publication, typically the front cover, for easy identification.
- Introductory Text: a field where you can enter publication or publisher information to market your work.

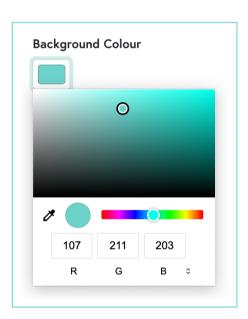


### **Publication Theme**

### **Key Features:**

- Publisher Logo: an upload option that allows you to brand a publication page with a high-quality image file.
- Buttons Colour Theme: allows you to set the colour palette for buttons on live publication pages, such as the price and 'Buy Now' button, to underpin your branding.
- Background Colour: this indicates the colour that will appear behind your publication and text. You can adjust it using RGB colour mode or change the colour's Hue, Saturation, and Lightness (HSL) values. Alternatively, you can enter a HEX number or use the section's colour picker tool to pinpoint the colour you'd like displayed.





### **4F: Customers**

This section allows you to collect your customer's email addresses for marketing purposes only. If you consent to the Data Sharing Agreement (DSA) agreement, an email opt-in checkbox will appear on our PrintLink publication's checkout so customers can choose whether to subscribe. If you do not consent to the DSA, the email opt-in checkbox will not appear. Mixam is not responsible for any legal or contractual issues that may arise if customer information is misused or mishandled.

A table will appear when you consent to the DSA agreement and click 'Submit'. When customers subscribe, the table will display a list containing customers' first and last names, email addresses, consent type, and date of consent. You can then export the information as a CSV file or Excel spreadsheet and input it into your chosen email marketing platform.

### Customers

We can provide the details of your customers if they have explicitly consented for us to do so. To access this information, you must first agree to our Data Sharing Agreement (DSA), which outlines the responsibilities and obligations for handling customer data. This agreement ensures compliance with data protection laws, including GDPR, CCPA, and other applicable regulations. By agreeing to the DSA, you confirm that you will use customer data solely for the purposes consented to (e.g., newsletters or marketing) and adhere to all legal requirements, including managing customer preferences, providing opt-out options, and safeguarding their data. Please review the DSA and confirm your acceptance to proceed.

### Mixam Data Sharing Agreement

This Mixam Data Sharing Agreement ("DSA") supplements and is incorporated by reference into Mixam's <u>Terms of Use</u>, together with its <u>Privacy Policy</u> and any terms applicable to the Service (collectively, the "Terms"), by and between any individual or business that uses the Service and is a party to the Terms with Mixam ("You", "Your" or "Publisher") and Mixam as set forth in the Terms ("Mixam"). In case of any conflict between the Terms and this DSA, the DSA shall prevail with respect to Your receipt and

I consent to the DSA

Submit

### 4G: Integrations

This tab allows you to connect different technologies and platforms, enabling data sharing and automation between systems for improved efficiency and functionality. Simply click an option and follow the on-screen instructions.

### **SECTION 5:**

## CREATING AND MANAGING PUBLICATIONS

### 5A: How To Create a PrintLink Publication

Log in to Mixam > Self-Publishing tab in the menu > Start Selling button > Select print specifications for one copy > Create Publication > Upload files or use the Design Online tool > Check the preview and download the proof to view your files in **Adobe Acrobat Reader**.

PrintLink tab: Fill in Publication Details, Pricing and Share & Embed Links sections > Save Publication.

If some specifications aren't available, we'll offer suitable alternatives, such as different paper types or weights. Sizes cannot be changed, but we will provide options to give you the most affordable prints.

Alternatively, you may see a Print On Demand box on our product pages under the Instant Quote Calculator. This box means a product is available for POD, and clicking 'Get A Quote' will take you to the PrintLink page.

Watch our PrintLink setup video tutorial on YouTube for further details and setup instructions.

### 5B: Converting a Bulk Order to PrintLink

Log in to Mixam > My Account > My Orders tab > Click relevant order number > PrintLink tab > Find the 'Publishing Available' label > Select one set of print specifications > Create Publication > Check the preview and download the proof to view your files in **Adobe Acrobat Reader**.

PrintLink tab: Fill in Publication Details, Pricing and Share & Embed Links sections > Save Publication.

If you'd like to convert an existing order to PrintLink but your original print specifications are unavailable, we'll suggest alternative specifications that are as close to the originals as possible, without compromising quality.

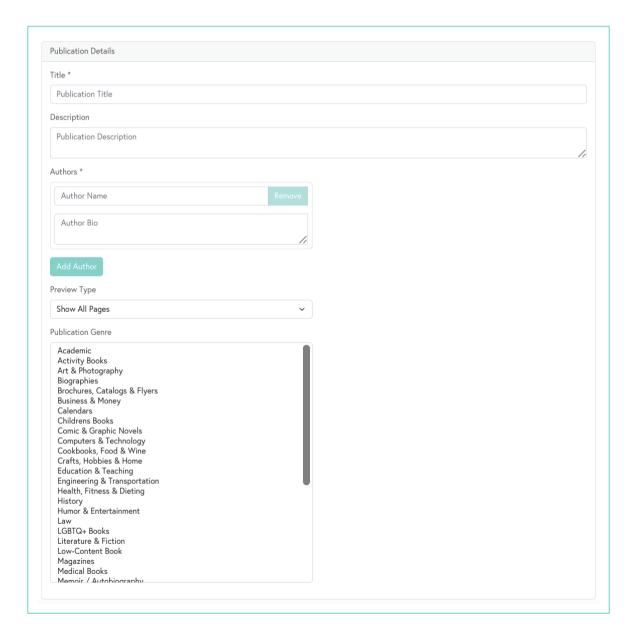
### 5C: The Approval Process

Our software flags possible print issues in your files when you upload them. A print expert will also check your files to ensure they're ready for printing. You will get an email when your PrintLink is approved or if there are file issues. You can make the suggested changes and click 'Save Publication' to restart approval or let us know you will proceed without changes.

### 5D: PrintLink tab: Publication Details

### **Key Features:**

- Title: a field to enter your publication's title.
- Description: provide a story synopsis, blurb or overview. It will appear at the top of your PrintLink publication page.
- Authors: include one or multiple author names with the 'Add Author' button and the option to include a short biography for each.
- Preview Type: select whether to show a full or partial preview of your book's contents.
- Publication Genre: categorise your publication for readers by selecting a maximum of 3 genres. To select more than one genre, choose one, then click the Command key (Cmd) or Control (Ctrl) on your keyboard or select the genres and 'Ok' on touchscreen devices.



### 5E: PrintLink tab: Pricing Strategy

Sell At Production Cost	Fixed Markup	Percentage Markup	Fixed Retail
<ul> <li>Sell at cost         with no profit.</li> <li>Customer price         may vary.</li> <li>Ideal for beginners         or those looking         to establish         their work.</li> </ul>	<ul> <li>Set a fixed profit per sale.</li> <li>Customer price may vary.</li> <li>Your earnings stay consistent, but the retail price may fluctuate with production costs.</li> </ul>	<ul> <li>Apply a         percentage-based         profit on top of         production costs.</li> <li>Your profit and         customer price         may vary.</li> <li>Both retail price and         earnings vary, but it         offers flexibility         and efficiency.</li> </ul>	<ul> <li>Your customers         will pay a fixed retail         price, and your profit         will vary.</li> <li>If production costs         increase and exceed         your retail price, we'll         sell your publication         at production cost.</li> </ul>

**How to update your pricing strategy:** Log in > My Account > PrintLink tab > Pricing section > Select your new pricing strategy and fill out the relevant fields. You can update your strategy anytime, and updates will apply to future purchases.

### 5F: PrintLink tab: Share & Embed Links

The toggle lets you enable or disable your publication for purchase. Enabling it creates a unique URL you can share with customers so they can find, view, and buy your publication. The URL stays the same, even if you edit your publication. A Mixam print expert must approve it before it becomes available for purchase.

**How to customise URLs:** Log in > My Account > PrintLink > Theme > Publisher landing page tab > Select the Active button > Publisher Page Address field > Enter new URL > Save button.

### 5G: Updating Enabled PrintLink Publications

Approved publications can be updated even after they're enabled and shared online.

**How to update print files on enabled publications:** Open your order and click the PrintLink tab > Share & Embed Links section > Disable with the toggle function > Update files in the Artwork tab > Return to PrintLink tab and Share & Embed Links section > Re-enable with the toggle function > Save Publication.

**How to update print specifications on enabled publications:** Open your order and click the Artwork tab > Change Options button under your print specifications > Enter changes into Instant Quote Calculator > Update Order.

Depending on your updates, this step may restart the approval process. Once approved, the updates will apply to future purchases. While your publication is unapproved, customers cannot purchase it but can still access it via the URL. Changes to your publication details may also affect production costs.

Updates That Require Reapproval	Updates That Don't Require Approval
<ul> <li>File Content</li> <li>Spine Size</li> <li>Spine Width</li> <li>Page Count</li> <li>Colour Printing (Colour vs Greyscale)</li> <li>Orientation</li> </ul>	<ul><li>Paper Weight</li><li>Cover Lamination</li></ul>

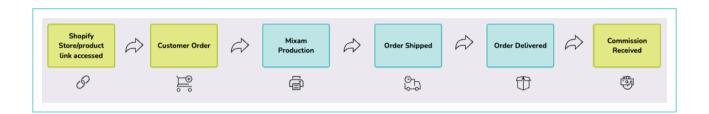
**Affect on Customer Orders:** We're committed to delivering high-quality prints efficiently. However, we cannot apply changes to PrintLink publications after a customer places an order or intercept orders. We recommend carefully reviewing your content and specifications before saving them.

### **SECTION 6:**

### SELLING BOOKS WITH SHOPIFY

### 6A: What is Shopify?

Shopify is a leading e-commerce platform that enables you to sell custom products worldwide. Users can build an online shop or store with highly customisable design elements, allowing them to personalise a website with a broad reach. You can automate order fulfilment by connecting your Shopify store to Mixam through the Integrations tab. When a customer places an order, Shopify sends the details to our system, allowing us to handle printing, packaging, and delivery. You can read about Shopify and see membership costs on their Pricing page.



	Mixam	Shopify
Publisher	Creates and owns PrintLink publication(s)	Store owner and seller
Customer	Purchases publication(s) from a PrintLink URL	Purchases from the Shopify Store or Product page URL

### 6B: Why use Shopify?







Easy-To-Use Admin Area





Full-Scale Analytics & Reporting Fast Payment Processing





### **6C: Connecting Your Shopify Store**

Create a Shopify account and set up your store before enabling and listing your PrintLink publications.

Log in to your Mixam account > My Account > PrintLink tab > Integrations > Select Shopify > Follow the on-screen prompts.

Alternatively, you can install the Mixam: Print On Demand app for free on Shopify's App Store.

What happens to orders when you uninstall Mixam: Automated updates to the status of orders already accepted and in progress will stop. Integrated products will be removed, preventing new sales, and the links to your product pages will no longer work. The safest option is to disable all Mixam products for new orders first, then wait until all orders in progress are fulfilled before removing the app.

### 6D: Setting Up A Chargeable Card

You can link any debit or credit card registered in any region.

Log in to your Mixam account > My Account > PrintLink tab > Settings > Chargeable Account > Connect Chargeable Card > Enter your card information > Submit.

### 6E: Adding and Deleting Products on Your Store

Set up a chargeable card before completing this process, and a publication must be active and approved before adding a product to your Shopify store.

Log in to your Mixam account > My Account > PrintLink tab > Integrations section > Select Shopify > Manage (next to the connected store) > Add a product to Shopify > Add to Shopify button > Select PrintLink publication(s) > Add to Shopify.

A confirmation message will appear stating that your product has been listed in your Shopify store. Click Products to view all listed items. When integrated with Mixam, Shopify displays the total price (production cost, commission, and delivery fee), title, flipbook preview (if added), and a thumbnail image of the front cover. You can also edit, describe and categorise your product on Shopify to customise the listing further.

This automated process synchronises product details, including descriptions, images, and pricing. After importing, you can further customise product listings on Shopify.

**Deleting a product:** Customers cannot order a product if it has been deleted. Existing orders will continue if fulfilment is requested and Mixam has received the order.

**Updating Shopify products:** Once you've edited, reconfirmed, and reapproved your publication, the files will instantly update on Shopify. You don't need to remove and re-add the product. The front cover thumbnail will remain unchanged.

For more information and setup instructions, watch our <u>'How to Add a Product to Your Shopify Store'</u> video tutorial on YouTube.

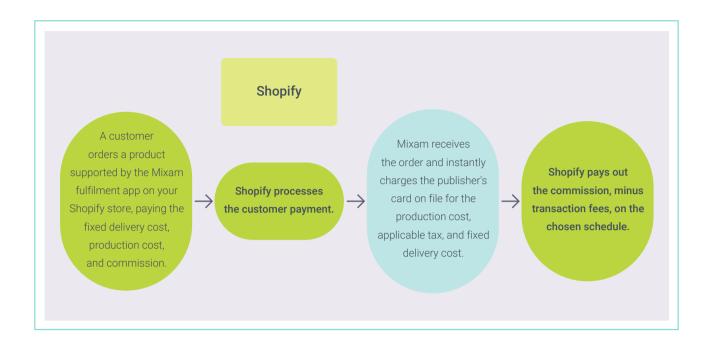
### 6F: Getting Paid Through Shopify

### Commissions

Commissions earned through integrated sales come from Shopify. Payouts are your profit from the Mixam pricing strategy minus the Shopify transaction fee. You can choose when you get paid based on the payout schedule set in Shopify. This schedule could be the next working day, a selected day of the week or a date in the month.

You can choose to charge your customer at checkout, upon fulfilment, or manually. These settings also affect your payout schedule. Mixam recommends using the default Shopify settings, which charge your customer at checkout for quick commission payouts.

If you change your pricing strategy, it will instantly update in Shopify. Any fluctuations in Mixam production costs will synchronise every 12 hours.



### 6G: Manual vs Automatic Fulfilment

Feature	Manual Fulfilment	Automatic Fulfilment
Order Processing	Request fulfilment for each order individually.	Mixam automatically receives orders upon payment.
Control	You have complete control over which orders to send for fulfilment.	No approval needed; all orders are processed automatically.
Setup	No setup required. Simply select 'Request Fulfilment' on the order detail page in Shopify when you receive an order.	Log in to your Shopify account > My Store > General tab > Order Processing > Under 'After an order has been paid', toggle the option to 'Automatically fulfil the order's line items'.  (Requires enabling auto-fulfilment in Shopify settings).

Feature	Manual Fulfilment	Automatic Fulfilment
Flexibility	Ideal if you want to review orders before they are processed.	Best for a hands-off approach, ensuring fast order processing.
Impact on Fulfilment Partners	No effect on fulfilment methods.	Applies to all products in your store and may impact orders fulfilled by other partners.
Turnaround	You are responsible for releasing the order to fulfilment, which affects production and delivery speed. This method may slow processing and require monitoring.	The fastest way for Mixam to receive your orders and start production.

### 6H: Interactive Preview Integration

Log in to your Shopify store > Products > Select your PrintLink publication > Theme template > Eye icon (View template) > A preview will appear.

Left-hand toolbar: Template > Add Section > Apps > Mixam Interactive Preview > Save button.

**How to view the interactive preview on a live page:** Products > Select your PrintLink publication > Preview button.

**How to remove the interactive preview on a live page:** Shopify > Select product > Templates > Delete section.

### **61: Shopify Order Notifications**

From	То	Content	Can Be Turned Off, On, or Edited
Shopify	Customer	Order confirmation	All
Mixam	You	Someone purchased from your Store	Turned Off
Shopify	You	Someone purchased your publication	All
Shopify	Customer	Order in transit	All
Mixam	You	Order in transit	On (fixed)
Shopify	Customer	Out for delivery, out for local delivery & delivered	All

For any issues with print quality, damages, or missing orders, please email **care@mixam.com**. Include your order number, a brief description of the issue, and photos if applicable. Customers must report lost orders, delays, or damages within **5 days** of the expected delivery date. Quality or quantity issues must be reported within **10 days** of delivery.

For technical, payment, or publication availability issues, customers can contact our team via **chat**, **phone**, or **email**.

We recommend informing customers in advance that you have no returns policy, as all products are bespoke and made to order. If a customer receives a damaged order or the wrong item, refunds or replacements can be arranged with Mixam's Care Team via **care@mixam.com**.

Eligible refunds are processed within **3–7 business days**. If a customer reports damage or a misprint and doesn't want a replacement copy, a publisher's commission payout will be deducted from their account within the first two weeks of the new month. The total commissions will reflect total sales minus any refunds.

For order replacements, customers can email us with their order number, email address, and phone number. Response times may be longer during busy periods or for complex cases.

### **SECTION 7:**

### PRINTLINK CUSTOMERS

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### 7A: How Customers Order A PrintLink Publication

**PrintLink:** Customers can easily order an item on a PrintLink publication page by clicking the Buy Now button, which takes them straight to checkout. Alternatively, they can click the Add to Cart button to continue browsing and adding other items from the creator's page. When they're ready, they can click the Checkout button to complete their purchase.

Customers will receive a confirmation email with an order summary and order number. Tracking details should become available once the order leaves the production facility. If tracking details are not received within 7 working days, customers should contact our team for assistance. Please note that response times may be longer during peak seasons.

**Shopify:** Customers can access the Shopify Store or product-specific page through a URL, which may be via an embedded link, QR code, or website redirection. They can add multiple items to their cart and select from one of the supported payment methods. After checking out, an order appears in the store owner's order dashboard. Depending on fulfilment and payment settings, the order will be sent to Mixam to process the publisher's payment and begin production.

### 7B: Payment

**PrintLink:** Customers can buy a Printlink publication using any debit or credit card.

**Shopify:** Customers can buy Printlink publications from a Shopify store using Google Pay, PayPal, ShopPay, credit or debit cards, Klarna, or ApplePay, depending on the region and store settings.

### 7C: Delivery

### Selling via PrintLink

PrintLink Setup Country	Regional Delivery	International Shipping
US	•	•
UK	•	•
Australia	•	
Germany	•	×

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### Selling via Shopify

Customers can buy multiple items from a Shopify store. If the items are grouped for production, they will only be charged one shipping fee. For orders with different products, each item may have a separate charge. Our regional shipping services offer one fast and subsidised rate per region, and this price is subject to change.

PrintLink Setup Country	Regional Delivery	International Shipping
US	USPS (fixed cost \$5.00)	×
UK	<ul><li>Royal Mail 48hr Tracked, (fixed cost £3.50)</li></ul>	×

### 7D: Fees & Taxes

**PrintLink:** The Mixam checkout calculates taxes based on the product, delivery address, and chosen delivery method. The customer pays the tax.

**Shopify:** The checkout does not calculate tax. However, when the publisher's card is charged, the tax is calculated based on the customer's delivery address, and the publisher pays it.

### **7E: Customer Support**

For any issues with print quality, damages, or missing orders, please email **care@mixam.com**. Include your order number, a brief description of the issue, and photos if applicable. Customers must report lost orders, delays, or damages within **5 days** of the expected delivery date. Quality or quantity issues must be reported within **10 days** of delivery.

For technical, payment, or publication availability issues, customers can contact our team via **chat**, **phone**, or **email**.

We recommend informing customers in advance that you have no returns policy, as all products are bespoke and made to order. If a customer receives a damaged order or the wrong item, refunds or replacements can be arranged with Mixam's Care Team via **care@mixam.com**.

Eligible refunds are processed within **3–7 business days**. If a customer reports damage or a misprint and doesn't want a replacement copy, a publisher's commission payout will be deducted from their account within the first two weeks of the new month. The total commissions will reflect total sales minus any refunds.

For order replacements, customers can email us with their order number, email address, and phone number. Response times may be longer during busy periods or for complex cases.

### **SECTION 8:**

# MARKETING YOUR PRINT-ON-DEMAND BOOKS

### 8A: Creating a Series

PrintLink helps you sell more books by bundling related titles into a series. Readers can add multiple books to their cart in one order, increasing sales per transaction. The 'Add to Cart' button next to 'Buy Now' makes it easy for customers to purchase an entire series in one click. To create a series, go to My Account > PrintLink tab > Publications > Series Publications > + New Series.

### 8B: Carousel Display

The PrintLink carousel feature automatically displays all your **print-on-demand** publications in one place, making it easy for readers to explore and discover more of your work. By showcasing multiple titles on every live publication page, the carousel increases visibility, encourages engagement, and helps drive more sales - especially for authors with a book series.

### **8C: Genre Tagging**

PrintLink's genre tagging tool helps readers find your books by categorising them across multiple genres, making it easier for new and returning readers to discover and buy your work. Grouping books by genre expands your audience and boosts sales. To add tags, go to My Account > PrintLink tab > Publication Details > Publication Genre (3 genres max).

For more information on creating a series, the carousel display and genre tagging, watch our video tutorial on YouTube.

### **8D: Email Collection Tool**

PrintLink's email collection tool helps you grow your mailing list by securely gathering customer emails at checkout. It lets you connect with readers, promote new releases, and share exclusive content.

To activate the email collection tool:

- 1. Log in > My Account > PrintLink tab > PrintLink settings > Agree to the Data Processing Agreement (DPA)
- 2. Enable opt-in: Manage My Account > PrintLink > Customers
- 3. Customise your opt-in message to clarify what subscribers will receive
- 4. View emails: PrintLink tab > Addresses
- 5. Export emails as a .CSV file or Excel spreadsheet to your email marketing platform

How it works for customers:

- 1. Add one or more PrintLink publications to the cart and click 'Buy Now'.
- 2. Enter billing details and email address.
- 3. Check the Publisher Consent opt-in box at checkout to subscribe
- 4. Receive a confirmation email after subscribing

Customers have complete control over their email preferences. If they choose not to opt in, their email will remain private. For more information, watch our video tutorial on Mixam's email collection tool on YouTube.

## SECTION 9: ADDITIONAL NOTES

### 9A: Barcodes

Some items may include a barcode page for production tracking. It's a scannable image linked to a unique product number, enabling us to track the order through the production process. Scanning it will only display the product code, keeping all other order details private.

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### **SECTION 10:**

### WHY PRINT WITH MIXAM?



**Exceptional Print Quality** 



Free Instant Quotes



Unbeatable Pricing



24/7 Expert Support



Wide Product Range



Thousands of Print Options



Free Downloadable Templates



Free Design Tools



Free Downloadable Proofs



Professional Book Binding



Easy Website Navigation



Sustainable Printing



Free Automatic File Checks



Free Shareable Virtual Flipbook



Intuitive File Management



Fast Shipping



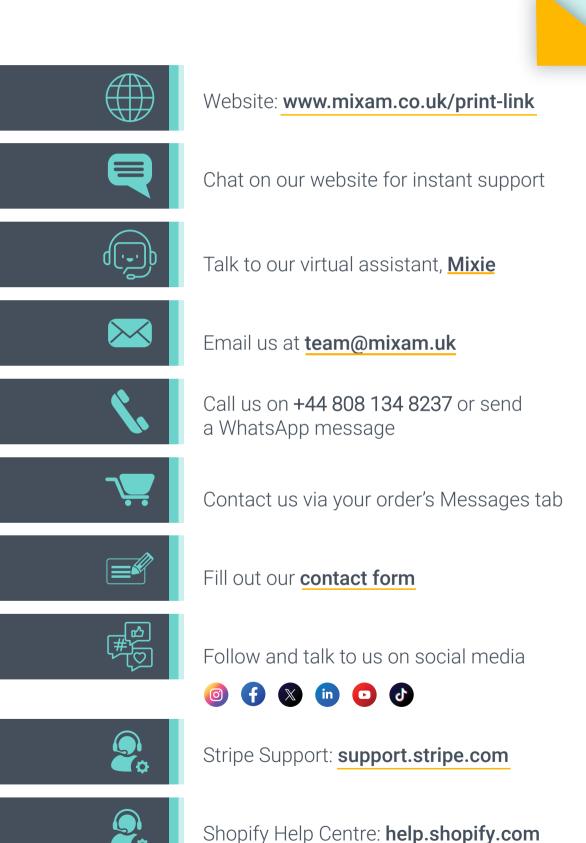
Secure Payment Process



Safely Store Orders Online

## SECTION 11: CONTACT MIXAM

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