



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 monetize your work. From creating a PrintLink publication to customization 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



Share Your PrintLink



Sell Your Book
and Get Paid

CONTENTS

SECTION 1: Introduction	04
1A: What is print on demand?	05
1B: Print on Demand vs Bulk Printing	05
1C: How is PrintLink different?	06
SECTION 2: Comparing Your Print Options	07
2A: Paperback vs Hardcover	08
2B: Reading Book vs Photo-Quality Book Printing	09
2C: What can I print?	09
SECTION 3: Getting Paid with Stripe	10
3A: What is Stripe?	11
3B: How To Open a Stripe Account	11
3C: Earning Commissions	11
3D: How To Update Your Bank Details	12
3E: Taxes	12
SECTION 4: My Account: The PrintLink tab	13
4A: The PrintLink tab	14
4B: Setup	14
4C: Publications	15
4D: Sales	17
4E: Theme	17
4F: Customers	19
4G: Integrations	20
SECTION 5: Creating and Managing Publications	21
5A: How To Create a PrintLink Publication	22
5B: Converting a Bulk Order to PrintLink	22
5C: The Approval Process	22
5D: PrintLink tab: Publication Details	23
5E: PrintLink tab: Pricing Strategy	24
5F: PrintLink tab: Share & Embed Links	24
5G: Updating Enabled PrintLink Publications	25

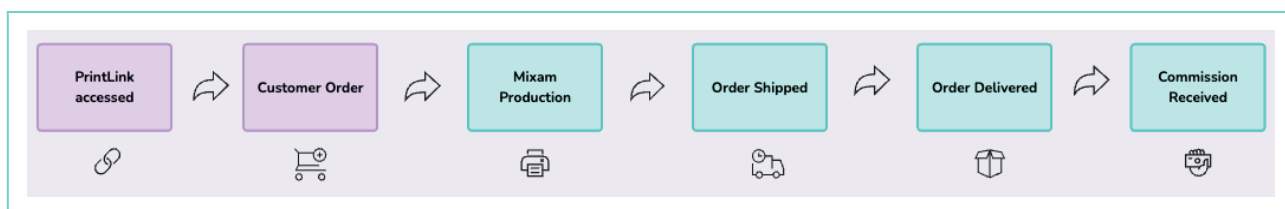
SECTION 6: Selling Books with Shopify	26
6A: What is Shopify?	27
6B: Why use Shopify?	27
6C: Connecting Your Shopify Store	28
6D: Setting Up A Chargeable Card	28
6E: Adding and Deleting Products to Your Store	28
6F: Getting Paid Through Shopify	29
6G: Manual vs Automatic Fulfillment.....	30
6H: Interactive Preview Integration	31
6I: Shopify Order Notifications	32
6J: Tax Exemption	32
 SECTION 7: PrintLink Customers	 33
7A: How Customers Order A PrintLink Publication	34
7B: Payment	34
7C: Shipping.....	34
7D: Fees & Taxes.....	35
7E: Customer Support.....	35
 SECTION 8: Marketing Your Print-on-Demand Books	 36
8A: Creating a Series	37
8B: Carousel Display	37
8C: Genre Tagging	37
8D: Email Collection Tool	38
 SECTION 9: Additional Notes	 39
9A: Barcodes	39
 SECTION 10: Why Print With Mixam?.....	 40
 SECTION 11: Contact Mixam	 41

SECTION 1:

INTRODUCTION

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

	Bulk Printing	<u>Print on Demand</u>
Use	Bulk printing is for those with predictable demand who can manage storage and logistics.	POD is for those who want to monetize their books 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



Customizable Product Pages



Customizable URLs



Adjust Pricing Anytime



Create Book Bundles and Series



Fast Setup



Book Genre Categorization Tool



Fast Shipping



Email Collection Tool



Free Shareable Virtual Flipbook



No ISBN Required

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	▪ Cost-effective to produce and sell ▪ Compact, lightweight and portable with some flexibility ▪ Fast turnaround times ▪ Low shipping costs	▪ High durability ▪ High aesthetic appeal ▪ High-perceived value ▪ Higher profit margin potential
Cons	▪ Lower durability ▪ Susceptible to damage over time ▪ Lower profit margin	▪ Higher production costs due to material and labor expenses ▪ Longer turnaround times ▪ Higher shipping costs
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 colors.
Pros	- Cost-efficient due to low material and setup costs - Multiple paper options for optimal readability - Suitable for some graphic work like grayscale illustrations and simple line drawings	- Produces vivid printed colors - Wide range of print specifications - Versatile for a variety of print projects
Cons	- Unsuitable for colorful, image-heavy work due to low color fidelity - Unsuitable for work with high ink coverage due to potential ink transfer - Smaller range of print options	- Unsuitable for text-heavy projects - Coated paper may cause glare, making text harder to read - Requires heavier-weight papers for optimal photo quality

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](#)
- [Catalogs](#)
- [Children's Books](#)
- [Coffee Table Books](#)
- [Coloring Books](#)
- [Comic Books](#)
- [Comic Sketch Covers](#)
- [Cookbooks](#)
- [Dissertations](#)
- [Family History Books](#)
- [Graphic Novels](#)
- [Handbooks](#)
- [Hardcover Books](#)
- [Journals](#)
- [Lookbooks](#)
- [Magazines](#)
- [Manuals](#)
- [Memoirs](#)
- [Notebooks](#)
- [Paperback Books](#)
- [Perfect-Bound \(PUR\) Booklets](#)
- [Photo Books](#)
- [Photography Books](#)
- [Poetry Books](#)
- [Stapled Booklets](#)
- [Textbooks](#)
- [Thesis Printing](#)
- [Wedding Books](#)
- [Workbooks](#)
- [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 recognized 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.

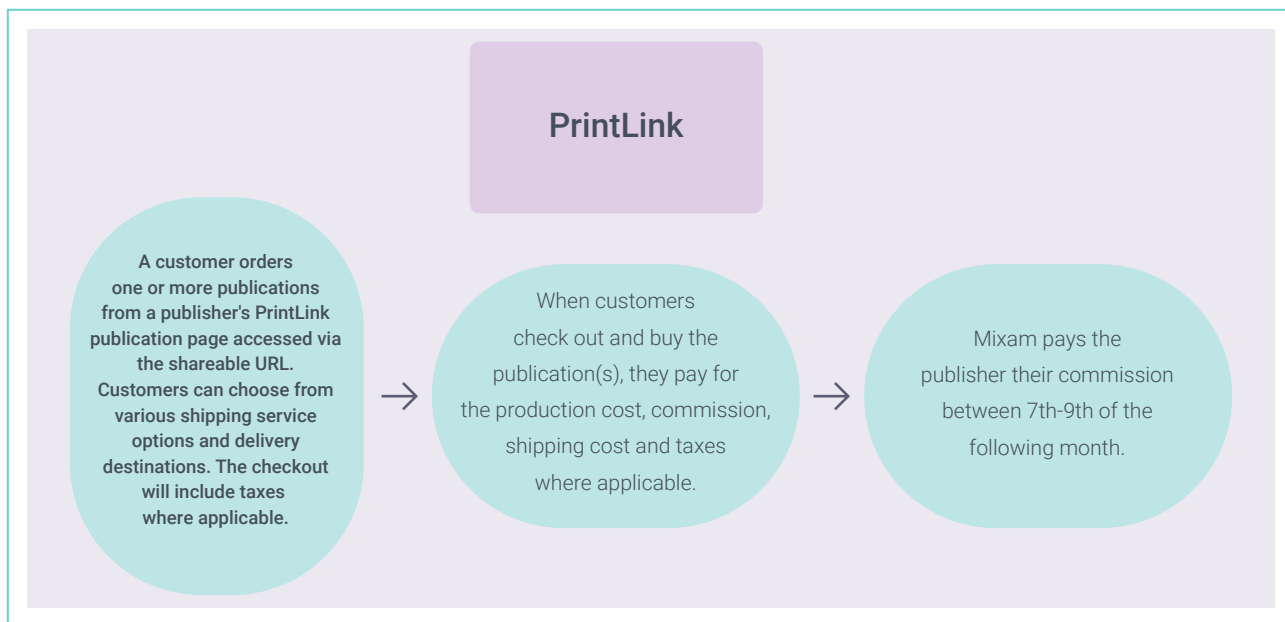
Due to US tax compliance, Mixam US account holders must link a US bank account and be a resident of the United States with a social security number.

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. You must link a US bank account to your account to receive 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, summarizing what we paid in PrintLink commissions.

Sales Tax

Mixam collects sales tax from your customers and remits it to the relevant states. Since Mixam pays you, you don't need to take any action.

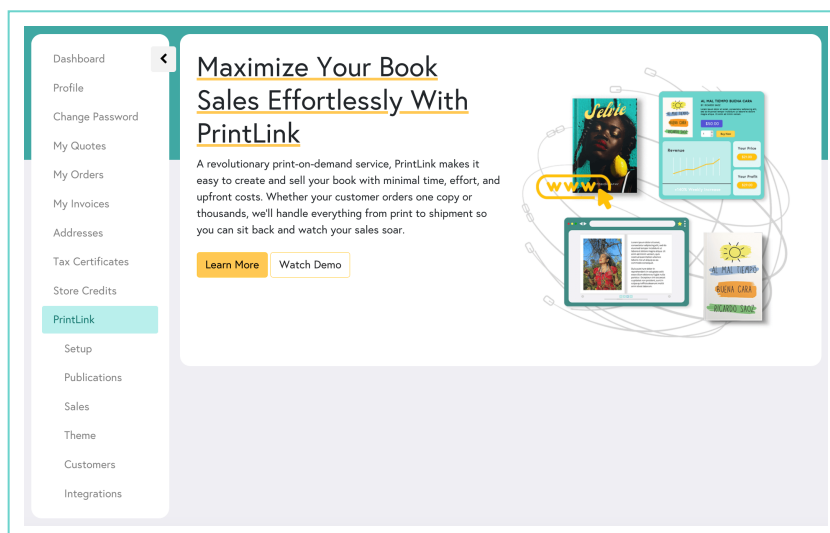
SECTION 4:

***MY ACCOUNT:
THE
PRINTLINK
TAB***

4A: PrintLink

Key Features

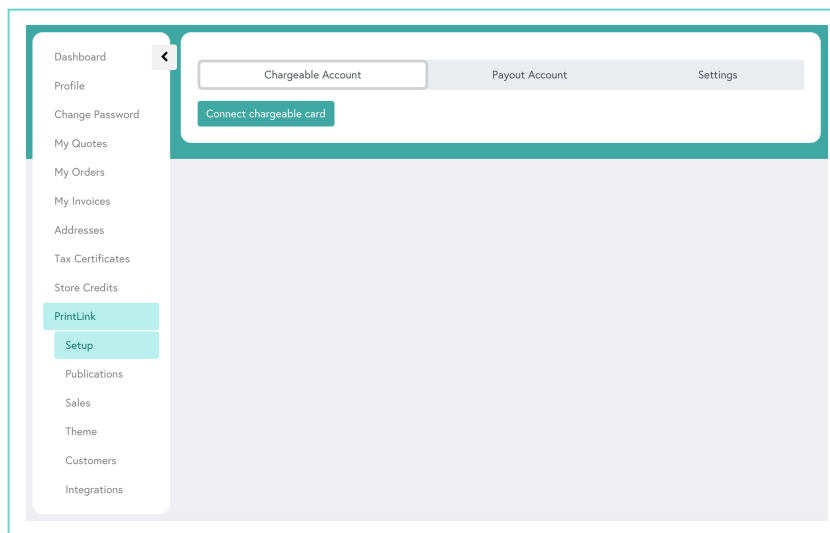
- Learn More: this button redirects you to Mixam's PrintLink page.
- Watch Demo: this button opens an informative animated video that summarizes the process and advantages of PrintLink.



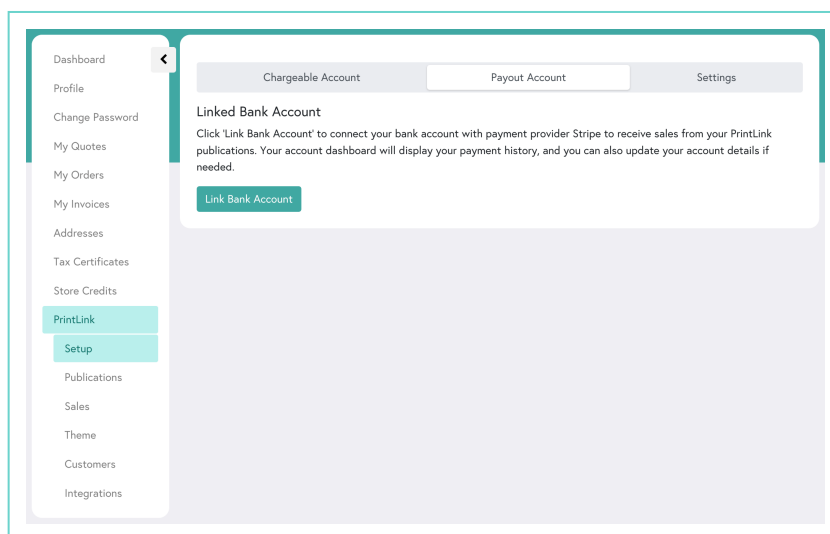
4B: Setup

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.

Chargeable Account

Payout Account

Settings

☒ I want to receive an email when publication is purchased

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.

Publication Manager

Manage your PrintLink Publications here. Create and Edit Series of Publications.

All Publications

Series Publications

Publication	Mixam Cost	Price	Commission	Active	
Through The Margins 1545355 1 Booklets Size: US Trade (6" x 9") - Portrait Staple, Grayscale printing, 56 pages, 80lb Satin Text Cover: Full-color printing (front and back), Matte Lamination (outside), 100lb Satin Cover	\$5.50	\$5.50	\$0.00	☐	Edit View
Through The Margins Vol. 1 1544319 1 Booklets Size: US Trade (6" x 9") - Portrait Staple, Grayscale printing, 56 pages, 80lb Satin Text Cover: Full-color printing (front and back), Matte Lamination (outside), 100lb Satin Cover	\$5.50	\$11.50	\$6.00	☒	Edit View

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.

Publication Manager

Manage your PrintLink Publications here. Create and Edit Series of Publications.

All Publications

Series Publications

Series

Here you can group all of your Publications into a Series of Publications and manage them through this interface

Manage All Your Series Here

Q

No Series Found

+ New Series

← Back

Add New Series

Series

Enter Series name...

Series Status

Active

▼

Prefix

Book #

▼

Main Content

Related Content

Main Content

This is your Series of Main Publications, this may be Books in a Series or any other type of Publication which are all logically grouped together in a distinct way, whether chronologically, by theme or any other way.

Publication Order	Title
-------------------	-------

Add Publication

Cancel

Save

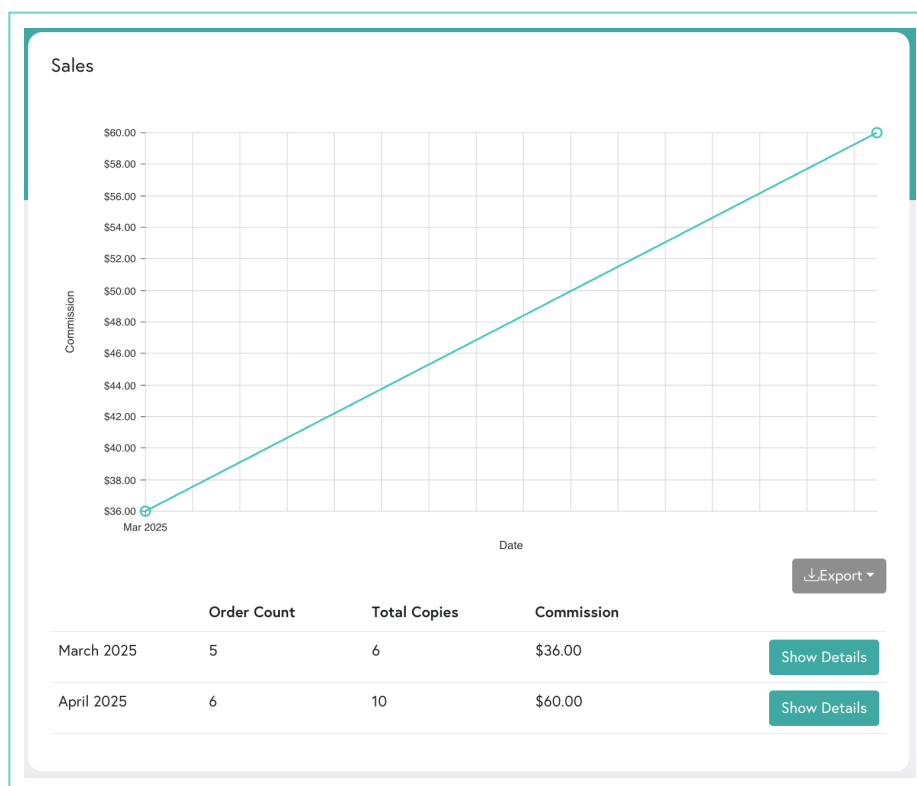
MIXAM'S PRINTLINK GUIDE

MY ACCOUNT: THE PRINTLINK TAB | 16

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.



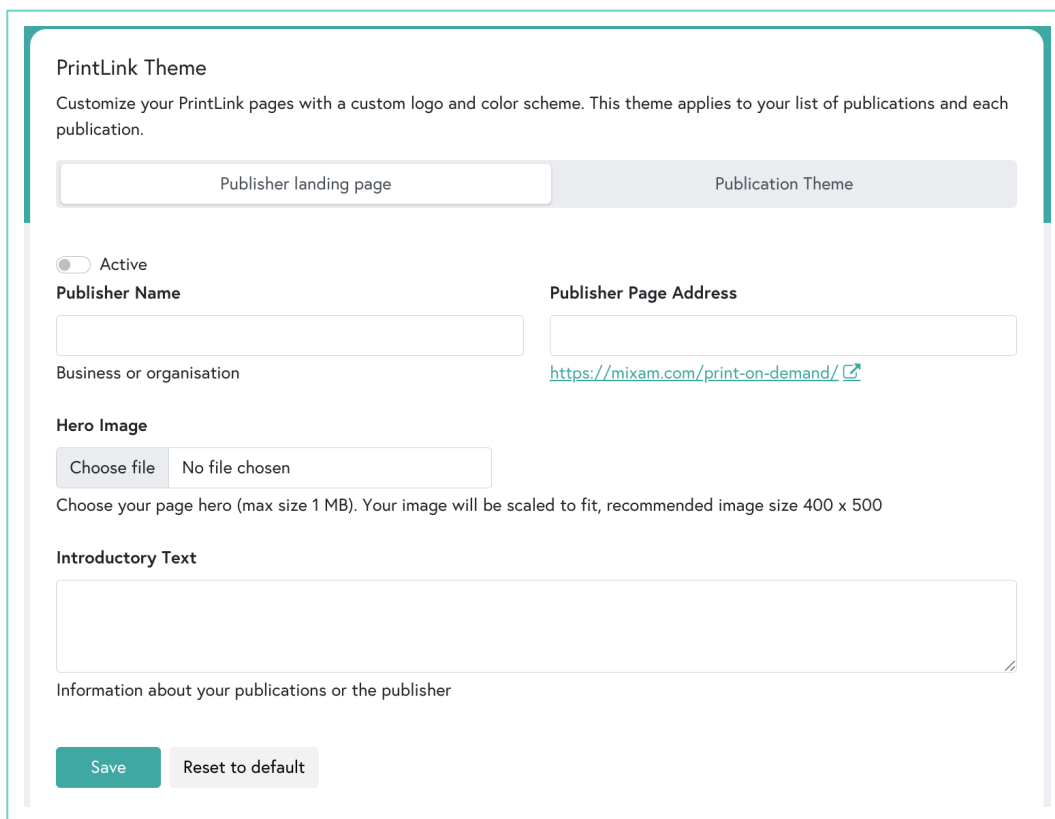
4E: Theme

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.



The screenshot shows the 'PrintLink Theme' settings interface. At the top, there's a title 'PrintLink Theme' and a description: 'Customize your PrintLink pages with a custom logo and color scheme. This theme applies to your list of publications and each publication.' Below this, there are two tabs: 'Publisher landing page' (which is active) and 'Publication Theme'. Under the 'Publisher landing page' tab, there's a toggle switch for 'Active' which is currently turned on. Below the toggle, there are two input fields: 'Publisher Name' with the placeholder text 'Business or organisation' and 'Publisher Page Address' with the placeholder text 'https://mixam.com/print-on-demand/'. Below these fields, there's a 'Hero Image' section with a 'Choose file' button and a 'No file chosen' status. Below this, there's a text area for 'Introductory Text' with the placeholder text 'Information about your publications or the publisher'. At the bottom, there are two buttons: 'Save' and 'Reset to default'.

Publication Theme

Key Features:

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

PrintLink Theme

Customize your PrintLink pages with a custom logo and color scheme. This theme applies to your list of publications and each publication.

Publisher landing page

Publication Theme

Publisher Logo

Choose file

No file chosen

Choose your page logo (max size 150KB)

Background Color



Choose your background color

Buttons Color Theme

Sunset Serenity

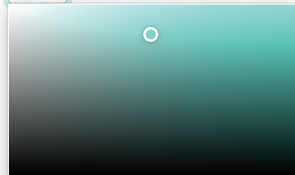


Choose the palette for your page

Save

Reset to default

Background Color



107

211

203

R

G

B



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 [Terms of Use](#), together with its [Privacy Policy](#) 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.

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. 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.

[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 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: categorize 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.

The screenshot shows the 'Publication Details' form. It includes a 'Title *' field with a placeholder 'Publication Title'. Below it is a 'Description' field with a placeholder 'Publication Description' and a text area icon. The 'Authors *' section contains an 'Author Name' field with a 'Remove' button, an 'Author Bio' field with a text area icon, and an 'Add Author' button. The 'Preview Type' section has a dropdown menu currently set to 'Show All Pages'. The 'Publication Genre' section features a scrollable list of genres: Academic, Activity Books, Art & Photography, Biographies, Brochures, Catalogs & Flyers, Business & Money, Calendars, Childrens Books, Comic & Graphic Novels, Computers & Technology, Cookbooks, Food & Wine, Crafts, Hobbies & Home, Education & Teaching, Engineering & Transportation, Health, Fitness & Dieting, History, Humor & Entertainment, Law, LGBTQ+ Books, Literature & Fiction, Low-Content Book, Magazines, Medical Books, and Memoir / Autobiography.

5E: PrintLink tab: Pricing Strategy

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

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 customize 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
▪ File Content ▪ Spine Size ▪ Spine Width ▪ Page Count ▪ Color Printing (Color vs Grayscale) ▪ Orientation	▪ Paper Weight ▪ Cover Lamination

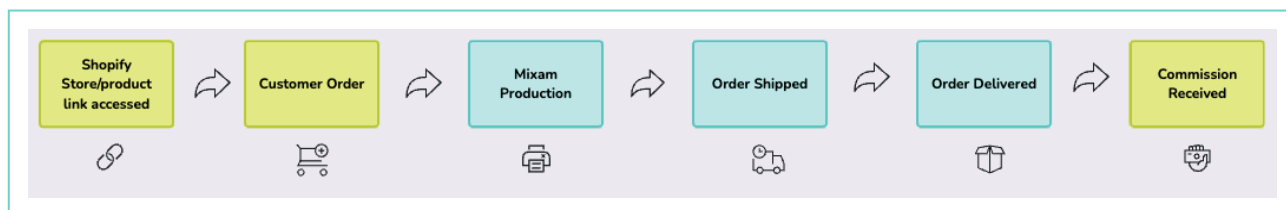
Affect on Customer Orders: We're committed to delivering high-quality prints efficiently. However, we cannot apply changes to PrintLink publications after a customer places an order or intercept orders. We recommend carefully reviewing your content and specifications before saving them.

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 customizable design elements, allowing them to personalize a website with a broad reach. You can automate order fulfillment 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 shipping. 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?



Choose Payout Schedule



Customizable Webpages



Built-In Marketing Tools



Easy-To-Use Admin Area



Secure Checkout Process



Diversify Product Offerings



Full-Scale Analytics & Reporting



Fast Payment Processing



Open New Revenue Stream

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 shipping fee, excluding state tax), title, flipbook preview (if added), and a thumbnail image of the front cover. You can also edit, describe and categorize your product on Shopify to customize the listing further.

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

Deleting a product: Customers cannot order a product if it has been deleted. Existing orders will continue if fulfillment 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 ['How to Add a Product to Your Shopify Store'](#) video tutorial on YouTube.

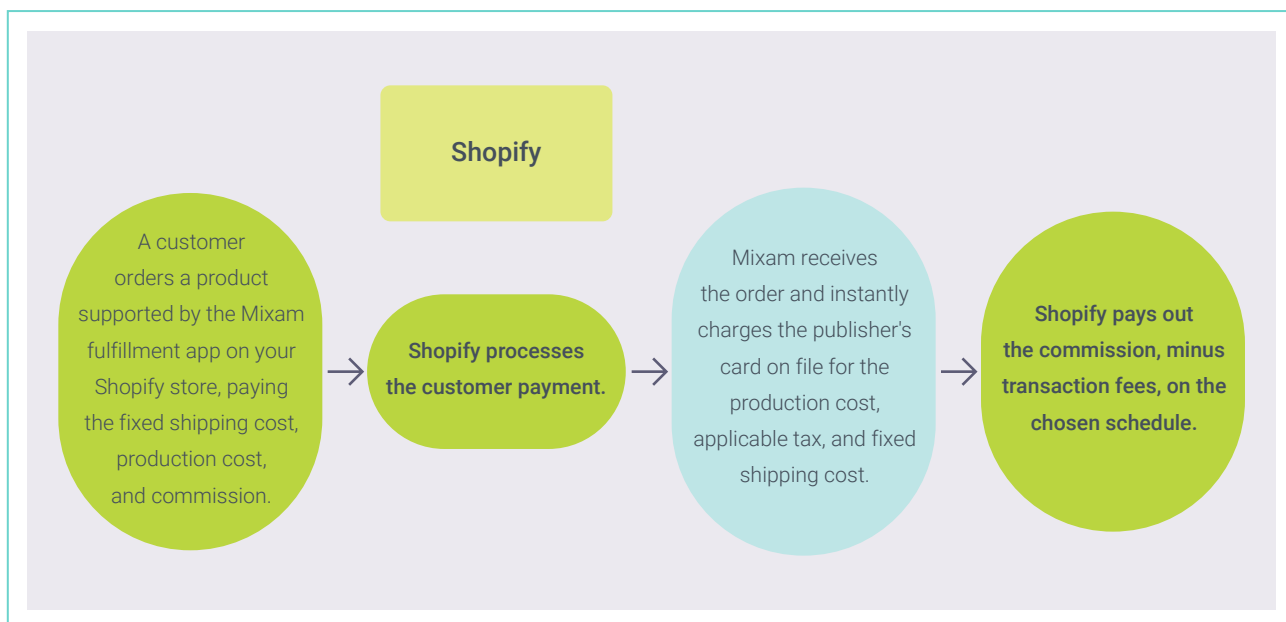
6F: Getting Paid Through Shopify

Commissions

Commissions earned through integrated sales come from Shopify. Payouts are your profit from the Mixam pricing strategy minus the Shopify transaction fee and applicable US sales tax. 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 fulfillment, 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 synchronize every 12 hours.



6G: Manual vs Automatic Fulfillment

Feature	Manual Fulfillment	Automatic Fulfillment
Order Processing	Request fulfillment for each order individually.	Mixam automatically receives orders upon payment.
Control	You have complete control over which orders to send for fulfillment.	No approval needed; all orders are processed automatically.
Setup	No setup required. Simply select 'Request Fulfillment' 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 fulfill the order's line items'. (Requires enabling auto-fulfillment 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 shipping 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.

6I: Shopify Order Notifications

From	To	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

6J: Tax Exemption

Publishers can apply for Reseller's Tax Exemption status in any state where they choose to sell. When selling on Shopify, it's common to set store market settings to cover the entire USA rather than limiting sales to specific states, although this is an option. For guidance on applying for Tax Exemption in the USA and avoiding taxes that may reduce Shopify sales profit, contact our team.



SECTION 7:

***PRINTLINK
CUSTOMERS***

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 fulfillment 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: Shipping

Selling via PrintLink

PrintLink Setup Country	Regional Shipping	International Shipping
US	✓	✓
UK	✓	✓
Australia	✓	✓ New Zealand Only
Germany	✓	✗

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 subsidized rate per region, and this price is subject to change.

PrintLink Setup Country	Regional Delivery	International Shipping
US	✓ USPS (fixed cost \$5.00)	✗
UK	✓ Royal Mail 48hr Tracked, (fixed cost £3.50)	✗

7D: Fees & Taxes

PrintLink: The Mixam checkout calculates taxes based on the product, delivery address, and chosen shipping 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 shipping 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. Customize 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.

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



Website: www.mixam.com/print-link



Chat on our website for instant support



Talk to our virtual assistant, [Mixie](#)



Email us at team@mixam.com



Call us on +1 888 510 1456 or send a WhatsApp message



Contact us via your order's Messages tab



Fill out our [contact form](#)



Follow and talk to us on social media



Stripe Support: support.stripe.com



Shopify Help Center: help.shopify.com



Copyright © 2025 Mixam. All rights reserved.

This document and its contents, including but not limited to text, images, and illustrations, are the exclusive property of Mixam and are protected by copyright law. Reproduction, distribution, or modification of any part of this document without prior written permission from Mixam is strictly prohibited. All trademarks, service marks, and logos are the property of Mixam and their respective owners.

For permission to use any part of this document, please contact Mixam.