

# The Author's ADVOCATE



Special Newsletter

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Infinity Publishing and Buy Books on the web.com

## Where's the Profit???

With an ever increasing number of self-published authors making the transition to author-originated publishing, there's a need to shift away from the traditional way of thinking about where the profit is. Author-originated publishing, through a hybrid publisher like Infinity, provides more opportunities for the author to earn profits from the sale of a book without assuming the expensive risks usually associated with self-publishing.

By far the largest and most immediate savings for authors publishing through Infinity's "*just-in-time*" publishing is the difference between the \$499 set up fee and the over \$25,000 it would cost to hire a book printer to produce 5,000 copies of the author's book. That's a phenomenal savings right up front, not to mention all the time and trouble of checking potential printers and requesting quotes. The self-publishing author also has to figure out how and where to safely store about two tons of books, or make arrangements with a fulfillment house to store books and then fill orders that hopefully will come in. Order fulfillment costs are charged on each order processed; however, the storage charge is a monthly fee on all the stored books. Woe is the author who tries to do all the storage and fulfillment themselves, as this can be very time consuming, plus the author has to do all the work of processing book orders, shipping, invoicing and collecting of past-due accounts!!!

Let's say the self-published book has a cover price of \$20.00, with an actual production cost of \$5.00. If the author/self-publisher does direct retail sales, there's a profit of \$15.00. However, booksellers

will want a discount of 40% which will reduce the net profit to \$7.00—you have to factor in how much work you have to do to get the order and collect on the invoice. The author/self-publisher has to do all the paperwork and record-keeping for processing returns.

By publishing with Infinity, authors can order their books at a 40% discount anytime and Infinity pays the shipping on any order for 20 or more books—the author's first order is at 50% off the retail price. A \$20.00 book will cost the author \$12.00 and when that book is sold by the author, there's a profit from the sale of \$8.00—plus the author earns a royalty of \$1.20. This works very well for doing direct-to-the-customer back-of-the-room sales after you've given a talk about your book. When you have more customers than books, just refer them to the [www.buybooksontheweb.com](http://www.buybooksontheweb.com) to order your book directly from Infinity.

It's labor intensive and not cost-effective to try to fill and ship orders yourself. When your book is ordered directly from Infinity, we process and ship the order usually within 24 to 48 hours and books ordered by booksellers are fully returnable for up to one year of the invoice date. We do all the record keeping and pay our authors royalties on a monthly basis based on the selling price of the book. The least profitable way to sell your book is through Ingram or Amazon.com. They require a deep discount of 55% and that reduces your royalty to a mere 90-cents. Amazon is great for processing orders going overseas. Your best royalty is earned on every book ordered directly from Infinity.

## **News from the Chicago meeting of Publishers Marketing Association and Book Expo America**

Most of my time at the PMA gathering was spent networking and connecting with a potential distributor for Infinity titles. What was particularly gratifying was the increasing interest by publishing peers in Infinity—especially our return policy, the high quality of our in-house produced books and our **Authors Who Make A Difference** program.

The attendance at BEA appeared to be down from other years. There were fewer book buyers and smaller displays with a significant reduction in the number of promotional books being given away by exhibitors. Because of the light crowd there was ample opportunity to talk with other publishers. There were more small independent publishers exhibiting, and less of a presence by mainstream houses because so many of them have been gobbled up by large multi-national media groups.

A surprising fact is that the largest bookseller in the US is Wal-Mart!!! They account for over 48% of all books sold; however, they aren't very author-friendly because they demand an ultra-deep discount of 60-65% and publishers must deal with their in-house distributor. Their window of opportunity for a book to sell is only a few weeks.

One of the seminars at the BEA was an invitation only presentation by Amazon.com about their new "Look Inside" feature that will allow a potential buyer to search a book by keywords. This feature will be expanded to include all books available through Amazon.com with special attention given to small to mid-size presses similar to Infinity. The increase in orders placed for books that they used in their test program was very impressive. Customers were more likely to order a book after reading several topic specific pages. The ability to read selected pages appears to be more influential with potential buyers than a series of reader generated reviews. However, positive reviews are also an important factor in making a book buying decision, and both together sell more books.

## **Infinity Sets Reference Shelf Record**

Jacinda Sedgley, Special Events Manager with The Reference Shelf, has confirmed that with 92 books, Infinity Publishing has surpassed the highest number of books ever displayed by a single publisher at a library exhibit show. The previous high total, in the over 10-year history of the company, was 35 books that were placed on exhibit by McGraw-Hill. Infinity is proud to join the prestigious list of publishers exhibiting with The Reference Shelf and we will have a very significant presence at the American Library Association show in Orlando, FL. A special thanks to all of our authors who made the decision to participate in this show.

## **Writer's Survey About Literary Agents**

Ernie Hubbard, Jr. is a scientist and businessman with a longstanding interest in writing. He is currently doing research to better understand the unique relationships between writers and literary agents. One aspect of this research is a brief anonymous survey of writers, both those who have previously published their work, and those yet-to-be published. The survey is brief, simple, and anonymous if desired. It may be accessed at the following URL:

[www.surveymonkey.com/s.asp?u=93673506769](http://www.surveymonkey.com/s.asp?u=93673506769)

## **Infinity Launches Seamless Proofreading and Line-editing Service**

Authors publishing with Infinity will now have the option of having their submitted book file professionally proofread and line-edited before our production department makes proof copies for the author's approval. When the author receives proofs of their book from Infinity, all the typos will be fixed and grammatical corrections will be made. Cathy Kessler will be the manager of this program and she has over a decade of proofing and editing experience. The cost of this new service will be a penny a word. Complete details will soon be on our website at: [www.infinitypublishing.com](http://www.infinitypublishing.com)

Take care and enjoy often... John