

# The Author's ADVOCATE



## Special Newsletter

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Infinity Publishing and Buy Books on the web.com

### Online Bookstores and Virtual Inventories

The internet has created a virtual reality where things are not always as they appear to be. Thanks to a recent *Writer's Digest* article, Infinity author **Gordon DePottie** did an internet search by his pseudonym, **Gordon Barr**, to see what would pop up on the *googled*-web. Much to his surprise, he found his Infinity published novels, *The Ghost Platoon* and *Death Lost Death Found*, listed on several website virtual bookstores, such as: **alibris.com**, **BUY.com**, and **TEXTBOOKX.com**. What was most disturbing was that the virtual bookstores showed several copies of his books, new and used, available for sale on the internet at deeply discounted prices. This was especially alarming to Gordon since his monthly royalty statements from Infinity Publishing didn't reflect these wholesale orders for his books.

The reason for this accounting difference is because many online bookstore sites never actually purchased any of the books they show in their virtual inventory which shows how many copies of a book are available for their customers to purchase. What happens is when they receive an order for a book they have listed on their site, they place an order for a single copy of the book from **Ingram**, and then **Lightning Source** prints the book. It's then shipped to the online bookstore, and they, in turn, send it to the customer. The customer pays the online bookstore, the bookstore pays Ingram, Ingram pays Lightning Source, Lightning Source pays Infinity Publishing for the right to produce the book, and then we pay the royalty on the selling price of the book to the author.

Many of the online bookstores only have a *virtual inventory* of books which greatly reduces their overhead. Their lack of a significant capital investment in an on-shelf inventory allows them to offer titles at discounted prices. The bulk of their listed inventory is virtually available from Ingram and produced by Lightning Source when a customer orders the book.

The used books they offer for sale aren't really used; in fact, they're often new books that have been discounted a dollar or so as another inducement to entice the customer to order – like free shipping on all orders over a certain dollar amount. This is a variation of what is known in retail marketing as a “lost-leader.”

These virtual inventories differ greatly from Infinity's on-shelf inventory that we maintain for all of our titles using our unique *Just-in-Time* book publishing system to replenish the stock as needed. We literally have printed books on the shelves at our West Conshohocken facility ready to ship out within 24 to 48 hours from when an order is received. We regularly ship to the major on-line bookstores such as **Amazon.com** and **bn.com**.

We have no way of controlling when or if an author's book is added to any of these online bookstores. Infinity authors are encouraged to direct customers to our official online bookstore at [www.buybooksontheweb.com](http://www.buybooksontheweb.com). Most orders are shipped directly to customers the same business day the order is received and authors earn the greatest percentage of royalties on these direct retail sales placed through our online bookstore.

# What Becomes of Returned Books?

Infinity Publishing has been accepting returned books from bookstores since we implemented our liberal return policy almost 2 years ago. **Mark Gregory, Vice President**, said the number of books being returned under our unique return policy is considerably lower than what was projected and our total number of books sold to bookstores continues to increase.

“Returned books that are in perfect condition are returned to our on-shelf inventory,” Mark explained in a recent interview. “Then the bookstore’s account record and the author’s royalty statement are adjusted to reflect the returned books on which the author has already received royalties – because we pay royalties on all books sold, even though the books are guaranteed returnable. There have been a few Infinity authors who have received negative royalty statements because of returns; however, we’ve never had to send an author a bill to recover royalties that were paid on books that were later returned. We’ve designed our return program to work without cost to authors and we believe future sales will always balance out any returned books.”

Damaged or soiled books that are returned to Infinity are destroyed! Strict company policy states, we *do not* sell any used or remainder books! When you see your book available as a used book listed on Amazon.com, it is likely a review copy that was sent to a reviewer. There’s also the possibility that the book is an actual used copy that the individual who purchased your book is now offering for sale after they’ve finished reading it. Unfortunately, royalties can not be paid on used book sales.

Also, no royalties are paid on books that Infinity uses for selected promotional purposes. We reserve the right to provide complimentary copies of any of our titles when we have opportunities to stimulate interest in our authors’ books and to expand the general awareness of Infinity Publishing in the marketplace. Carefully targeted promotional efforts benefit us all. We earn our profit selling books – which is a refreshing trend in book publishing today.

# Robert W. Pelton Scores with 15 Recipes In *Best of the Best* Cookbook

Infinity author **Robert W. Pelton** submitted fifteen recipes from his historical cookbook series for consideration to be included in the new edition of *Best of the Best from Tennessee Cookbook*. **Co-editors Gwen McKee** and **Barbara Moseley** selected all fifteen of Pelton’s historically accurate recipes to be in their prestigious Tennessee Cookbook.

Bob’s submitted recipes were perfect for this cookbook published by **Quail Ridge Press** because, for several decades, their publishing mission has been focused on *preserving America’s food heritage*. They don’t pay for the recipes used in their cookbooks; however, they do feature complete ordering information for 3 of his historically correct cookbooks published by Infinity Publishing. Frequently, an author benefits far more from the positive exposure in an established market than would have been gained from a token payment.

For more information about the **Quail Ridge Press** *Best of the Best Cookbook* series, visit their website at [www.quailridge.com](http://www.quailridge.com). The *Best of the Best from Tennessee Cookbook* sells for \$16.95 plus \$4 for S/H it can be ordered by calling (800) 343-1583.

## Register Now to Attend Our 6<sup>th</sup> Annual Authors’ Conference!

Now is the time to register for our annual *Express Yourself...* Authors’ Conference!!! This is an excellent opportunity to network with other authors and nationally acknowledged publishing professionals. You’ve put a tremendous amount of work into writing your book and now it’s time to learn how to successfully promote and market your book effectively so you can enjoy harvesting the fruits of your published efforts. Updates are on our website at [www.authorsconference.com](http://www.authorsconference.com).

Take care and enjoy often...John