

# The Author's ADVOCATE



Special Newsletter

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## Change in Royalty Payments Benefits All Infinity Authors

**Mark Gregory**, Infinity Publishing Vice President, recently announced a major policy change regarding the timeliness of royalties paid on orders from **Amazon.com** and orders that are placed by **Ingram** through **Lightning Source**. Recently, Mark explained: “There has always been a lag-time between when Infinity shipped books to Amazon.com and when payment was actually received. This is because books shipped to Amazon are on consignment. This means that when a copy of a book is sold through Amazon, another copy is ordered to maintain their warehouse inventory. A similar lag-time occurs when Infinity titles are produced by Lightning Source and distributed through Ingram. There is a significant administrative delay between when the actual sale is reported by Lightning Source and when payment is received by Infinity.

“When we established our guaranteed return book policy for bookstores, we made the determination that royalties would be paid as of the invoice date,” Mark continued. “Now we have a similar policy for books sold to Amazon and for Infinity titles printed by Lightning Source. This new policy will accelerate getting royalty payments on these sales to our authors. Their monthly statements will reflect a more current sales history of these wholesale orders. Infinity-published authors will begin to see the positive results of this policy being implemented in their November 2007 Royalty Statement.”

Infinity President **Tom Gregory** remarked, “Commercial publishers have traditionally paid royalties quarterly or semi-annually to allow for returned books to be accounted for, in order to determine the number of books actually sold. The industry-wide policy is to pay royalties only on sold books—books used by publishers for promotional purposes are royalty-free. Infinity’s unique publishing model enables us to have a more liberal return policy favoring both authors and bookstores. Our returns have been less than projected, with

prepaid royalties incurring returns being adjusted from future book sales. We are now able to make more current payments on sales to Amazon.com and through Ingram.”

Before **Mark Twain** became one of America’s most important writers, he and his peers questioned the fairness, accuracy, and payment of royalties. Twain was certain his commercial publisher was cheating him by underreporting the number of books sold. He was so outraged that he established his own publishing company and successfully self-published his work. Commercial publishers who own all the rights to books operate on a rather narrow profit margin based on the number of books distributed, the number of books subject to be returned, and the number of books actually sold and paid for. This royalty structure from the 1800’s provides the basis most publishers are using today.

And long before storyteller Mark Twain, there was **Ben Franklin**, the legendary printer in Philadelphia. Ben had a straight forward approach to publishing and distributing work by fellow authors. Franklin would make a deal to publish the author’s book for a share of the sales—after covering the printing costs that included a fair profit. He also earned an additional share of the profit from each book sold—usually at a percentage equal to or slightly less than the author’s share. Naturally, the author could drop by the print shop and ask Ben how their book is selling. At times when an author was short of cash, Ben would kindly advance him the money against future sales—no rights were sold because the book was already in print and distribution. Publishers purchasing all rights from the author came later; by owning the rights, they could justify their investment in publishing the book. The industry norm of royalty percentages hasn’t changed in favor of the author in many decades. Infinity Publishing embraces many of the wise publishing principles first established by Ben Franklin.

## Corporate Sponsorship Page Program Available with Infinity Publishing

Perhaps you've written a book about buying a home, financing the start-up of a business, or applying for a college loan. Your book has the potential to interest financial institutions—especially if it helps consumers better understand the process of borrowing and lending money. Or maybe your novel features a particular region in a positive way. Your book could become a promotional tool for the local Chamber of Commerce. Books that help to improve efficiency on the job or sharpen management skills might be of value to corporations. Almost every book has some potential for bulk purchases paid for and sponsored by a business, association, corporation, or special interest group.

Infinity Publishing's unique book publishing system makes book sponsorship arrangements easy to implement and cost-effective. Digitally-printed books can include a sponsorship page as well as the sponsor's logo on the cover. A book sponsorship page is the perfect way to get a sponsor's message into the hands of qualified customers. A sponsored book can be an ideal give-away for trade shows and conference participants. Sales brochures are easy to toss and business cards can get lost, but a book that includes a message from a sponsor has value that can never be discarded!!!

A minimum order by the sponsor of 100 books at 50 percent off the cover price, along with a setup fee of \$50.00, is required to add a sponsorship page to a book. The page is usually inserted just after the front matter of the book and is often done in the form of a letter. For an additional \$50.00, and with the permission of the author, the sponsor's logo can be added to the front or back cover of books produced for purchase by the sponsor. Entering into an agreement to order 500 or more books entitles the sponsor to a discount of 55 percent off the cover price. After the initial order, the sponsoring organization may order as few or as many books needed to ensure they always have books on hand. Infinity Publishing pays shipping on all orders for 20 or more books and we can ship directly to the sponsor's office or trade show locations. Sponsorships are nonexclusive and the sponsorship page must be approved by the author. Additionally, sponsored books are not returnable and royalties are paid on the selling price of each book purchased.

We would be delighted to send two copies of any Infinity title to a qualified organization that is interested in a sponsorship. Automatic shipment and monthly billing are also available through our sponsorship program. Please have potential sponsors contact our office at 1-877-BUY-BOOK for more information.

## San Diego Wine & Cheese Party *Express Yourself... Authors' Day* January 24 - 25, 2008

All San Diego-area Infinity authors and their writer friends are invited to attend a wine and cheese party on **Thursday evening, January 24, 2008**, starting at 6PM until 8PM at the Doubletree Hotel. Come to the gathering to meet with our presenters and to network on the eve of Authors' Day. Bring your friends who are interested in publishing with Infinity—please be assured that you won't be setting them up for a sales pitch, but rather giving them an opportunity to get acquainted with us!!! Our goal is to meet our authors and show our sincere gratitude for selecting us to be your publisher. There is no charge; however, RSVP's are needed, so call Alex to be added to the guest list.

**Infinity's** fourth annual west coast *Express Yourself... Authors' Day* will be held **Friday, January 25**, at the Doubletree Hotel in San Diego's Mission Valley. Join us for a continental breakfast starting at 8AM, with the first session at 9AM, and a buffet luncheon at noon. Our all-star team of publishing experts include: **Penny C. Sansevieri, Robert Goodman, Dan Poynter, Jeniffer Thompson, Jane M. Martin, and John F. Harnish.** The experts will be presenting seminars on cost-effective marketing, promotions, author-originated publishing, and positive ways of connecting with the media. All authors are welcome to attend regardless of how or by whom they are published. The registration fee is **\$80** if you register by **January 4<sup>th</sup>**—after the **4<sup>th</sup>**, the registration will be **\$100**—and **\$120** at the door. Participating Infinity authors will receive 5 complimentary copies of their book on Authors' Day. Professional photographer **Chad Thompson** will take free-use head shots for \$90. This is an optional service at a bargain price – you'll have a CD of your photos the same day.

**Authors' Day** precedes the **San Diego Writer's Conference** at the Doubletree on January 26 - 27. Infinity is proud to again be an invited presenter and sponsor.

### Missing Free Exposure Opportunities

If you haven't registered for your free membership to AuthorNation.com, you're missing out on a marvelous opportunity to shamelessly promote your book on this new dynamic website. AuthorNation.com is where you'll meet and network with fellow authors, writers, poets, readers, editors and book publishing professionals. Got a question you can't find an answer to – ask the experts on the forums. Check it out and join today!!!

Have a thankful November and enjoy often...John