

NEW AUTHOR ORIENTATION GUIDE



RICHER Press
An Imprint of Richer Life, LLC

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SECTION ONE: Frequently Asked Questions (FAQ)

❖ **When will my book’s copyright application be filed with the U.S. Copyright Office?**

The copyright application will be submitted prior to the publishing of your book. RICHER Press will file the application in your name. You will receive the Copyright Certificate when the copyright process is complete. The certificate will be sent to the mailing address we have on record for you.

❖ **How will my book’s market price be established for the RICHER Press global distribution channels?**

RICHER Press normally does not place a price on the book’s cover or in the book’s barcode. This allows authors to establish their own sales price for their personal book sales. (i.e. during book signings, speaking engagements, out of the trunk of their cars or with consignment deals with local bookstores).

The market price for global distribution is based on comparable pricing with similar books currently in the target markets and the actual Unit Production Cost (UPC). The UPC is the cost that RICHER Press is charged by its printing partner. The target is for the book’s price to be established at no less than 3 times the UPC. For example, if the UPC for your book is \$2.50 (less handling and shipping cost), then a minimum book price would be established as \$7.50.

❖ **Since my book is being published and distributed as Print On Demand (POD), what should I expect as compared with the books being published and sold through the traditional book distribution channels?**

Print On Demand (POD) is a digital printing process. The process requires very tight book layout specifications. This allows for copies of the book to be printed consistently from any global location. POD unitization has exploded over recent years and is used by both major publishers as well as most independent publishers.

In a nutshell, you should expect three key and important things:

1. **A lower Unit Production Cost for Print Book acquisition.** A lower book purchase cost provides higher author royalties from book sales through the global distribution channels and higher profits on personal book sales. More importantly, there is no minimum order quantity. This eliminates the need to order and store large quantities of books to obtain discounted unit costs, as required by most traditional and some independent publishers.
2. **Unique access to a global distribution channel for your book.** RICHER Press’ agreements with its internal publishing partner allows your book to gain market access and exposure through more than 39,000 retailers, libraries, and other points of sale located in 41 countries.
3. **Slight variations in the richness of the interior pages.** Compared to more expensive offset printing, digital printing may present a slightly “lighter” print on black & white interior formats of copies printed on some paper colors and textures. However, the trade-off is not a negative. The average reader of most “trade books” considers an attractive & professional cover, well-written content, and a reasonable price as more important features of a book’s quality, than a slight variation (as compared to offset printing) of interior print quality.

❖ **How will my book be rolled-out and what should I do to promote its release?**

Once your book has been approved for publication, your Publishing Coordinator will discuss the options available for the roll-out and promotion of your book.

The options include the following:

- I. You can immediately release your Print Book for distribution. It usually takes about 10-14 days for most online retailers like Amazon.com, Barnes and Noble.com and Books-a-million to complete the set-up of a new book in their online bookstores.
- II. You can hold the release of your Print Book until you have set-up a Landing Page and/or website for the book. This allows you to direct potential readers from your Landing Page and/or website to the online purchase sites.
- III. If your Publishing Agreement includes the development of an eBook format as well as the Print version, the global release of the Print Book can be delayed to follow the eBook release. This will allow you to set-up a Landing Page and/or website for the book and contact invite friends, family and acquaintances to participate in a virtual book launch by purchasing a minimally priced eBook and writing online book reviews prior to the release of the print version. Some online retailers will set up the Print version of the book as accepting “Pre-orders” during this period.

❖ **How will RICHER Press help promote and market my book?**

RICHER Press will include your title in its online bookstore and highlight your book on its company website. Richer Press will write and send out Press Releases (as appropriate) to support the initial book release and may offer and special book promotions. RICHER Press includes the titles of all its active Author Team Members in its Annual Book Catalog which is distributed to publishing and distribution partners.

❖ **How will I be able to track the sale of my book via the RICHER Press Distribution Channels?**

RICHER Press tracks all the sales of its author’s books sold through its distribution channels. As an active member of the RICHER Press Author Team, you will receive either monthly or bi-annual book sales and earned royalty reports. Earned author royalties are distributed on a quarterly basis. Balances less than \$25.00 are held in the author’s earned royalty account.

❖ **How are the Author’s portion of the royalties from book sales calculated?**

RICHER Press Royalty payments are made to all RICHER Author Team Members per the Author Publishing Agreement and based on the nature of the sale (retail, wholesale, author purchases) via the Richer Life, LLC distribution channels. Please see SECTION TWO of this guide, “*Example of Royalty Split Between Publisher and Author*” for details.

As a RICHER Author Team Member, how do I obtain copies of my books and how are they priced?

- ❖ As an active member of the RICHER Press Author team you can purchase copies of your Print Book via the RICHER Publisher Direct Wholesale Program. Your confidential RICHER Press Author webpage on www.richerlifellc.com will be updated to include PayPal Icons to allow you to order and purchase small quantities (10, 25 and 50) of your title online. The orders are set up to be delivered by UPS to the address we have for you in our records. If you need a different quantity or need to have books shipped to a different address, just send an email to connie@richerlifellc.com and she will set up a special Icon for each special order.

Under the RICHER Publisher Direct Wholesale Program, all books are available to the author at actual print cost plus 20% (to cover administrative cost). The actual handling and shipping cost will be added to the total. Some States have began charging state sales tax for internet orders. If you live in such a State, you can expect to pay this state tax.

SECTION TWO: Royalty Split Between Publisher and Author

Author Royalty Agreement

Royalty payments will be made to authors based on the nature of the sale (retail, wholesale, author purchases) via the Richer Life, LLC distribution channels as outlined below:

Nature of Sale	Royalty Payments	Notes
Retail (Sold at list price)	20% of Retail Price	Distributed on a quarterly basis for balances greater than \$25.00
Wholesale (Purchased with agreed upon wholesale discount from list price)	20% of Wholesale Price	Distributed on a quarterly basis for balances greater than \$25.00
Author Purchase (Author purchases book at RICHER <i>Publisher Direct</i> prices)	N/A	No Royalty Paid on Author Purchases

Example of “Net Per Book Payout Split” through Wholesale Distribution Channels.

Book List Price = \$10.00 (6x9, Paperback, 150 pages)

Wholesale Trade Discount = **45%** (Minimum allowed to gain access to Barnes and Noble, Amazon.com and full distribution to all other major Wholesalers.)

Actual Sale Price to Wholesalers would be $\$10.00 \times .55 = \mathbf{\$5.50}$

POD Printing Partner Cost would be = **\$2.85**

The Current Author’s Royalty is **20%** (Industry norm ranges from 7.5% to 10%)

The Author’s Royalty = $\$5.50 \times .20 = \mathbf{\$1.10}$ (Always 20% of Actual Sale Price to Wholesalers)

Net payout to Publisher: 5.50 (Wholesalers Price) - 2.85 (Printing cost) = $\$2.65$

The Publisher Share: $\$2.65 - \1.10 (Author’s Royalty) = **\$1.55**

Per Book Payout Split:

Author = ~42% (Associated with Non-Exclusive Publishing Agreement, Competitive /professional Book Layout & Set-Up Fees and “Always Available” Expert Knowledge and Marketing Support to Author.)

Publisher = ~58% (Title Promotion, Author’s POD Near-Wholesale Purchase Management, Title Set-up Maintenance, Annual Title Maintenance Fees, Website Book Store Inclusion of Title, Marketing of Title at all RICHER Book Fairs/Tours, Royalty Tracking & Management, etc.).

SECTION THREE: RICHER Press Author's Involvement in Promotion

As a new RICHER Press Author, your active involvement in promotion and marketing is vital to the book's sales success. Here are nine ways to promote your book with minimum funds.

1. Guest Blog Posts

Despite the rumors, guest posts aren't dead. They can still be a great way to bring a bit of attention to yourself and your work. The secret, however, is to write posts for blogs aimed at readers of your kind of book. Do a bit of searching to find blogs in your genre and reach out to the owners with an offer to write a guest post. Many blogs have guidelines for guest posts, so search these out (and follow them) if they exist. And don't forget to put a short bio (one or two sentences) at the bottom of the post, to point people to your work. Something like: *Bob Smith is the authors of "Killing Thyme: A Cookbook Mystery." You can find him and his books at bobsmithwrites.com.*

2. Blog & Podcast Interviews

Some bloggers, and nearly all podcasters, are actively looking for authors to interview. Again, do a search to find content producers in your genre, and reach out via their websites or other contact methods. It helps to make a good pitch, and the secret to this is to tell the content producer what makes you a good interview. For example:

3. Make Your Own Podcast and Podiobooks

Podcasts are a hugely growing market, because they offer free content that listeners can search and play at their leisure. There are podcasts on every conceivable topic, including shows focused on telling stories. These are commonly known as podiobooks.

Read your work aloud and record it with your phone or computer, or with a separate recording device if you have one. Once recorded, you can make these available on iTunes, Stitcher, Google Play, and many other sites. Use a service such as Libsyn or Simplecast.fm, each of which supply RSS feeds that can be used to deliver your content to subscribers. At the beginning and end of each broadcast, tell people where they can find you and your books online.

4. Create a YouTube Channel

Like podcasting, video is increasingly popular, and covers every topic you can think of. Create a YouTube channel where you can talk about your work, read samples, interview other authors, answer reader/viewer questions, and anything else you come up with.

You could, for example, create a video slideshow to accompany a reading of your work. In the notes for the video, write a paragraph or two about yourself and your work, and then link to where people can find you online.

5. Join reader groups on Facebook (and elsewhere)

This one is tricky because A) it's time consuming, and B) it's completely ineffective if you try to spam the groups with "buy my book" messaging all the time. It's much better, and more effective, if you join a group as a participant, and take the time to establish yourself.

6. Go on a Local Book Tour

Contact schools, libraries, bookstores and anywhere else you can think of and ask if you can do a reading and signing, with a portion of book sales going to that group. Most schools and libraries won't charge you a thing, but donations would be welcome and help grease the wheels.

Remember, you can purchase copies of your book as a member of the RICHER Press Author Team at near wholesale cost. This allows you to price your book appropriate to get some sales traction. You get to pocket the difference to support your promotion efforts.

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7. Promoted Posts on Facebook

If you can manage any sort of budget, even \$5 per day, you can get some traction with a promoted post. Write the post as if it were an ad for your book, including a nice, attention getting photo. RICHER Press can provide you with images of your book.

Post this on your Author page on Facebook. From there, you can share it anywhere you like, including groups you belong to, if rules allow. More importantly, you can also do a paid promotion from your author page, at which point the post becomes an ad. You can do these pretty cheap, and they're worth it to nab a few new readers.

8. Use Your Mailing List

If you don't have a mailing list, start one, and start offering something to get people to sign up. I recommend offering a short story in the universe of your book.

Make that story exclusive, though. People can only get it if they sign up on your list.

And once they are on your list, send them emails about you, your work, the vacation you're taking, etc. Ask them questions about themselves, too. Get them engaged. Don't just spam them with "buy my book" all the time. Treat your mailing list like distant friends that you're keeping informed about your life and work.

You can use Mailchimp to build a free list, and upgrade to paid services later.

9. Group Promotions

Get involved in group promotions. Again, you'll usually come across these in Facebook author groups. The idea is to join forces with other authors of your genre and agree to share each other's work with your mutual mailing lists and social media contacts.

SECTION FOUR: What Makes Readers Buy Books

Over 850 million books are purchased in the United States each year. According to Nielson, a global information, data, and measurement company, 47% of the American population purchases books. If you do the math, 151 million people bought these books. This means, on average, these book buyers purchase five to six books a year. Why do people buy books? There are four main reasons people buy any product, books included, and understanding why will help you build your author platform.

1. THE READER KNOWS THE AUTHOR

We *know* people on many different levels. Some people we know personally, others we know from following them on social media, still others are influencers or famous personalities we are familiar with. The same is true with authors. The number one reason that readers buy books is because they know the author. This does not always mean that the reader is a personal friend of the author. The reader may *know* the author because:

- They have heard the author speak.
- They have read other books by the author.
- They have heard the author interviewed on television, a radio show, or podcast.
- They have read an interview or article by the author on a blog or other publication.
- The author is an influencer they listen to, watch, or follow.

2. THE BOOK IS RECOMMENDED BY SOMEONE THE READER TRUSTS

The second biggest factor driving book purchasing decisions is recommendations. When a friend or family member recommends a book, people take note. However, books can be recommended by trusted resources in a number of ways:

- From an influencer the reader follows (blogger, thought leader, pastor, etc.).
- By a trusted publication such as a book review publication or website.
- Through social proof by other consumers who post positive online reviews.

3. IT MEETS A NEED

We buy groceries to feed ourselves, clothes to wear, and furniture to sit on. Why we choose to buy what we buy in each of these categories is generally personal preference, but the fact remains that we purchase things to meet a need. Books are no different. People buy books to meet a need they have in their life. That need is usually for entertainment (fiction and biography/memoir books) or to learn something (nonfiction books). It might be that a person wants to lose weight, improve a relationship, or learn a new skill. Books provide both entertainment and education.

4. TO GIVE AS A GIFT

Giving gifts is a common practice. We give gifts at all important milestones and celebrations, and books make great gifts. In fact, people buy books, lots of them, to give as gifts. According to Sourcebooks CEO Dominique Raccach, 25% of trade books are bought as gifts, and 43% of books purchased as gifts are for children 12 and under. Understanding why people buy books can inform your book marketing practices. People make purchasing decisions rooted in emotional impulses as much as logical facts. Your book efforts should speak to both emotion and logic.