

HOW DOES THE RICHER PRESS TEAM PUBLISHING MODEL COMPARE?

12-POINT OVERVIEW OF THE RICHER PRESS TEAM PUBLISHING MODEL

FEATURES	TRADITIONAL PUBLISHING	RICHER PRESS	SELF OR VANITY PUBLISHING
1. Author Rights	Publisher Maintains the Intellectual Property rights	Author Maintains ownership of Intellectual Property rights	Author Maintains the Intellectual Property rights
2. Time to Market	Books are brought to market usually in 18-24 months	Books are brought to market usually in 2-4 months or sooner if logical	Books are made available to the author usually in 3-6 months
3. Royalties and Advances	Average of 4% to 15% Royalty, depending on mode of sale and is typically based on Net sales, paid twice a year, with an average advance of \$1,500	20% Royalty across the board of Net sales, Paid Monthly	20% to 100% of net sales depending on whether you do it yourself or use a publishing service company with no advances paid, but typically a \$10,000-\$15,000 cost
4. Design, Editing, Printing	Books are given a custom designed interior and cover and all printing costs are covered. Publisher typically takes over editing and final manuscript content and quality	Books are given a custom designed interior and cover Authors provide a fully edited, proofread manuscript that we then perform an Editorial Analysis on to ensure quality	Authors assume all cost associated with design and printing. An author services company may offer template driven designs or custom design services to purchase
5. Bookstore Distribution	Full Bookstore Distribution both online and off via Ingram Publisher Services or other reputable distribution solutions	Full Bookstore Distribution both online and off via Ingram Publisher Services	No Bookstore distribution or limited online availability unless author hires distribution company directly
6. Publishing Fee	No Publishing Fee charged	RICHER and Author Develop a Cost Share Arrangement. Author's investment is viewed as a commitment and never more than 50% of the raw production cost	Publishing Fee charged and can vary from extremely expensive to relatively affordable
7. Author Book Discounts	Typically 50% of retail price and typically limited to a certain amount	Author may purchase books at print cost plus a percentage with volume and quantity discounts	20%-65% off retail price depending on format and quantities purchased

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8. Required Book Purchases	Many major houses require authors to purchase 5,000 copies, or more, of the book upon its release, usually at a 50-60% discount off retail	Author IS NOT required to purchase any fixed quantity of books	Typically Author is expected to purchase however many copies required to sell to the general public
9. Return Rate	Average of 45+% bookstore return rates which are usually shredded for the tax benefit	Books are typically sold on a non-returnable basis and are not available in bookstores unless demand for book sales warrant book store placement	Books are typically sold on a non-returnable basis and are not available in bookstores
10. PR Support	Unless author is one of the top 6%, no PR Support is offered	RICHER Staff writes and sends out Press Releases and special book promotions. All RICHER Authors receive priority bookings on nationally broadcasted Talk Radio Show specializing in showcasing Published Authors.	No PR support is provided
11. Marketing Budget	Unless author is one of the top 6%, no Marketing Budget is offered	RICHER sets aside a special marketing budget to promote the RICHER Author Team.	No Marketing Budget is offered
12. Partner Status	Authors are sometimes treated as a partner	Authors are treated as valuable partners in the process and maintain their RICHER Author Team Status as long as they maintain an active Publishing Agreement	Authors are treated as a customer