

WHY RICHER PRESS STANDS OUT FROM OTHERS WHO DO WHAT WE DO?



As a specialty Trade Publisher, we do not “invest” in *Author Advances* or purchase the *rights* to an author's book. However, we do invest in our authors and work closely with them to help make a giant leap toward achieving their personal and professional literary goals.

We invest hundreds of hours of professional services each year into our relationships with our authors as a business strategy. We estimate that, on average, we invest around \$4,700 of production and marketing services per engagement to ensure that we professionally publish each title consistent with the book's full literary and market potential.

We know that the full cost of trade publishing and its inherent *quality, attention to detail* and *marketing expertise* is financially out of reach for most aspiring authors. Yet, most serious writers and authors are looking for more than a “*book production house*” and a “*self-published*” book.

We carefully chose the authors we publish and represent. Our business focus is on building the RICHER Press brand ... a brand that represents a “consistency of quality” & “crispness of message” that our readers have come to expect and a brand that our company and our authors will find beneficial for years to come.

With our high-quality book production standards, global distribution capability, reliable author royalty management system and personalized marketing support, we have earned the trust of our authors and their readers. It is this trusted relationship and a *common spirit* for sharing *unique experiences* and *life changing perspectives* that will continue to propel our mutual success.

Because of our commitment to this level of service, we unfortunately can only work with a limited number of authors and titles per year. However, very few authors leave RICHER Press once they have become a part of the RICHER author family.

Recent Testimonials

Earl is proficient and skilled, yet approachable, communicative and responsive, traits not often found in combination at this level. The expert work he did to transform my manuscript into a book is outstanding. The cover, graphics and professional layout is beyond what I could have imagined and he did it rapidly and on schedule, checking with me at each step. I have referred others to him without reservation and have already used him a second time for a children's book. I expect to hire him again to transform my current manuscript. He does superb work!

Dawn V. Obrecht, M.D.
Author of “From the Edge of the Cliff”

Knowing where to go with my first book was a puzzle until I got referred to Mr. Earl Cobb. Before reaching out to the RICHER team I read several books and articles on self-publishing. There are various processes available when choosing to go through publishing companies. I must say I am so happy with the work that Mr. Cobb & his extremely professional team put into polishing and publishing my book. I couldn't be more pleased! I am most pleased with the day to day contact that was provided over the less than two month process of producing the finished product! I highly recommend RICHER Press to anyone who is ready to publish! I plan to remain working with Richer Press with all of my future writing/publishing endeavors.

LaTonya So
Author of “From the Eyes of a Mother”



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