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FOR IMMEDIATE RELEASE:

World's-First “Personal Publishers” of Personal Biographies, Family and Corporate Histories Introduces New Revolutionary Retail Selling System



New York, NY – [The Family Publishers](http://TheFamilyPublishers.com), the first “personal publishers” who developed the concept for and publish custom-written personal biographies, family histories and corporate histories, [Memories To Last A Lifetime Keepsake Books](#) announced a new [Revolutionary Retail Selling System](#).

In return for displaying the free-standing leased “library-stand” floor podium, which includes a sample book and sales material, participating retailers will receive \$150 for every book publishing project consumer purchase.

Purchases from the stands will be paid directly to the store up-front, who in return will receive a store-validated \$150 receipt redeemable for a \$250 discount coupon off the normal \$1747 retail price of the three (3) [Keepsake Books™](#) set, lowering the price to \$1497.

From that point forward the customer works directly with [The Family Publishers](#) appointed licensees, so the retailer’s role is limited to product display, and collection of the \$150, which is entirely the retailer’s.

Current plans are to introduce the systems to book retailers [Barnes and Noble](#), [Books-A-Million](#) and other high-traffic retail stores and shopping malls, featuring the [Keepsake Books™](#) in consumer contests. The retail consumer contests coordinated with online marketing plans will create traffic for the company’s retail partners.

“The oral histories of our parents’ generation are being lost,” says Ron Schmidt, Founder and CEO of [The Family Publishers](#) and [Worldwide Publishers LTD](#). “With baby boomers rounding the corner into retirement, this is an opportunity for families to capture their memories and come together around their stories as they preserve their heritage for future generations.

“We believe our new [Revolutionary Retail Selling System](#) will create a win-win situation, especially for our retail partners. Because they don’t have to order inventory and will get higher profit per square foot than other items in the store. For the consumers, because they can experience the product, and for ourselves, because the system provides a retail selling platform for other products and services,” said Schmidt.

In addition to marketing to bookstores, the company will exploit U.S and international internet venues such as [Amazon.com](#), [Borders.com](#), [BN.com](#), [Ancestry.com](#), [Google.com](#) for direct downloading of E-books and CD-ROM sales and has plans to expand internationally to capture wealthy foreign markets.

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