



## **Marketing Your Book**

## **Introduction**

There are a number of ways new authors can go about the process of making their books available but most writer simply do not know much about the process. This has given rise to a proliferation of “publishers” who help new authors self-publish. Generally, this means that they help with editing, formatting and proofing. They are not equipped with the marketing expertise or connections to help much with distribution. For this reason the more the author can understand about publishing, the more likely pitfalls may be avoided. Authors are usually excited about their work and feel they have something special. The level of realism may be quite low and professional assistance in the beginning of the process is invaluable.

Unless a writer has received some notoriety and can command a large fee on the front end, he is going to have to sell his book. It is real work and even the established publishing houses will want the author to dedicate substantial time at book signings and events designed to publicize the book.

When approached by publishing companies, authors should recognize that most proposals from traditional publishers require giving up ownership of their property. Their terms of production may be inexpensive and an apparently generous contract may seem a sure thing, but if the publishing company is not capable of all that is necessary to get the book to the public or is unwilling to spend the money to make it possible, the author is not getting what he needs. If the author is not fully conversant with the system, it is then a matter of operating in the blind. Publishing houses may have numerous books but the new author generally has only one and can only get paid on the one he wrote. There is a difference in contracting with book distributors who market through bookstores and contracting with a publisher who has a distribution network. IAMPress not only helps get the book into print, and creates a marketing plan but acts as an agent for contracting companies with a distribution network.

Nowhere is a new author likely to have so many options, and so much assistance, in so many areas of the process of production and distribution as he will find with IAMPress and this assistance is available from the beginning.

## **Marketing and Distribution**

1) The best price possible on hard copies is established for book signings, seminars, workshops or speaking engagements. These books are the ones authors sell as opposed to orders that come in from the Internet or that are sold in stores. Obviously, large orders bring the cost per book down but good fund management is critical, especially in the

early stages. It is quite acceptable to tie up capital in large print-runs once you have a track record upon which to base orders.

2) International Listings – Our books go to an international listing so that anyone, anywhere in the world, can walk into a bookstore with the title or author's name and get a book dropped shipped to them. This will include Amazon.com and other websites such as the IAMPress Cyberspace Bookstore. Marketing from our Website involves more than simply a list of books. It may include chat lines, interactive teleconference classes using the site and telephone conference calls. As orders come in, even if one at a time, they download the book, bind and drop ship it to the bookstore that generated the order. Again, there is no necessity for a large print order that will tie up capital resources.

3) Book Distributor Contracts – A book distributor, publishing company or marketing organization may be contracted. Their outlets may be cyberspace bookstores or retail bookstores anywhere in the world. They may be in a flea market, school, church or an Expo stall. They may be direct book sales organizations or book clubs. We may supply the publisher/ distributor or they may further edit and publish under their own label. Examples of various case situations can be provided.

4) CD and (audio) cassette production – Another exciting way of distributing books is via CDs and cassettes. Unless a book is rather small it cannot be read in 90 or even 180 minutes. The CD production is initially to provide the book on CD in print form. Some people hardly read if they are not reading the computer and others simply like to print them out themselves in order to save substantially on the price of the book. Sound tracks can be added or excerpts that serve to introduce the cassettes. CD production is inclusive in the price quoted for this four-prong strategy but audio recordings will have to be quoted separately. Note that E-books are part of the service provided by the print demand companies with whom we contract.

5) A specially designed program utilizing an interactive website can be the most effective part of the marketing program. This requires working closely with IAMPress and the webmaster to create exactly what you want in the most effective manner possible.

## Summary

Our service begins with valuable information and where it goes from there depends upon the conclusions of the author, which should be based upon the assessment we have provided. It involves no guarantees except to fully inform and execute tasks to fulfill the objectives of the author.

## Marketing Price Structure

These are some of the basic marketing products that we can offer online for the books, audio CDs, DVDs, etc.... These prices do not include the cost of production. These are basic online marketing cost with consultations being an additional cost. We mix and match the products and services to meet the customer's need.

|   |            |
|---|------------|
| <b>Banner Ads</b> (pay-per-click) 1000 visitors<br>1000 clicks of focused ads on search engines<br>targeted by keyword searches                 | \$575.00   |
| <b>Banner Ads</b> (pay-per-click) 250 visitors  | \$145.00   |
| <b>Banner Ads</b> (pay-per-click) 100 visitors  | \$55.00    |
| <b>Email Marketing</b> 10,000 emails/month  | \$345.00   |
| <b>Email Marketing</b> 1,000 emails/month   | \$229.00   |
| <b>Search Engine Submission</b> (1 annual url)<br>Site is optimized prior to submission and<br>tracked.<br>Url is submitted to 19 top engines   | \$90.00    |
| <b>Traffic Builder Suite</b> (annual fee)<br>Submission to search engines, email<br>marketing, and banner ads                                   | \$289.00   |
| <b>Sales Leads</b> (\$.10 to \$.50 per record)<br>\$0.40 average, estimate by selecting the<br>number of leads per month to show yearly<br>fees | \$5.75     |
| <b>Search Engine Pay-Per-Click Ads</b><br>\$5 set-up fee per ad, estimate \$50/month cap<br>on click charges                                    | \$695.00   |
| <b>Directory Paid Inclusion</b> (yahoo.com annual<br>fee)   | \$345      |
| <b>Conference Room Online (Per event)</b>   | \$49.99    |
| <br>  |            |
| Conference Room Online per event  | \$49.99    |
| Webinars starting at  | \$299.99   |
| Meet Author Interviews  | \$99.99    |
| Speaking Engagements  | \$1,500.00 |
| International fulfillment   | \$599.00   |

## **Online Marketing Packages**

### **Option 1: Bronze (Start Up) Marketing Package \$799.**

Single Book

Perfect for one-product sites.

Utilize the Pay-Per-Click ads to bring customers interested in buying.

Set a monthly cost cap.

Control your advertising budget and still get results.

Get reports on your click-through ratio.

Consultation and other service can be purchased in addition to the above mentioned Services.

### **Option 2: Silver Marketing Package \$1299**

Pay-Per-Click and Banner Ads to reach 99% of the web. Everything in Option 1, Plus Select from additional pay-per-click options.

Run multiple campaigns targeted at different customer groups.

Ad click-through ratio evaluation and refinement

Consultation and other service can be purchased in addition to the above-mentioned services.

### **Option 3: Gold Market Package \$1999**

Everything in Options 1 & 2, Plus

Get tested sales leads

Set up email campaigns

Custom banners or ads with your marketing messages.

Inclusion in one of the main paid listing search engines.

Consultation and other service can be purchased in addition to the above-mentioned services.

### **Option 4: Platinum Marketing Package \$2499**

Everything in Options 1,2 & 3, Plus

Inclusion in the top paid search engines

Inclusion in Yahoo's SiteMatch Advertising

ROI Reports

Consultation and other service can be purchased in addition to the above-mentioned services

### **Standard Rates for Web Page Design**

- **Static site: \$300 for First Web Page Design**  
(includes 1 hour consultation and design mockups)
- \$50 for each additional static web page
- \$50/hr. for other basic services (*maintenance, updates, digital photography, technical writing, web-ready image prep, etc.*)
- **Dynamic site: \$500 for First Web Page Design**  
(includes 2 hours consultation and design mockups for database or e-Commerce site)
- \$75/hr. for database design and advanced coding  
(*ASP, Cold Fusion, Flash Interface for Rich Media*)

### **Additional Services for WebPageDesign**

These services will be charged on an hourly basis

- \$75/hr - Database Design and interface with ASP or Cold Fusion
- \$75/hr - Flash Animation and ActionScript
- \$75/hr - **Flash Animated Business Cards** on mini CD's
- \$75/hr - Video Editing (*client to provide digital footage*)
- \$65/hr. Custom JavaScript
- \$65/hr - **Graphic Design** for logos and print
- \$50/hr - Digital Photography (*in the greater Sacramento area*)
- \$50/hr - Copy writing and/or editing of content, Technical Writing
- \$50/hr -Creating PDF's
- \$50/hr -Typing copy that is not provided digitally (*email or floppy disk*)
- \$50/hr -Custom **Online Marketing Package & Consultation**
- \$50/hr -**Search Engine Optimization** and Submission
- \$50/hr -Site maintenance, billed in 15 minute increments

### **Additional charges paid to third-party services**

- **Domain Name Registration:** Approximately \$15 a year, paid to Registration Service
- **Hosting Service:** Approximately \$10/mo. for Hosting of your site on a server. Sites with SQL databases or high volume will run higher.
- **Streaming Media:** These services start around \$39/month.

### **Possible costs for e-Commerce Services**

- **Shopping Carts:** Prices range from \$30 - \$400 depending on functionality.
- **Credit Card Service:** There is a wide range of services and the choice will be based on your projected volume of business. Bank Set Up Fees can be \$99-\$175, discount rates from 2.35%-5.5%. Some services also have monthly fees of approximately \$25

On the following pages is our sample Marketing Agreement. Each agreement is different depending upon the needs of the author.

### **Marketing and Distribution Agreement**

This Agreement is entered into this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_ by and between IAMPress, located at 3053 Dumbarton Rd. Memphis, TN 38128, hereinafter referred to as the Publisher and \_\_\_\_\_, located at \_\_\_\_\_, hereinafter referred to as the Author.

WHEREAS, the Author wishes to market a book, \_\_\_\_\_ and desires the services of the Publisher to accomplish this objective, and

WHEREAS, the Publisher assist authors with the ways and means of distributing, marketing and promoting the book, and

NOW THEREFORE, the Publisher and Author agree to work together in the marketing and distribution of the book under the following terms and conditions:

- 1) The Publisher agrees to consult with the author with regard to the distribution of the book so as to assist the Author in making informed decisions.
- 2) This is an assisted marketing process in that the Author retains ownership of the book and agrees to pay all fees prescribed in the agreed upon approach to the market.
- 3) The Publisher agrees to provide contacts, contracts and systems for publicizing the book.
- 4) The Publisher agrees to develop the marketing and distribution program around the desires, skills and objectives of the Author. The distribution of the book will include 100 (one hundred) – 250 (two hundred and fifty) paper back copies initially. These copies will be used for developing the market including copies for distribution companies, speaking engagements, book signings and various promotional activities.
- 5) The Publisher will place the book with a print demand company, which will make it available internationally. When an order, even for one copy, comes in from a bookstore anywhere in the world, the print demand company prints, binds and drop ships the book to the point of purchase.
- 6) The Publisher will format the book as an E-book for distribution from the website and print demand companies for electronic book readers.
- 7) The Author hereby appoints the Publisher as Agent for the distribution of the book through book distribution companies. These are companies that have developed a bookstore network, direct mail sales and other systems such as Internet marketing.
- 8) The Publisher will assist the Author in the design of a mailing piece to be used in direct mail solicitation.



9) The Publisher will develop a website exclusively for the book and provide links to the Publisher's online bookstore in line with the Author's budget for marketing.

10) The Author agrees to pay \$\_\_\_\_\_ for the consultation and the services aforementioned as per the attached schedule of payments.

11) Books will be promoted and sold through the Author's website, the IAMPress website, as well as linked websites on the Internet.

12) Revenue received from sales will vary with the media outlet. All print costs associated with sales by "print demand" are calculated into the sale as none are printed without customer payment in advance electronically. The Author simply receives a percentage of the retail price.

13) Revenue from bookstores and retail outlets depend on the agreement with each retailer but it is usually on a 40% store – 60% Author basis.

14) Revenue on book sales at conferences, book signings, speaking engagements, workshops and seminars provide the greatest margin of profit for the Author as there are no middle men in the picture.

15) Each system of distribution utilized by the Publisher on behalf of the Author requires different services from third parties and is not inclusive in the fees charged for the initial setup costs.

- A) There is a set-up fee for preparing and placing a book on a Print demand service. The amount paid to the author on a book sold over the Internet is determined by the size and graphic content. The costs for printing, binding and shipping are deducted and the Author share is forwarded to the Author.
- B) The price of print runs for hard copies is determined by the volume of the order. Print runs at larger volumes will be much less per unit. The more books that can be sold by the author in seminars, workshops and speaking engagements, the better, because the margin of profit per book is larger and all goes to the author.
- C) CD production costs are very low by comparison to printing and, therefore, may be sold for much less. Audio sound tracks must be separately contracted.
- D) Distribution network companies make a percentage from in-store sales and the bookstore is making approximately 40% so the net per unit to the Author may be substantially reduced. The number of units sold should be greater and is all part of moving product to the market
- E) Direct mail marketing requires the purchase and management of mailing lists and costs associated with the system, such as postage, shipping and printing. This service is a separately contracted service.
- F) Book shows may be contracted that display the book to potential buyers from bookstores and book distribution networks.

- G) Various specialty shows such as those established for libraries and associated industries and organizations may be contracted.
- H) Bulk sales to organizations whose interest are compatible with the book will be undertaken.
- I) E-books may marketed to distribution centers and on the Author website.
- J) Strategies and marketing systems not described in this Agreement may be devised and utilized by the Author and Publisher and are to be considered a part of this Agreement.

16) Additional services for Author and Book promotions may be contracted by the Author as needed. The services may include Power Point presentations, audio recordings, infomercials and Author Scheduling.

17) Appropriate accounting of all receipts of royalties is maintained and may be reasonably reviewed upon request in writing, as agreed upon by the Publisher and the Author. Print demand companies and distribution companies provide statements.

18) Should any provision of this agreement be determined void, the remaining provisions will continue in effect.

This agreement is governed by the laws of the State of Tennessee.

WHEREUNTO, premises considered, the parties hereto affix the signatures hereon.

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IAMPress

\_\_\_\_\_  
Author