

## 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   |
|-------------------------------------|---|--|---|
| <b>1. Author Rights</b>             | Publisher Maintains the Intellectual Property rights.   | Author Maintains ownership of Intellectual Property rights.  | Author Maintains the Intellectual Property rights.  |
| <b>2. Time to Market</b>            | 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.   |
| <b>3. Royalties and Advances</b>    | 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. |
| <b>4. Design, Editing, Printing</b> | 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, proof-read manuscript that we then perform an Editorial Analysis on to ensure Trade 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.    |
| <b>5. Bookstore Distribution</b>    | 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.   |
| <b>6. Publishing Fee</b>            | 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.  |
| <b>7. Author Book Discounts</b>     | 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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| <b>8. Required Book Purchases</b> | 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. |
| <b>9. Return Rate</b>             | 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.              |
| <b>10. PR Support</b>             | 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.   |
| <b>11. Marketing Budget</b>       | 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.  |
| <b>12. Partner Status</b>         | 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.   |