

CALLING ALL BOOK AUTHORS!

TUNE-IN TUESDAYS – Royalties, Compensation & Distribution Issues for Book Authors

TOPICS & DATES

1. The Trinity of Choices – January 4

Commercial, Self- or Hybrid Publishing? While many authors prefer finding a traditional commercial publisher, some choose one of the alternatives: self- or hybrid (vanity) press. What are the advantages? Disadvantages? What's the difference between self-publishing and the hybrid model?

2. Control of the print and distribution channels – February 1

Are a few distributors (Amazon, Ingram, Baker & Taylor) disenfranchising independent and self-pub'd authors? Are they depressing publisher profits, and therefore royalty rates? Are there alternative, affordable channels that offer a better compensation? Can website and event sales make up for low compensation rates? Can authors secure a fairer share of the list price from publishers or distributors? Can alternate print & distribution companies offer better compensation?

3. The Contract – March 1

Why the query letter is the most important piece of writing you will ever compose. Do you really need an agent? Yes, you can negotiate better terms for your contract.

4. Every writer needs an editor- April 5

A good editor makes a good writer better. Every writer needs a set of eyes to pick up bad habits, lazy pieces of writing and detours off the right path.

5. Dazzling Designs – May 2

What makes a compelling book cover? A clean interior design? Publisher logo? Learn graphic design and layout tips from a master of the art.

6. “Honey, I’m going to make you a star!” – June 7

Are there any marketing consulting services or sites that pay off in increased sales? (I know too many authors burned by high fees with NO sales).

7. Reviews & Blurbs – July 5

How can authors (traditionally or self-published) garner more and better reviews – should they ever pay for reviews? Why are they important for sales?

8. Keep Your Spirits Up – August 2

How do authors stay hopeful and even happy in this lonely craft?

9. Protect your Intellectual property! - September 6

Why registering your work with the US Copyright Office is the only secure way to protect your licensing rights.

10. The Social Media Soup October 4

What online platforms do you need to develop? How do you mine them to build your brand? Can you sell directly from those platforms, and, if so, what is the profit margin?

11. Hardcover Conversions - 1

What are the low-cost avenues for converting your paperback book to a hardcover? Should you go with case laminate or dust cover? What is the profit margin?

12. Authors Helping Authors - 6

Where do authors stay on the author’s book tour? Reviews, blurbs

13. Audio books

How do we get the best deal? Is it better to deal with a small independent or ACX? Flat fee for service or revenue sharing?

ADDITIONAL TOPICS TO BE ADDRESSED WHEN WE CAN:

14. Customers -The Perennial Quest

Libraries and nonprofit/movement organizations, unions

15. Fair use

How much is plagiarism? What are the rules?

16. Collaboration with one or more small presses?