

PARTNERSHIP PUBLISHING

Partnership Publishing is an alternative publishing arrangement between the Author and Bramble Books which allows the Author to invest in his or her own book. Partnership Publishing allows the Author to receive a higher percentage of the profits and the benefits of a full-service publisher. The author profits from Partnership Publishing in three ways,

1. The author receives a royalty of 50% of net profits for the first 3000 copies sold.
2. The author receives a royalty of 50% of net profits plus the printing costs for all books sold after 3000 copies.
3. The author can purchase books at a 75% discount from the partnership and sell them, making a 75% profit on the list price. This is very appealing for authors who do seminars and conferences.

Partnership Publishing was born out of the following two realities: (1) A small publisher's biggest problem is financing printing costs and (2) An Author, published by a small publisher, rarely makes significant income from the sale of her or his book. Partnership Publishing alleviates both of these concerns. In addition, marketing a book successfully takes the combined efforts of the publisher and the author. Bramble Books believes that Partnership Publishing is the key to success. Bramble Books will provide all of the design, production, distribution, and administrative support for the book.

Partnership Publishing is not a "vanity press" arrangement. The Author and Bramble Books sign a standard publishing contract and Bramble Books fulfills all responsibilities as the publisher. The Author becomes a financial partner in publishing the book by paying for the printing costs. The Author is not buying a quantity of printed books. It is important to remember that Bramble Books does not make money on this book until the books are sold. Bramble Books is NOT making a profit from your investment. You will see all documentation from the printer showing the costs of printing (i.e., the amount of your investment).

The Author and Bramble Books will sign an addendum to the standard contract which will spell out the Partnership Publishing agreement. The following is an example of how the Author earns greater profits from Partnership Publishing.*

Based on a 250 page paperback book with a list price of \$14.95.

	STANDARD AGREEMENT 10%/5% Royalty	PARTNERSHIP PUBLISHING 50% Royalty on Net Profit
First 3000 copies sold:		
List Price	\$14.95	\$14.95
After Distributor Discount (Estimate)	5.46	5.46
Author's percentage	.27	2.73
Less Author's Investment (Estimate)		2.00
Author's net profit (per book sold)	.27	.73
After 3000 copies have sold:		
List Price	\$14.95	\$14.95
After Distributor Discount (Estimate)	5.46	5.46
Printing investment returned to author		2.00
Author's percentage (50% net profit)	.27	1.73
Total returned to the author	.27	3.73

*These numbers represent the worst-case scenario because they are based on the largest discount usually given to the distributors. In almost every case the profits will be greater. These figures are meant as an example and are not an exact accounting of the actual numbers. These figures may vary depending on the exact length of the book, the final list price given to the book, and the cost of printing. Advertising and shipping costs may also affect these numbers. Some of these variables have been accounted for in the \$2.00 per book estimated investment given above.

The following are actual figures for the book *Technicians of Ecstasy* by Mark Levy, published under The Partnership Publishing plan by Bramble Books. These figures are for the first six month period of sales.

List Price: \$14.95	Page Count: 362 pages	Quantity Printed: 3200
	STANDARD AGREEMENT 10%/5% Royalty	PARTNERSHIP PUBLISHING 50% Royalty on Net Profit
List Price	\$14.95	<u>\$14.95</u>
After Distributor Discount	\$6.21	\$6.21
Storage & Shipping Costs		<u>-\$.19</u>
Total Partnership Plan Profit		\$6.02
Author's percentage	\$.31	\$3.01
Less Author's Investment		-\$1.92
Author's net profit (per book sold)	\$.31	\$1.09
After 3000 copies sold, printing costs returned		\$1.92
Author's net after 3000 copies	\$.31	\$3.97

Based on the previous actual figures the following numbers can be projected:

Total gross profit to the author for sale of 3200 books	\$9,632.00
Total investment by the author	<u>-\$6,144.70</u>
Total net profit to the author using the Partnership Plan	\$3,487.30
Total net profit to the author using only the Standard Agreement	<u>\$992.00</u>
Additional amount earned by the author because of the Partnership Plan	\$2,495.30