

*Authors' Co-operative Marketing,
Sales and Distribution Service*

SALES

Amolibros provides an efficient and cost effective distribution service for sales to the book trade, covering the following:

Warehousing	Invoicing	Despatch
Website sales	Credit Control	Dues Recording

We use warehouse and despatch facilities based in Rye – Prestige. Most orders are fulfilled within two days of receipt, with deliveries averaging two to three working days. We provide an invoicing and sales and stock reporting system, as well as an additional service for fulfilling direct orders that you might generate, including credit card facilities, on *Amolibros's* website. Authors who wish to use this service will sign a contract with the fulfilment house, and *Amolibros* will act as the consolidating agent. **If your book is suitable and you use this service you will be encouraged to generate direct book sales yourself, for example by direct mail or promoting through your website, to end up with an economic combination of selling methods.**

Authors wishing to take advantage of this service will be asked to pay an initial set-up fee of £200 (£200 overseas) per title. This also covers the provision of up to thirty Advance Information Sheets which *Amolibros* will use for promotional purposes. Each author will be expected to provide up to ten free promotional copies of his/her title for use by *Amolibros*. *Amolibros* has an arrangement with Gardners Books, a major wholesaler, to stock your title on consignment. According to the title, the results will be variable and sales' results can by no means be guaranteed! Unless you are one of the top 10 bestselling authors in the world (John Grisham, Barbara Taylor Bradford, Stephen King) whose name alone can sell a book, *every* book needs all the marketing and publicity help you can give it. Our warehouse will make sure your books are despatched and Gardners should be making sure your book is available to the marketplace. Publishers are responsible for creating demand for their book. Publishers need to drive consumers into bookstores to look for their book. We make sure bookstores can get your book.

Book Trade

Printed book stock is provided to Gardners on a consignment basis. Gardners will report to *Amolibros* when stock is sold, and *Amolibros* will invoice Gardners less 55% discount. *Amolibros* will remit to the author any payments received by Gardners, but reserves the right to carry over small amounts less than £10. *Amolibros* will take 10% of the author's revenue. (e.g. £10.00 retail price, means author gets £4.05 per copy.) *Amolibros* will maintain an up to date record of your book with Nielsen Book Data and Gardners.

Direct sales – your most profitable sales

For sales that *you* generate from direct sales, via leaflets and coupon ads, etc, (i.e. *not* booksellers) *Amolibros* charges 12% of the price of the title, and you can use Paypal's credit card facility on *Amolibros's* website for your marketing. Labels for previous purchasers will be available at cost. All sales are non-exclusive, so not all these sales have to go through *Amolibros*, where you find it preferable to handle your own. Bear in mind that offering credit card facilities rather than a private address on leaflets and ads will improve your response rate. To participate in this scheme you will need to buy either web pages or a website through *Amolibros*.

Prestige

This is the warehouse that fulfils the orders that *Amolibros* receives from either individuals or from Gardners. Once your book is ready for press, the final details regarding weight, size and no of pages will be given to Prestige who will then tell you what your annual storage charge will be. Authors pay an annual storage fee in advance, and thereafter will receive an invoice each month for handling and carriage of despatches to Gardners and for direct sales. You will be advised in advance what these rates will be.

MARKETING

Additional publicity and promotion services are also available through *Amolibros*, where appropriate, and include:

- ◆ Design and production of advertisements, brochures, leaflets, etc., book cover mailings
- ◆ Provision of websites, registration with Book data, cover upload to Amazon and other sites
- ◆ Direct mail campaigns
- ◆ Specialist mailshots to libraries, bookshops, etc.
- ◆ Research into book's target review market
- ◆ Preparation and despatch of initial and subsequent Press Releases
- ◆ Despatch of Press releases and review copies, covers and jackets
- ◆ Marketing plans put together
- ◆ Liaison with book trade press
- ◆ Regular progress reports

Such services are optional and are quoted for separately as different books have entirely different marketing needs. *Amolibros* will be pleased to discuss your publicity and promotional requirements in more detail and will be happy to advise.

Some basic service costs as follows:

Design bookmark or postcard	£ 75
Design A5 leaflet	£175
Design A4 leaflet	£225
Prepare press release, press list and despatch press releases, books & or jackets	£700 (excludes postage cost)
Draft marketing plan for client to select options from (Further costs obviously depend on which options are taken up, but before work starts <i>Amolibros</i> discusses budget with you)	£7000
Print A5 four-colour leaflet 5000 copies	£250 approx*
Print bookmarks, 5000 in full colour both sides	approx £200*
Postcards, 5000 full colour both sides	approx £200
10,000	approx £280
Design web pages (usually about 5)	approx £150
“Smart” email campaign to libraries	approx £250
Assistance with internet marketing: talk to Sarah Houldcraft at www.vaforauthors.com	From £300
Arrange domain name and design web pages (usually about 5)	approx £200

Amolibros

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PRIZES

-- Romance novels can enter the Romantic Novelists' Association 'Parker Romantic Novel of the Year' award. Entries must be received before 1st December each year; details from RNA Award Organiser, 57 Coniger Road, London SW6 3TB.

Amazon book competition: <http://www.amazon.com/b?node=332264011>

The David St John Thomas Charitable Trust offers an annual prize of £250 to the best book in each of four categories: fiction, non-fiction, poetry and children's books. The closing date for entry by authors is 31 January each year; entry forms can be obtained from The David St John Thomas Charitable Trust, PO Box 6055, Nairn IV12 4YB (enclose an SAE).

Amolibros clients have won the fiction category four times.

2010 *The Golden Pig* by The Penny Brothers

2004 *Seagem* by Wallis Peel

2003 *The Magic Mooncat* by Lois Fenn

2002 *Silent Shadows* by Eva Maria Knabenbauer

and, in 2005, *Great Oak Little Acorns* by Rosemary Pickering won Best Children's Book

Anchoress of Shere by Paul Moorcraft, self-published here was also published in the USA by Poisoned Pen Press. Best award was a (rare) starred review in *Publisher's Weekly*, and then nominated as a notable mystery of the year by *Publisher's Weekly*, the bible of US publishing in 2002. 2003 Best mystery/suspense nominee (runner up) US; 2003 *Foreword Magazine* book of the year (runner up); 2003 Benjamin Franklin award, 2003; A Japanese translation, sold by Poisoned Pen, was published in 2004.

Many other prizes can be discovered at:

<http://www.bookinformation.co.uk/prizes.php4>

LITERARY FESTIVALS

<http://www.britishcouncil.org/arts-literature-literary-festivals.htm>

There are hundreds! Smaller ones can be quite easy to get into.

WEBSITES

Amolibros can set up a website quite cheaply for you on request, and your book will appear on amazon complete with cover picture. It is worth your investigating the following as inexpensive methods of helping your sales.

http://www.absolutewrite.com/novels/success_on_amazon.htm

<http://www.bookcrossing.com>

https://www.google.com/adsense/?hl=en_G (yahoo has something similar)

www.contactanauthor.co.uk

Try www.meettheauthor.com for an interesting advertising concept.

Also: <http://www.lovereadings.com>

Promote your books on Google - for free. Open your books to the worldwide audience that's searching for them. Whether you're a large publisher or a small press, the Google Print programme enables you to add your books to Google's search results:

https://print.google.com/publisher/?hl=en_GB