

**PERSONHOOD PRESS**  
**General Information**  
**Entrepreneurial Contract Business Model**

Personhood Press is very excited about our potential relationship. We strive to build a very personal relationship with each of our authors and to be supportive of each of them, as they must be supportive of us, if a book and a publisher are to be successful together.

Now, a word about Personhood Press, how it came to be, the kind of author contract it prefers, how it's titles are distributed, and how foreign rights are handled:

Personhood Press was founded on July 15, 2002, to publish a book entitled *Kid's Letters to Terrorists*. That book needed to be in the authors hands by September 1, 2002, in time to facilitate their own marketing plan for the one year anniversary of 9/11.

We were excited by our successful experience in finding a way to have authors and publisher cooperate to bring this one book to the marketplace cooperatively, and in a very short time span. Hence, we decided to expand on that success and to make Personhood Press's alternative contract approach available more broadly so that other authors could have an opportunity to participate with us in our new publishing model. That model will be further explained below.

Personhood Press has chosen to publish books to help the general public deal with issues of significance to them. Our aim is to help all our readers become "all that they are!" Hence, the Personhood Press motto is: "Books For All That You ARE!"

Books from Personhood Press are sold through Independent Publishers Group (IPG). IPG is affiliated with Chicago Review Press and distributes titles for some 350 publishers. They have 38 sales reps plus 10 office sales-support staff in North America. IPG also sells books to English language bookstores worldwide through various international wholesalers.

Personhood Press has, to date (May 2005), published 17 titles and plans on introducing 4-8 new titles annually into the future.

Personhood Press personally pursues foreign translations of their books. This happens mainly through the 20 plus year affiliation Bradley L. Winch, the Publisher, has had with the Frankfurt Book Fair as an exhibitor with Jalmar Press, his previously owned publishing company, and other companies he has represented.

These include Innerchoice Publishing and The Learning Web. He has been very successful and some of the Jalmar/Innerchoice/Learning Web books have been translated into as many as 30 languages and have sold as many as 10,000,000 plus copies worldwide.

The first book that Personhood Press published was based on an “outside the box” publishing contract. That contract specified that the authors provide Personhood Press with a completely laid out and designed book and cover at their own expense. Hence, Personhood Press had no financial involvement until the book went to press.

We have since refined the contract used and have designated it as our “Entrepreneurial Publishing Contract.”

Such a contract differs substantially from a "Standard Publishing Contract"--one in which the publisher takes complete control of a book project, both financially and design/production wise, with absolute authority to do the book as the publisher sees fit, with only minor involvement by the author from the time the final manuscript is received.

In our "Entrepreneurial Publishing Contract," author and publisher work closely together during the entire book project. Each party has specific financial and design/printing/marketing obligations, with greater specific financial benefits coming to the author as a result of the author's emotional and financial participation in the project.

A “Standard Publishing Contract” is generally intended for authors who want only to write and, for whatever reason, not be involved in what the book ultimately looks like (layout and design) and want no financial responsibility for the project.

Authors desiring this option generally must hire an agent to approach a large publishing house or they may choose to approach one of the thousands of small publishers (under a standard publishing contract) to get their book published. Generally, authors receive a lower royalty rate than under our “entrepreneurial” contract. They generally also have to pay a much higher price for books that they buy from the publisher for their own marketing purposes.

As you can see, there are trade offs between the two types of author contracts. That is understandable since each book has a publishing budget and the more investment a publisher has to make in getting a book ready (by way of paying for layout and design), the less money will be available in the budget for author

royalty, printing the book, marketing and promotional activities, subsidiary rights sales efforts, and consideration of what the publisher will charge the author to purchase copies of the book.

Under our entrepreneurial contract, author and publisher work hand in glove during the entire project. Because the author has full authority and financial responsibility for layout and design, with publisher being available as a sounding board, the author gets a book with the look and feel that the author wants. The publisher takes over when presented with native application files and a PDF file, together with hard copy of the text and cover. Publisher gets the book printed, takes responsibility for getting it into the hands of a distributor, sends review copies to the appropriate media, sells foreign translation rights, and also sells copies of the book back to the author at 25% above the publishers print cost (rather than the 25-50% discount off the retail price usually given to authors by publishers under a standard publishing contract). Hence, our "entrepreneurial" author has an extremely low cost for books which may then be sold at a higher profit margin in whatever way the author chooses to market the book. Authors may market the book during workshops/seminars the author organizes, or may create any other way channel of distribution, so long as the sales do not involve book stores, which market is handled exclusively by publisher's distributor.

Remembering and understanding that the author knows more about the book and can thus speak more eloquently about it than the publisher, the author is expected to lead and to be financially responsible for marketing and promotional activities such as radio and television interviews and newspaper and magazine articles so that books placed in the bookstore market by the publisher's distributor will sell out of the bookstores and not be returned to distributor.

This is the crux of what makes the "entrepreneurial" contract a win/win situation for both the author and publisher. This type of contract is only appropriate for those authors who desire to set up their own channels of sales for the book via back of the room sales, a particular niche market, website sales, corporate sales, etc. If the author is actively selling their book, the profit margin is so healthy on their sales that they readily have the opportunity to recoup their preproduction and promotion expenses. With books reaching the hands of the public through the author's sales, the author is also supporting the sales of books through the bookstores and receiving royalties on these sales. There can be no demand for the book in bookstores unless people know the book is available. How will people know the book is available unless the book gets into the hands of people who can then spread the word?

The old adage that a publisher cannot make a book a best seller—only an author

can do that—is alive and well in today’s’ book trade where 168,000 new books are published each year and each new title has to knock another title off the store bookshelf to even have a potential chance to be viewed and sold. And, if the author is not extremely visible, in promotional work, the book will never get a “reading” and hence will not be successful and achieve the author’s intended result of bringing more insight into the world.

Author’s responsibilities in this area are more fully covered in an attached document as are the Publisher’s and Distributors responsibilities.

At the present time, Personhood Press works exclusively with the “entrepreneurial” contract and is seeking authors who are so inclined.

We hope this information has been of help to you.

Blessings,

Bradley and Cathy Winch  
Publishers  
Personhood Press