

## **Who Determines My Book's Retail Price?**

You do. Allowing authors to set their own retail price is a flexibility few publishers offer. Old-fashioned publishers leave the retail price to their marketing department. Most on-demand publishers inflate their retail prices to inflate their portion of the profits. Adding insult to injury, those same publishers then turn around and offer you “discounts” on bulk orders, which forces you to buy more books than you need, just to get a fair price.

Custom publishing with Outskirts Press is different. You possess the unique freedom to set your own retail price, author discount, and price plan. The only requirement is that your retail price exceed your wholesale price. Our amazing calculator allows you to experiment with different pricing scenarios instantly online, in advance of publishing.

Give it a try right now! Visit this page of the Outskirts Press website: [www.OutskirtsPress.com/pricing](http://www.OutskirtsPress.com/pricing)

## **Who Determines My Book's Pricing Plan?**

You do. The flexibility of Outskirts Press really begins to shine when it comes to pricing your book for wholesalers. As with the retail price, your Pricing Plan is up to you. The Pricing Plan you set depends upon the level of distribution you are seeking and how much money you want to make. We have three popular Price Plans to choose from, and the “pros” and “cons” of each plan are outlined on our website and the following pages.

The Pricing Plan you choose determines your distribution trade discount. Most other publishers, including print-on-demand services, set your trade discount and retail price for you. With Outskirts Press, you are in control.

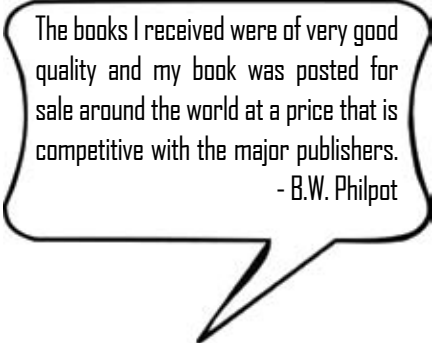
## Why is My Trade Discount Important?

Outskirts Press simplifies the confusing subject of “trade discounting” by offering three popular Pricing Plans. Each Pricing Plan has its own set of advantages and disadvantages. By defining these differences up-front, authors have the best chance of meeting their specific pricing goals with Outskirts Press.

In a nutshell, a distribution “trade discount” is the percentage off your retail price that the wholesaler pays the publisher for your book. Wholesalers, distributors, and retailers all take a piece of the trade discount.

Therefore, the greater the trade discount, the more money there is to split up among the parties involved in selling your book. A standard trade discount for traditional publishers is typically 55%.

Most other POD companies do not offer any information about their trade discounting policies at all, nor do they give the author any say in the matter. Discounting policies for PODs vary greatly, although the most popular trade discount offered by many PODs is 50%.



The books I received were of very good quality and my book was posted for sale around the world at a price that is competitive with the major publishers.

- B.W. Philpot

Outskirts Press leaves this power in the hands of the author. Yes, our Pricing Plans make this matter easier, and we offer recommendations, but you are in control. Advanced Users can even customize their trade discount further, ranging between 20% - 55%. If in doubt, simply choose Pricing Plan 50.

## What Pricing Plan Should I Select?

Since your Pricing Plan is directly related to both your profit and your retail price, special consideration should be given to picking the right one. Your choice should be based upon the goals you have for your book, in terms of its cover price, its distribution, and your royalty.

### Plan

Pro: More potential availability

Con: High retail price and/or lower profit

### 50

The advantage is that this meets most off-line store's margin requirements with a 30-35% retail margin. The disadvantage is the higher retail price and lower profit. More money in the retailer's pocket means less money in yours. If you are unsure, choose Pricing Plan 50.

### Plan

Pro: Pricing compromise

Con: Compromise pricing

### 40

The advantage is that this balances retail price, distribution, and royalty for a comfortable compromise. The disadvantage is that most off-line stores will receive only a 10-25% retail margin through Ingram, when they prefer 40%.

### Plan

Pro: High profit and/or low retail price

Con: Less potential availability

### 25

The advantage is the low retail price and high author profit. With less money for the wholesaler and retailer, more money goes to you. The disadvantage is that this makes off-line sales nearly impossible. This plan is for online sales only.

## Who Determines My Author Discount?






You do. Since you set your own retail price, you are in control of the retail discount you receive when purchasing copies of your book. This is because you pay the same low “base price” for your book regardless of how high or low you set your retail price. The higher you set your retail price, the higher your author discount will be.

Outskirts Press sets your book’s base production price, which depends upon the format, publishing package, and final page count when your book is published. This is the price you pay when ordering copies from within your Author’s Center after publication.

Unlike with other publishers, the price you pay as the author is unrelated to your retail price or to the number of copies you order. Take a closer look at other on-demand publishers and you will notice that they inflate their retail prices so they can sell bulk copies to the author for a “discount.” Strangely, most print-on-demand publishers have adopted a scheme similar to offset printers by providing a bulk discount if the author orders a large number of books all at once. Doesn’t this defeat one of the main advantages of POD? All they have done is artificially inflated the low-quantity costs enough to allow a discount on higher quantities. No wonder their retail prices are so high! Believe it or not, with other publishers, you end up paying the wholesale price or higher for your own book in low quantities. It’s hard to make money that way.

At Outskirts Press your book’s low base price is available for quantities as low as five at a time. In fact, you do not have to buy any copies if you do not want to – just like with a traditional publisher. The chart on the next page provides some examples of base pricing, or you can estimate pricing for your book at: [www.OutskirtsPress.com/pricing](http://www.OutskirtsPress.com/pricing)

## 12 ♦ IS FULL-SERVICE RIGHT FOR YOU?

Examples of Author Discount Pricing per Book (quantities as low as 5)						
Page Count	Format	 Pearl	 Diamond	 Ruby	 Sapphire	 Emerald
24	8.5" x 8.5" color paperback	\$7.64				
24	8.5" x 11" color paperback	\$7.64				
100	5.5" x 8.5" b/w paperback		\$4.56	\$5.56	\$6.56	\$7.56
100	6" x 9" b/w paperback		\$4.56	\$5.56	\$6.56	
100	5" x 8" b/w paperback		\$4.56	\$5.56		
100	6.14" x 9.21" b/w paperback		\$4.56			
100	7.5" x 9.25" b/w paperback		\$4.56			
100	7.4" x 9.7" b/w paperback		\$4.56			
100	7" x 10" b/w paperback		\$5.48			
100	8.3" x 11.7" b/w paperback		\$5.48			
100	8.25" x 11" b/w paperback		\$5.48			

## Who Determines My Royalties & Profit?

You do. Outskirts Press pays 100% author royalties on each wholesale copy of your book sold through any of our wholesale distribution channels. The author royalty is the difference between the distributor's price and your base production price. You determine how large that difference is since you determine the distributor's price (which is formulated by the retail price and Pricing Plan, both of which you also set).

Since your base price is the same regardless of the retail price you set, you easily control your profit by controlling your retail price. A higher retail price means more money for you, not for us. Estimate your profit in advance at: [www.OutskirtsPress.com/pricing](http://www.OutskirtsPress.com/pricing)