

# **THE RESPONSIBILITIES**

## **AUTHOR'S ROLE/RESPONSIBILITIES**

- Responsible for providing advance information needed for the IPG catalog and for generation of the IPG sales reps interest and commitment to sell the book into wholesalers and bookstores.
- Responsible for the content of the book, content editing, and proofing.
- Responsible for the layout and design of the text and cover.
- Provide publisher with sample chapter of the layout and design for publishers input early in the design process.
- Provide publisher with a final PDF file of the book and cover, a copy of the native digital files of the book and cover, and 2 hard copies of the book and cover 5 months prior to the publication date.
- Responsible for generating enough consumer interest and excitement about the book to convince the book buyers that if they stock the book the book will sell out of the bookstore! This can be accomplished by working with a publicist, through radio interviews, television spots, a book tour, book signings, lectures, seminars, reviews, etc. Authors promotion is to be done minimally at a regional level, and preferably at a national level.
- Provide publisher with details regarding PR events and activities in advance so publisher can inform IPG.

- Create a press release, a sample review and an introductory letter which will be sent out with a galley copy of the book by the publisher to the trade book reviewers.
- Provide the publisher with a several “angle” specific press releases which will be sent out by the publisher to appropriate media.
- Provide the publisher with a list of media contacts (including personal contacts) appropriate for your book who should receive galley copies or press releases (magazine publications, etc.)
- Generate opportunities for the author to successfully sell the book outside standard bookstore distribution channels to assure that author’s up front expenditures are returned many fold.

### **PUBLISHER’S ROLE/RESPONSIBILITY**

- Publisher is responsible for inputting data (prepared by author) to IPG for use in IPG’s catalog and for providing sales kit materials to IPG for the sales force.
- Publisher is financially responsible for IPG’s distribution and advertising fees.
- Publisher is financially responsible for the printing of the book and supplying the distributor with product, on a continuing “as needed” basis.
- Publisher will print galley copies 4-5 months prior to the

publication date and will send to appropriate trade book reviewers.

- Publisher will send a press release to a minimum of 100 major newspapers and magazines (list supplied by author) to solicit requests for review copies of the book.
- Publisher will send requested review copies of the book to appropriate magazines and newspapers 1 month before the publication date and may, at publisher's discretion, send unsolicited review copies to selected newspapers and magazines.
- Publisher has the sole responsibility for forwarding all Publicity updates provided by the author to IPG for dissemination to their sales force.
- Provide copies of book for the author's personal media contact list that would be likely review outlets.
- Submit new titles to Publisher's Weekly announcement issue.
- Send out review copies to contacts generated by IPG.
- Submit published reviews to IPG for posting on Amazon and other online retailers.
- Search out and maintain a list of "publishing resources" to be made available to authors to aid them in their promotional work.
- Exhibit author's book at the Frankfurt Book Fair and pursue and sell foreign translation rights and other subsidiary rights.

- Pursue the opportunity to submit electronic files to e-book organizations for distribution. (Coming in the future)

## **IPG ROLE/RESPONSIBILITIES**

- Personhood Press has contracted with IPG to be its exclusive distributor to the trade (bookstores). IPG commissions 38 sales representatives whose job is to introduce new books to the trade. This sales force represents many different types of books from more than 350 publishers.
- In December and May, IPG produces a catalog with the featured new titles for the Spring and Fall (respectively) as well as back-listed titles. A new title is featured in one issue of the catalog and then becomes a back-list title with less space devoted to it.
- IPG presents new titles to the sales force twice per year (December and May) which presentation coincides with each new catalog. Sales kits are distributed to the sales reps and to key accounts such as Ingram, Baker & Taylor, Amazon.com, Barnes & Noble.com, Borders, etc. These kits contain the cover of the book, a marketing information sheet that lists the competition, advertising/promotion details, and any additional information not included in the catalog that will help sell the titles.
- IPG exhibits at several conventions where our titles are represented, including Book Expo America (BEA), all regional

book industry trade shows and several Library Shows, including American Library Association and Texas Library Association. There is also a growing list of specialized conventions that they attend (i.e. Museum Store Association, National School Supply Association, etc.)

- IPG sends bibliographic and descriptive information along with the cover images to the major online retailers each season in conjunction with the presentation of the IPG list to the book trade. They maintain these sites on an ongoing basis reporting corrections, adding reviews, excerpts, and table of contents when provided to them.
- IPG notifies the publisher of requests for review copies of the book which review copies are sent out by the publisher.
- IPG, in concert with Publisher, works to get the table of contents and an excerpt from each book placed online with Amazon.com.