

May 27, 2008

PublishAmerica, LLLP  
P.O. Box 151  
Frederick, MD 21705-0151

RE: My book

Dear Sirs:

I am the author of the book, *The Eternal Perspective: Essays on the Truth of Christianity by a Former Skeptic*, which you are publishing. Part of the reason I am writing is to request that you please stop sending me emails asking me to buy my own book. As I informed you in an email dated August 13, 2007, I have no intention of buying my own book. I suggest we get on with trying to sell this book to the public at large. And that brings me to my next topic. I would like some information about your pricing policies and marketing strategies, as discussed below.

First, I have checked the prices being charged for my book on the internet, and it is routinely priced at \$19.95 or more. This price seems pretty steep for a paperback book of less than 200 pages written by an unknown author. Can you explain why the book is priced so high?

Also, I would appreciate some information about your strategies to publicize the book. For example, our contract states, on page 2: "The Author agrees that all the copies of the said literary work that may be used for review and/or publicity purposes . . . shall not be subject to any payment to the Author." Have you in fact used any copies of my book for "review and/or publicity purposes," and/or do you have any future plans to do so? If so, how many copies have you used for these purposes? Similarly, our contract states, also on page 2: "No payment shall be made to the Author on any copies of the said literary work that the Publisher may distribute for advertising and/or sales promotion purposes. . . ." How many copies of my book have you distributed for these purposes, and what are your future plans in this regard?

Our contract also states, on page 3: "No payment shall be made to the Author for permission gratuitously given to others to publish extracts from the said literary work to benefit the sale thereof. . . ." Have you granted such permission to others in this way? If so, would you please provide me with details, such as to whom such permission was granted, when, and for what publication, so that I can check into what was actually published?

Also on page 3, our contract states: "The Publisher agrees to distribute, at his discretion, for purposes of publicity and/or review, promotional information pertaining to the said literary work, to publications throughout the United States and/or Canada, or elsewhere." Could you please tell me to whom have you distributed such promotional information, and when? Also, I would very much like to receive a copy of a representative sample of this promotional information, so I can see what was distributed.

On page 5 of our contract, it states that I will actively participate in promoting sales of my book by making myself available to "media interviews, book readings and/or signings, and other public sales promotion appearances." I have heard nothing from you regarding any such efforts. Are you actively trying to set up any such interviews or appearances that I should be aware of?

Again on page 5 of our contract, it states that "Publisher may, at the Publisher's sole expense and discretion, create, maintain, and solely own a separate domain on the Internet, exclusively dedicated to promoting the said literary work and/or the Author and/or the Publisher. . . ." Have you any plans to create such an Internet domain for my book?

I am sending this letter to you via first-class U.S. mail, as well as via email to the email addresses I have for your company, in an effort to ensure that you do receive it.

Thank you for your assistance and cooperation. I look forward to your response.

May God bless,

**ORIGINAL SIGNED**

Don Davidson