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Date: Wed, 28 May 2008 11:17:15 -0700 (PDT)
From: "DON DAVIDSON"
Subject: Your email of 5-28-2008 RE pricing, marketing, etc.
To: "Denise @ PublishAmerica" <denise@publishamerica.com>, "PublishAmerica Author Support Team" <support@publishamerica.com>

To: Publish America Support
ATTN: Denise

Thank you for your prompt response today to my email of yesterday. However, I must tell you that your response was very disappointing.

First, you did not address, or even acknowledge, my request that PublishAmerica (PA) stop sending me solicitations to buy my own book. By my count, PA has sent me at least a dozen such solicitations since I signed the contract last summer. I told PA in August of last year that I have no intention of purchasing copies of my own book, and that is not going to change. **Please remove my email address from PA's solicitation list immediately and send me no future solicitations.**

Next, I asked about PA's pricing policies. Your response frankly did not make any sense to me, since you stated: "The price of a book is based on many different factors, including the number of pages, content, and what the market will bear for the work. Because this is not decided on until the very last stages of the production process, it would be impossible to quote a price for this work at this time."

But surely you know that we are well past the production stage with my book. I have already received my two author copies. My book is listed for sale on several internet web sites, at a cost of \$19.95 and up. PA's own online bookstore lists it for sale at \$16.95. I was simply asking for an explanation of how that price is determined. In my experience, \$19.95, or even \$16.95, is quite expensive for a diminutive paperback book with no pictures. If other publishers can sell similar books for much less, what justifies your higher price? Your response did not provide an answer.

But the most disappointing aspect of your response pertained to the marketing of my book. I see nothing in your response that indicates that PA has done, or intends to do, any aggressive marketing of my book to the general public. Feel free to correct me if I am wrong, but it appears to me that the only public marketing PA has done for my book is to send out a press release to a few newspapers in my local area. I will add that this press release was based almost word-for-word on what I wrote for the back cover of the book, and that I supplied the addresses for the newspapers to whom it was sent. The press release must have involved little effort on the part of your company. Indeed, the only aggressive marketing I have seen by your company thus far has been PA's repeated efforts to try to convince me to buy my own book.

5/28/2008

