

# Compare

## How does the Morgan James Entrepreneurial Publishing Model Compare?

Here is a quick overview of how the Morgan James Entrepreneurial Publishing Model compares with other publishing models. Items listed are in no particular order. If we left anything out, let us know.

Features	Morgan James Publishing	Traditional Publishing	Self or Vanity Publishing
Author Rights	Author Maintains ownership of Intellectual Property rights	Publisher Maintains the Intellectual Property rights	Author Maintains the Intellectual Property rights
Time to Market	Books are brought to market usually in 3-6 months or sooner if logical	Books are brought to market usually in 18-24 months	Books are made available to the author usually in 3-6 months
Royalties and Advances	20% Royalty across the board of Net sales, Paid Monthly (\$20 Retail - \$10 Average Net Sale = \$2 royalty) and No advances paid	Average of 4% to 15% Royalty, depending on mode of sale and is typically based on Net sales, paid twice a year, with an average advance of \$1,500	20% to 100% of net sales depending on whether you do it yourself or use a publishing service company with no advances paid, but typically a \$10,000-\$15,000 cost
Design, Editing, Printing	Books are given a custom designed interior and cover and all printing costs are covered. Authors provide a fully edited, proofread manuscript that we then perform an Editorial Analysis on to ensure quality	Books are given a custom designed interior and cover and all printing costs are covered. Publisher typically takes over editing and final manuscript content and quality	Authors assume all cost associated with design and printing. An author services company may offer template driven designs or custom design services to purchase
Bookstore Distribution	Full Bookstore Distribution both online and off via Ingram Publisher	Full Bookstore Distribution both online and off via Ingram Publisher	No Bookstore distribution or limited online availability unless

<b>Features</b>	<b>Morgan James Publishing</b>	<b>Traditional Publishing</b>	<b>Self or Vanity Publishing</b>
	Services	Services or other reputable distribution solutions	author hires distribution company directly
Continuing Education	Enrollment into The Entrepreneurial Author University at no cost to the authors	No Continuing Education	Typically no or expensive continuing education
Mastermind	Authors become part of our trademarked Entrepreneurial Vision Mastermind to establish the best future for title	Publisher takes over and makes all decisions	Author makes all decisions or hires own professionals to guide them
Publishing Fee	No Publishing Fee charged hidden or otherwise	No Publishing Fee charged	Publishing Fee charged and can vary from extremely expensive to relatively affordable
Author Book Discounts	Author may purchase books at print cost plus a percentage with volume and quantity discounts	Typically 50% of retail price and typically limited to a certain amount	20%-65% off retail price depending on format and quantities purchased
Book Purchase Requirement	Author is asked to commit to purchasing, during the life of the agreement, twenty-five hundred copies at cost plus a percentage	Many major houses require authors purchase copies of the book upon its release, usually at cost plus a percentage or a discount off retail	Typically Author is expected to purchase however many copies required to sell to the general public
Group Health Coverage	Availability of Employee Group Health and Associated Benefits depending on author residence	Not offered	Not offered
Return Rate	Average of less than 25% bookstore return rates which are then restocked	Average of 45+% bookstore return rates which are usually shredded	Books are typically sold on a non-returnable basis and are not

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	for resale, offered to the authors, or donated to Habitat for Humanity	for the tax benefit	available in bookstores
PR Support	Publicity Manager writes and sends out Press Releases and special pricing at Planned TV Arts	Unless author is one of the top 6%, no PR Support is offered	No PR support is provided
Marketing Budget	Co-operative marketing monies made available to the authors on every book published	Unless author is one of the top 6%, no Marketing Budget is offered	No Marketing Budget is offered
Partner Status	Authors are treated as valuable partners in the process and are the most important member of the mastermind group created for each project accepted	Authors are sometimes treated as a partner	Authors are treated as a customer
Giving Back to the Community	1% of all sales across the board is donated to Habitat for Humanity and speaking opportunities available as well as international recognition for charitable works	No cause related marketing is typically associated at the publisher level	No cause related marketing is typically associated at the publisher level