

Features	Old-School Publishing	Typical Self-Publishing	Success Publishing®
Author Rights	Publisher maintains the Intellectual Property rights	Author maintains the Intellectual Property rights	Author maintains ownership and control of Intellectual Property right
Time to Market	Usually 18-24 months	Usually 3-6 months	30 days FedEx speed & precision
Royalties	Average of 4% to 15% Royalty, typically based on Net sales, paid twice a year.	20% to 100% of net sales depending on whether author does it themselves or hires a publishing service.	Author receives 100% of all Royalties directly. We take 0%.
Advances	Depending upon author's reputation, an advance may occur	No advances but typically a \$10,000 to \$15,000 cost.	No advances since all royalties go directly to the author.
Design	Books are given a custom designed interior and cover.	An author service company may offer template driven designs or custom design services to purchase.	Books are designed to impress including the back cover's custom content.
Editing	Publisher controls editing and final manuscript content and quality.	An author service company may offer to edit for a fee.	In no more than 1 to 3 hours, clients use our worksheet to write their chapter or authors may utilize our ghostwriter.
Printing & Distribution	All printing costs are covered in the up front fee charged. Minimum orders are required by the author	Authors assume all cost associated with distribution and printing.	Authors assume all cost associated with distribution and printing.
Author Book Discounts	Typically 50% of retail price and often very large minimum orders.	Authors may purchase their book at wholesale plus shipping. No minimums.	Authors may purchase their book at wholesale (approximately \$3 each) plus shipping. No minimums.
Book Purchase Requirement	Many major houses require authors to purchase 5,000 copies, or more, of the book upon its release, usually at a 50-60% discount off retail	No requirement, ever.	No requirement, ever.
Return Rate	Average of 45+% bookstore return rates which are usually shredded for the tax benefit	Books are typically sold on a non-returnable basis and are not available in bookstores	Offering only through Amazon or other online sites eliminates all risk of losses due to returns.
PR Support	Unless author is one of the top 6%, no PR Support is offered	No PR support is provided	PR campaign to 400+ global news outlets linked to the Author's custom website & optimized Amazon author site.
Partner Status	Authors are sometimes treated as a partner	Authors are treated as a customer	Authors are treated as valuable partners in the process.
Ongoing Support	None	None	Authors become members of Authors Only, a private collaborative group focused on methods to market their authority as an Author.