

Author Frequently Asked Questions

Q – How do I order my own book?

A – You are already set up as an author in our system and you simply call 800-242-1918 to order your book and receive the author discount. CPI authors are VIP to us, and as a VIP you will receive a 40% discount on any book that we publish!

Q – I received my author copies, when will my book be available for sale on Amazon?

A – Your author copies are shipped directly from the printer. The bulk of the print run is shipped to our warehouse in Alpharetta, GA. Books need to be processed and received into the warehouse. Then, they are shipped out to book wholesalers and individual bookstores (like Amazon and Episcopal bookstores). It can take 2-3 weeks from the time books are received into the warehouse to when they are available for sale on Amazon and in other bookstores.

Q – How do royalties work for books that I order with my author discount?

A - Books that are sold with an author discount, free copies, and books sold at a discount of 65% or higher, do not receive a royalty payment. You do, however, receive a royalty payment on all other books sold.

Q – When do I get my royalty checks? How often are they sent?

A – Royalties are calculated and processed once a year at the end of our fiscal year, which is December 31st. We will send checks for royalties in amounts of \$10.00 or more. If you are owed less than \$10.00, we will continue to accrue your royalties until the sum reaches or exceeds the minimum \$10.00 amount for cutting a check.

Q – How many copies of my book have sold? How is my book doing?

A – Contact Deirdre Morrissey at (212) 592-6388 or dmorrissey@cpg.org

Q – What is the author questionnaire? What is it used for?

A – The author questionnaire (aka marketing questionnaire) is a valuable tool for the CPI marketing team. It helps us determine how and where to market your book. It is used for book promotion and publicity purposes, and includes questions such as: Where should we send review copies?

Q – How do I get sample copies sent to endorsers or others I think will write a review?

A – You can list endorsers or book reviewers with their contact information on the marketing questionnaire under “review copies” before you return it to us. If you think of a book reviewer you would like to review your book after you’ve returned your marketing questionnaire, you may email churchpublishing@cpg.org.

Q – Why can’t I find my book at Barnes & Noble (or other bookstores in my local area)?

A – Not all bookstores order every book. But please ask them, as a local author, to order your book. They may order your book directly from CPI by calling 800-242-1918 or through other wholesalers, such as Ingram and Baker & Taylor.

Q – How will the people in Canada (Australia, the UK) be able to get the book (and when)?

A – We send an electronic file to our distributors in these countries and the distributors will market your book to bookstores and retail customers (e.g. churches, clergy, and lay individuals).

Q – How much am I supposed to charge for my book if I sell it on my own?

A – That is completely up to you. One helpful suggestion ... you might want to look around to see how other booksellers are pricing/discounting your book.

Q – Should I collect sales tax when I sell my books at an event I attend?

A – Please check with your tax accountant.

Q – Do I have to pay income taxes on my royalties or the money I make selling my book on my own?

A – Yes and Yes, but again, check with your tax accountant.

Q – What is the website/URL of my book?

A – The URL for your book will be printed on the back of your book; you can also obtain the URL by looking your book up on our website, www.churchpublishing.org. It is typically www.churchpublishing.org/titleofbook.

Q – What if the information about my book is wrong on CPI’s website or other websites? Who do I tell?

A – The information on all of these places is submitted nearly a year before your book is published. Since that time, your book may have changed. We do our best to stay on top of changes that we are aware of and we make regular updates to our website, and we send regular electronic updates to our various bookselling partners. That said, if you notice an error or outdated information, please contact Lillian Ort at CPI at lort@cpg.org.

Q - How can I update my author information on Amazon?

A - Log in or create an account with Amazon Author Central at <https://authorcentral.amazon.com/>

Q - How can I more effectively market my book on Amazon?

A – Open an account with Amazon Author Central to create your own Amazon.com author page. Once you have a page, you can view sales, comments, etc. You can link your page to your Twitter account, videos, and any blogs/websites you have. Plus you can add any photos, speaking engagements, and your own bio in whatever detail you want.

We encourage you to add or update information about yourself for your Amazon Author Page. Here are some areas of importance:

- Update your Author biography
- Add multimedia, blog feeds, a Twitter feed, or events to an Amazon Author Page
- View and edit our list of your books
- Add a book to your bibliography

Q – How is CPI marketing my book?

A – For a complete list of how CPI is marketing your book, you may refer to your marketing activities plan letter. If you haven't received one, please contact Lillian Ort at lort@cpg.org. At a very high level, CPI markets your book directly to end customers and also via our relationship with bookstores and distributors. We advertise your book via digital and print channels, including our website, eblasts, and social media campaigns. We send review copies and prepare press releases for most books. Your book is also available for sale in the UK/EU, Canada, and Australia via our international distributors. We welcome your suggestions. Please be sure to complete and send us your author questionnaire well in advance of publication. If you haven't received one, please contact Deirdre Morrissey at dmorrissey@cpg.org

Q – When should I start marketing my book?

A – After the book appears on our website and Amazon's website, so that you have somewhere for customers to place pre-orders. This typically happens 3-6 months before publication.

Q – How can I market my book?

A – You can market your book by promoting it on your own website or blog or via other media channels, such as Facebook, Twitter, Pinterest, etc. You could also do a product video trailer on YouTube. In addition, ask your friends, family, and colleagues to review your book on Amazon and elsewhere.

Q – Can I give permission to others who want to use an excerpt in another book, review, or website/blog?

A – Call or email (212) 592-6388 or copyrights@cpq.org for permissions.

Q – Who do I tell if my address changes?

A – You may email your updated contact information to churchpublishing@cpq.org