



## FREQUENTLY ASKED QUESTIONS

### Ordering Your Book

#### *As an author or contributor, do I receive a discount on my book?*

CPI authors can purchase their and any books at a 40 percent discount. For assistance in setting up an author account and placing an order, you can call (800) 242-1918 or email [churchpublishingebooksorders@pbd.com](mailto:churchpublishingebooksorders@pbd.com) and identify yourself as a CPI author.

### Selling Your Book

#### *How much should I charge for my book if I sell it on my own?*

That is completely up to you, but we suggest you use the pricing or discount offered by other booksellers as a guide.

#### *Should I collect sales tax when I sell my books at an event I attend?*

Please check with your tax accountant.

### Marketing and Promoting Your Book

#### *How is CPI marketing my book?*

Our highest level of marketing is accomplished through our relationships with United States bookstores and distributors. We also make your book available for sale in the UK/EU, Canada, and Australia via our international distributors. We provide online marketing through our website, eblasts, and social media campaigns, and we service the print media by sending press releases and review copies for most releases. We welcome any other marketing suggestions you may have.

For a detailed list of our marketing efforts on behalf of your book, you may refer to your personalized marketing plan. If you have not received one, please contact Anita Manbodh at [amanbodh@cp.org](mailto:amanbodh@cp.org).

Please be sure to complete and send us your *Author Marketing Questionnaire* once you submit your book for copyediting. If you have not yet received one you can download it [here](#).

#### *When should I start marketing my book?*

Feel free to start marketing your book as soon as it appears on the CPI and Amazon websites; you can direct customers to either site to place preorders. Books are typically made available three to six months before publication.

#### *How can I actively promote my book?*

There are a number of ways for you to actively promote your book:

- Announce it on your own website, blog, or social media accounts.
- Bring it to the attention of relevant media and bloggers.
- Write articles and blogposts and submit them to appropriate sites and publications.
- Contact colleagues who may be interested in writing a review.
- Ask friends and colleagues to post reviews on Amazon.
- Attend conferences and arrange your own events and speaking engagements.

For a wealth of ideas and tips on expanding your marketing outreach, download the *Author Marketing Tool Kit*.



### ***How do I request review copies to be sent to professional reviewers or bloggers?***

Use the "Review Copies" section in the *Author Marketing Questionnaire* to list up to twenty members of the press or book reviewers along with their contact information. If you think of an additional name after you have returned your marketing questionnaire, you may email Anita Manbodh at [amanbodh@cpg.org](mailto:amanbodh@cpg.org)

## **Amazon**

### ***I received my author copies. When will my book be available for sale on Amazon?***

The bulk of the print run is shipped to our warehouse in Alpharetta, Georgia, where the books must be processed and received. They are then shipped to book wholesalers and individual bookstores, including Amazon and Episcopal bookstores. It can take two to three weeks from the time books are received at the warehouse for them to be available on Amazon and in other bookstores.

### ***How can I use Amazon to effectively market my book?***

Create an *Amazon Author Central* account to share the most up-to-date information about yourself and your works with millions of readers. Your Amazon Author Page can host your biography, photos, blog, video, and tour events, and it can link to your Twitter feed and other social media accounts. You can also upload videos about your book on the Amazon book page itself.

The *Author Marketing Tool Kit* provides a useful introduction to this platform. You can also learn [here](#).

### ***Amazon shows that my book is temporarily out of stock or has low stock. How can we request that they order more?***

Amazon's ordering is based on algorithms that compute the amount of traffic to a book page and the demand for a product. On this basis, Amazon orders from us multiple times a week, and stock is replenished very quickly. On the rare occasion that a book is listed as temporarily out of stock, the status should change within a few days. If this is not the case, please contact Anita Manbodh at [amanbodh@cpg.org](mailto:amanbodh@cpg.org).

## **Royalties and Sales Reports**

### ***How are royalties calculated for books that I order with my author discount?***

Free copies, books sold with an author discount, and books sold at a discount of 65 percent or higher do not receive a royalty payment. You do receive a royalty payment on all other books sold.

### ***When do I get my royalty checks? How often are they sent?***

Royalties are calculated and processed once a year at the end of our fiscal year, which is December 31. We send checks for royalties in amounts of \$10.00 or more. If you are owed less than \$10.00, your royalties continue to accrue until they reach or exceed the \$10.00 minimum, at which point we will issue you a check.

### ***How can I find out how my book is selling?***

Contact Deirdre Morrissey at (212) 592-6388 or [dmorrissey@cpg.org](mailto:dmorrissey@cpg.org).

### ***Must I pay income taxes on my royalties or the money I make selling my book on my own?***

Yes and yes, but again, check with your tax accountant.



## Distribution and Availability

### *Why can't I find my book at my local bookstore?*

Not all bookstores order every book. To make your book available in your area, we suggest that you meet with the bookstore manager or book buyer to discuss the possibility of their carrying your title. Some stores will work with local authors to support readings or book signings. Arranging such an event for yourself may be incentive for them to collaborate with you.

### *Will my book be available for sale in other countries? If so, where?*

We send an electronic file of your book to our distributors in Canada, Australia, and the UK. They will market your book to bookstores and retail customers (e.g. churches, clergy, and lay individuals). Please direct overseas bookstores to our [Customer Service](#) page for more information on our international distributors.

## Other Questions

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

Contact Deirdre Morrissey at (212) 592-6388 or [copyrights@cpg.org](mailto:copyrights@cpg.org).

### *Who do I tell if my address changes?*

You may email your updated contact information to [churchpublishing@cpg.org](mailto:churchpublishing@cpg.org).