

Butterfly Typeface Publishing

FAQs & Observations

QUESTIONS

Question: Please explain the process you go through as a Publisher from uploading to Amazon and Ingram.

Answer: Files are finalized according to the Vendor specifications then uploaded to their program. It goes through a review process and once approved it either made available for purchase (Amazon) or I am sent an eProof to approve the release (Ingram).

Question: Once it gets to these vendors; please explain this process?

Answer: The vendors review the files for 'technical issues' and if there are errors, the file kicks out with an error message for the publisher to correct and resubmit.

Question: Once the file is uploaded, how do you know as a Publisher *where* the books are sold by the Vendors who sell the Author's book?

Answer: Our reports do not 'specifically' indicate where books are sold. According to the Vendor, this is confidential information. The reports indicate if the sell was through a main vendor (i.e., Amazon or Barnes and Noble) or a third-party vendor (i.e., expanded distribution).

Note: Expanded distribution vendors are online book vendors like Wal-Mart, Target, etc. and their compensation rates are lower than the standard 60%.

Question: How do you know if you are paid appropriately from the Vendors if you do not know where the Author's books are sold?

Answer: There are many Print on Demand (POD) vendors who offer services to self-published Authors and Independent Publishers. We chose our vendors based on their reputation and believe them to be reputable in their reporting and payments.

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Question: From reviewing the spreadsheets you sent me, how would I recognize if there is an error in sales if I cannot compare to Vendors individual spreadsheet of sales (other than Amazon and Ingram)?

Answer: You are sent individual sales reports from Amazon. (And Ingram if you have a hardback) The individual report totals should match the summarized report totals. (i.e., the reported sales total for each month should total the quarterly sales total.)

Question: Is Ingram where books are printed?

Answer: Amazon products are printed by Amazon (or a third party) and Ingram products are printed by Ingram (or a third party). No matter where books are sold, they are printed at one of these two locations. Therefore, all sales reports are derived from the printing vendor.

Question: Please explain in detail the 2-year contract.

Answer: The 2-year contract will look exactly like the 1-year contract except it will be for 2 years.

Question: What if a life event occurs during the 2-year contract?

Answer: The only life event that would impact the contract is death of either the Author or Publisher:

- **Death of Author:** In the event of the Author's death, the Author's estate will be paid/reported the same as the Author. (It is up to the Author to designate / provide emergency contact information.)
- **Death of the Publisher:** In the event of the Publisher's death, the Author will have the following options:
 - **Option 1:** Continue the contract with the designated successor under the same terms.
 - **Option 2:** Settle (dissolve) the contract with all outstanding royalties being paid and final files sent to the Author. The book

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will be moved to an “unpublished” status within the Publisher’s account. (**Note:** *The Author may re-publish their book(s) elsewhere with a new ISBN. Butterfly Typeface Publishing will not provide or pay for a new ISBN in the event of the Publisher’s death.*)

(**Note:** *In the case where the Author is maintaining their own account, there would be no impact in the event of the Publisher’s death.*)

Question: What occurs if an Author does not write a book during a year?

Answer: The Author is not required to write any more books unless specified in the contract. If the Author does write additional books, they must not ‘compete’ with the current book(s) while the contract is active. However, the Author is not required to publish any additional book(s) with the Butterfly Typeface Publishing. Each book(s) has a separate contract.

Question: Can the contract be for a year instead of 2 years?

Answer: No.

Question: As an Author can the contract be reviewed before signing?

Answer: The Author is always encouraged (and given ample opportunity) to review their contract before signing. We also notify Authors that they are allowed to have their attorney (or any other trusted advisor) review the contract as well.

Question: If there are questions are you available to schedule a meeting before moving forward?

Answer: Yes. This is always reiterated to Authors.

Question: Please explain the option where the Publisher provides maintenance for the Author’s book, but the Author can order their own books.

Answer: This is Ghost Publishing Option #1:

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This option provides the Author with the security of being under the Butterfly Typeface umbrella. We would have access to the Author's account to perform any maintenance as requested and the Author would have access to the account as well to order books, download reports, and speak to the vendor directly. With this option, reports and payments are sent directly to the Author.

Question: Explain how the Author could successfully maneuver this option especially if they are a first time Author?

Answer: Training will be provided. Also, as owner of the account, the Author also has benefit of training guides built within the program as well as direct access with the vendor's Customer Service staff.

Question: What platforms are books, eBooks, and audiobooks available?

- **Amazon products:**
 - Main platform (highest royalty): Amazon
 - Expanded distribution as appropriate: All other online book vendors (i.e., Wal-Mart, Target, Barnes and Noble etc.)

- **Ingram products:**
 - Main platform (highest royalty): Barnes and Noble
 - Expanded distribution as appropriate: All other online book vendors (i.e., Amazon, Wal-Mart, Target, etc.)

- **Audio products:**
 - Main platform: Audible.com
 - Also available on iTunes and Amazon

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OBSERVATIONS

Observation: A better communication process throughout the publishing of a book for an Author is needed. At times, an Author should be able to schedule a meeting. Sometimes emails sent by both parties are miscommunications and more clarity is needed.

Response: From the initial contact, Authors are told and encouraged to ask questions. Authors are also told that telephone and/or zoom calls are an option but must be scheduled.

Observation: Delayed payments should be shared with an Author once you know you are not able to deliver on the deadline dates. (As I recognize unexpected circumstances occur, please immediately communicate to the Authors. Some Authors may rely on these payments for their income.)

Response: We make every effort to release reports and payments timely. Holidays and weekends can alter the schedule, and this has been communicated and documented.

Note: *We are aware of the issues and that is the major reason for the current conversion. The number of Authors in our account has grown. Not all expired contracts will be renewed. A smaller account will help to ensure that we are able to provide a higher level of personalized, quality service – to include timely reporting and payments.*

Observation: You stated in an earlier email you are going to have all Author items closed out by November.

Response: We are closing November and December to finalize all 2021 contracts. If you have a product that is due to be released in 2021, it will be released, and we will be in contact with you. You will also be able to order books as appropriate.

Note: Currently published Authors should order their books prior to October 31. We will not place orders for existing published Authors until we re-open in January 2022.