

Summary Report on MiPA General Meeting—December 8 2020
26 Participating on Zoom from five states (Minnesota, Wisconsin, Michigan, North
Dakota, Ohio)

2020 HOLIDAY PARTY!

Discussions:

1. Suzanne introduced board members who described their expertise.
2. Karen, Jennifer, and Paul discussed printer runs, delays, and print-on-demand decisions.
3. David Gates talked about his journey into publishing of *Post Office Murals*—Wisconsin, and his future printing and marketing plans. A long discussion followed.
4. Holly's cat was a hit.
5. Chelsie asked how she could contact MiPA people. Paul suggested: [Facebook.com/midwestpublishers](https://www.facebook.com/midwestpublishers).
6. Victoria asked how to get started in publishing. Jennifer mentioned her first published book, *Publishing for Profit* by Thomas Woll, and how that got her started. When publishing books for others, you need a system of questions to ask up front. Colin suggested educating authors right away on marketing and publicity. Suzanne said teaching the author how to do a reading is important. Karen said, set up systems for yourself, something consistent. Timelines like Todoist or Asana can be helpful for planning.
7. Selling POD can be profitable according to Victoria. Bookstores don't order through Amazon, so be sure to use Ingram/Sparks, but you will still need to market so the bookstores and others will go to Ingram.
8. Judith asked, "I've sold book on Ingram Sparks, but will it compete with Amazon?" Victoria said, "Be sure to deselect 'expanded distribution' in Amazon." Set them up to not cross-promote the book. Contact Victoria for more info: office@feetwetwriting.com.

Be careful not to buy ISBN number through Amazon KDP (free). Buy it yourself so you can sell in other ways.

9. Nancy asked about how to price a book. Answers: research comparable titles, use the 1 to 4 print-to-price ratio, and consider how many books you expect to sell (Suzanne added, “use magic”).
10. Colin asked, “How should I price e-books? The big five start with e-books at up to \$11.99 to \$14.99 and concurrently sell hardcover and then sell paperbacks a year later.” Of course, Amazon sells many at \$1.99 which skews the system, according to Paul. Sybil said you get a better royalty if you sell between \$2.99 and \$9.99. Similar answers for children’s books. Holly negotiated with individual sellers to split the profit on her expensive beautiful book.
11. How does one go out of business in cases where there is are subscribers? Suggestions: tell subscribers early, prorate the fee and return some, check legal requirements, and give them equal-value options, possibly sell to another company, and return books to authors if you are the publisher.
12. Has anyone attended IBPA PubU? Jennifer found the networking most valuable and with a few other nuggets. It costs \$239 for members this year. David Gates went last year. He thought the networking was good and worth it. The sessions this year are recorded and can be watched later.
13. MiPA’s January meeting will focus on audiobooks with a panel of experts.
14. Happy Holidays everyone!



Victoria Rydberg-Nania

BIG BOX OF PRIZE-WINNING BOOKS (FOR DESIGNED BACKGROUND)

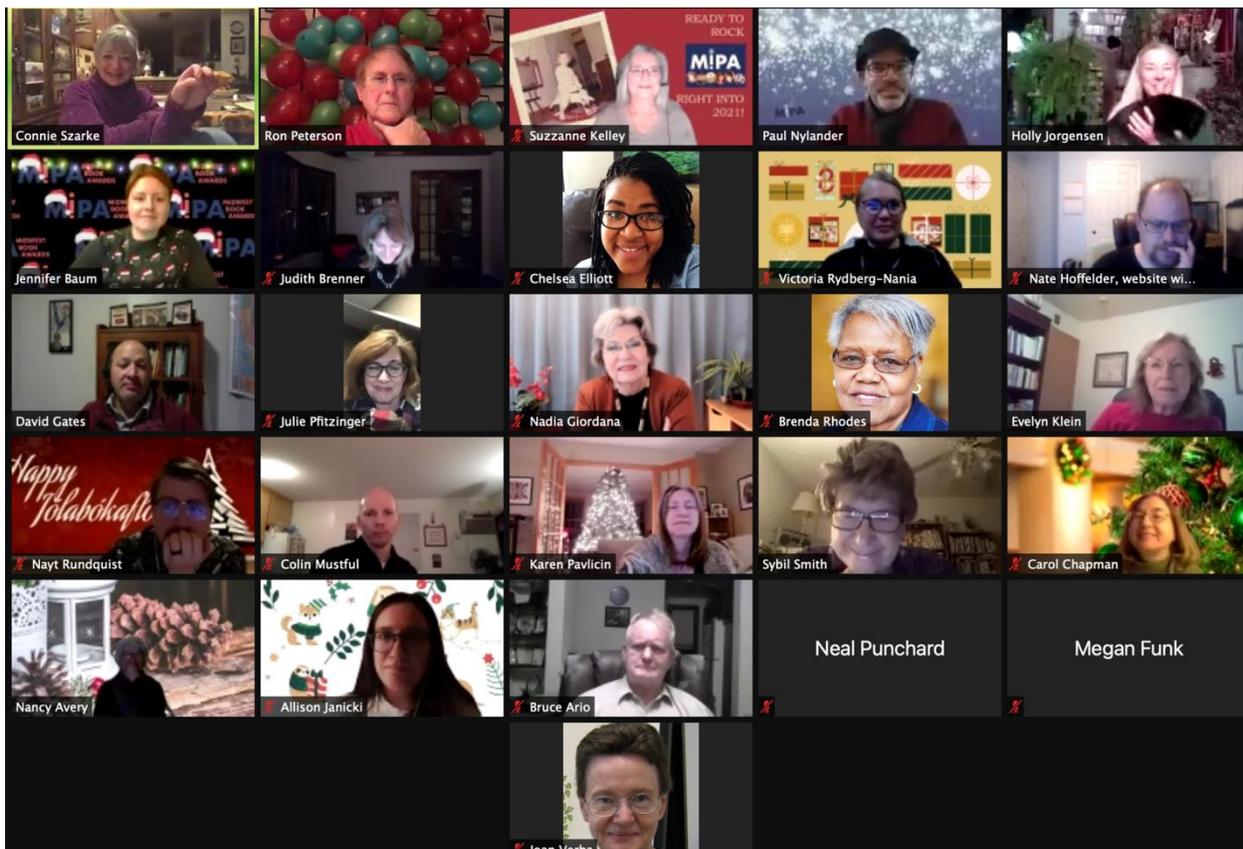


Chelsea Elliott

SMALL BOX OF BOOKS WINNER (NATURAL BACKGROUND—OLIVIA)



PAUL NYLANDER'S COOL BACKGROUND (NO AWARD BECAUSE HE IS A BOARD MEMBER)



THE WHOLE GANG

Allison Janicki
Brenda Rhodes
Bruce Ario
Carol Chapman
Chelsia Elliot
Colin Mustful
Connie Szarje
David Gates
Evelyn Klein
Holly Jorgensen
Jennifer Baum
Joan Verba
Judith Brenner

Judith Pfitzinger
Karen Pavicin
Megan Funk
Nadia Giodana
Nanvy Avey
Nate Hoffelder
Nayt Rundquist
Neal Puchard
Paul Nylander
Ron Peterson
Suzanne Kelley
Sybil Smith
Victoria Rydberg-Nania