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Date: Wed, 28 May 2008 11:17:15 -0700 (PDT)
From: "DON DAVIDSON"
Subject: Your email of 5-28-2008 RE pricing, marketing, etc.
To: "Denise @ PublishAmerica" <denise@publishamerica.com>, "PublishAmerica Author Support Team" <support@publishamerica.com>

To: Publish America Support
ATTN: Denise

Thank you for your prompt response today to my email of yesterday. However, I must tell you that your response was very disappointing.

First, you did not address, or even acknowledge, my request that PublishAmerica (PA) stop sending me solicitations to buy my own book. By my count, PA has sent me at least a dozen such solicitations since I signed the contract last summer. I told PA in August of last year that I have no intention of purchasing copies of my own book, and that is not going to change. **Please remove my email address from PA's solicitation list immediately and send me no future solicitations.**

Next, I asked about PA's pricing policies. Your response frankly did not make any sense to me, since you stated: "The price of a book is based on many different factors, including the number of pages, content, and what the market will bear for the work. Because this is not decided on until the very last stages of the production process, it would be impossible to quote a price for this work at this time."

But surely you know that we are well past the production stage with my book. I have already received my two author copies. My book is listed for sale on several internet web sites, at a cost of \$19.95 and up. PA's own online bookstore lists it for sale at \$16.95. I was simply asking for an explanation of how that price is determined. In my experience, \$19.95, or even \$16.95, is quite expensive for a diminutive paperback book with no pictures. If other publishers can sell similar books for much less, what justifies your higher price? Your response did not provide an answer.

But the most disappointing aspect of your response pertained to the marketing of my book. I see nothing in your response that indicates that PA has done, or intends to do, any aggressive marketing of my book to the general public. Feel free to correct me if I am wrong, but it appears to me that the only public marketing PA has done for my book is to send out a press release to a few newspapers in my local area. I will add that this press release was based almost word-for-word on what I wrote for the back cover of the book, and that I supplied the addresses for the newspapers to whom it was sent. The press release must have involved little effort on the part of your company. Indeed, the only aggressive marketing I have seen by your company thus far has been PA's repeated efforts to try to convince me to buy my own book.

Last August I wrote PA about concerns I had after reading comments about your company on the internet. Those concerns included the allegation that your company does no meaningful public marketing of the books you accept for publication and that you make your money by selling books to the authors themselves and to an author's friends and family members. My own experience with your company seems to confirm the truth of what I read on the internet. Although your contract is artfully worded to give the impression that you will aggressively market my book to the public through normal commercial channels and methods, it appears that you do nothing of the sort. If I am wrong, I invite you to prove me wrong.

I will now extend to PA the same offer I made last August. We can mutually agree to terminate our contract and go our separate ways, without further obligation on either side. You have made no money off of me to date, and whether or not you choose to terminate the contract, you will make no money off of me in the future.

On the other hand, if this contract is not terminated or otherwise voided prior to July, 2014, **please accept this as my written notice in accordance with paragraph 1 of the contract that I am declining to renew this contract for an additional period of seven years when the seven-year contract period expires in July, 2014.**

May God bless,

Don Davidson

Author of *The Eternal Perspective: Essays on the Truth of Christianity by a Former Skeptic*