

Devyn Yan Radke
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Business of Book Publishing: Final Portfolio

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Business Plan

Company Name: Taurus Publishing

Niche: Non-fiction/memoir sector

Company Structure: LLC.

Product: Hardcover & Paperback books

Distribution Plan

Printer & Warehouse: Ingram Content Group

↳ Expanded Distribution

↳ Brick & Mortar

- Powell's Bookstore
- Elliot Bay Book Company

↳ Wholesalers & Buyers

- Ingram Content Group

↳ Bookstores

↳ READER

↳ Online Distribution

↳ Online Retailers

- Bookshop
- Better World Books
- Powell's Books

↳ READER

↳ Direct-to-Consumer

↳ Personal Sales Website/Page

- Author website
- Company website

↳ READER

Mission Statement

Taurus Publishing LLC is an independent publishing company headquartered in Portland, OR. We are a literary press with a special interest in memoirs and self-help books written by BIPOC authors. We strive to provide powerful, inclusive, and representative books to young adult and adult readers.

Funding for an LLC - Plan 2: \$10,000 - \$100,000

Crowdsourcing: Kickstarters or IndieGogo

Sponsors: SponsorMyBook

Fundraising: with clients & networking

Business/Writing Grants: The Awesome Foundation, National Association of the Self-Employed (NASE), The Amber Grant

Ongoing costs for an LLC in Oregon

- \$100 for filing + annual payments of \$100 for insurance
- \$100 for a business license / Filing fee: \$50
 - \$200 license renewal every 2 years

Organizational Chart & Salaries

Publisher (\$60,000): This position is in charge of overseeing the development of publishing projects from start to finish. The Publisher weighs in on manuscript acquisitions, legal rights acquisitions, and sales and promotion. Other duties include editorial management, overseeing production flow, tracking production schedules, managing production costs, and forecasting sales revenue. This position will require juggling various projects, in various production stages, all at once.

Acquisitions (\$50,000): This position's responsibilities are to find and sign the strongest author candidates to publish and maintain relationships with authors. Other responsibilities include developing and maintaining relationships with authors, negotiating contracts with the author within established parameters of the financial targets, and maintaining the system of acquiring to meet departmental goals.

Editorial (\$50,000): This position's main responsibility is to supervise the editing activities of the press. The Editor will guide the entire editing process, ensuring that production needs are met on schedule and within deadlines. They are responsible for performing developmental and copy editing, providing expertise about editorial processes, and managing editorial and production budgets. Additionally, the Editor will maintain relationships with outside vendors and provide mentorship and guidance to any team of freelance writers, editors, layout designers etc.

Marketing (\$55,000): This position will aim to plan, implement, and manage marketing materials and campaigns for a range of titles for the press. Their duty is to understand the value of an audience and are constantly looking at building relationships to achieve platform growth and drive book sales. The Marketing Manager will develop digital and social media content when planning and implementing advertising campaigns. Other duties may include writing copy for book proofs and print materials.

Design (\$50,000): This position will manage any and all design tasks and schedules. They will also manage any team of freelance book illustrators or designers. They are responsible for the look and feel of a book and allocating the right illustrator to a project. They are also responsible for the company's visual branding and for overseeing titles through the design process until they go into production. This position requires duties such as cover design, typesetting, and visually proofreading the book.

Sales (\$50,000): This position's main responsibility is getting books to market and into other formats and media. It's important to note that publishers focus is on selling books to bookstores and other distribution outlets, not readers. The Sales Manager may work with a bookstore not only to get their books in stock. They will direct and oversee the press' sales policies, objectives, and initiatives. The Sales Manager will be required to set short- and long-term sales goals and strategies and they will evaluate the effectiveness of current sales programs. Lastly, the Sales

Manager will continually recommend product or service ideas to improve customer satisfaction and sales potential.

Principal Members & Advisory Board

- President: Janice Lee (Executive Editor at *Entropy*, partner at *The Accomplices*)
- Vice President: Felice Laverne (Literary Agent and Founder of *Art & Deco Agency*)
- Other members: Anyusha Rose (Managing Editor for *Parlia*), Emily Keough (Book Publicist for *Mindbuck Media*), Sangi Lama (Marketing Assistant for *Tin House*)

Marketing & Sales

Sales Plan #1

Title: Tea Drinker

Author: Emma Nellor

Description: In this debut memoir, Emma Nellor meticulously dissects the experience of being a Chinese-adoptee living in Seattle, WA. In hopes of reclaiming an identity, a summer trip to China changes everything when a biological family is found after nearly 2 decades. In her fearless and transformative memoir, Nellor struggles with the meaning of life and her sense of place in a community. By creating a platform of what means to be adopted, Nellor embraces the intersections of identity, self-love, and a new imagined freedom.

Categories

BIO002020 | **BIOGRAPHY & AUTOBIOGRAPHY** / Cultural, Ethnic & Regional / Asian & Asian American

FAM004000 | **FAMILY & RELATIONSHIPS** / Adoption & Fostering

SEL042000 | **SELF-HELP** / Emotions

SEL016000 | **SELF-HELP** / Personal Growth / Happiness

Format: Hardcover / Paperback

Trim Size: 5in x 7in

Page Count: 256

Imprint: StarrySky Imprint

Warehouse date: May 23, 2022

Publication date: June 22, 2022

ISBN: 9781932010424

List Price: \$14.95

Initial Print Run: 1,000

Book Code Book Title Abbreviation: TDRINKER

Edition: 1st Edition

Competition: (list and tell why)

- *All You Could Ever Know: A Memoir* by Nicole Chung
 - ISBN: 978-1936787975
 - Publisher: Catapult (October 2, 2018)

- Pages: 240 pages
- This memoir touches on topics of adoption, abandonment, and challenges the Asian-American narrative living in predominantly white communities. Other themes include depression and anxiety related to transracial adoption. This is a good competitive title as it deals with similar themes and narrative.
- *Lucky Times Two: An Adoption Memoir* by Sandra Wilson
 - ISBN: 978-1735063102
 - Publisher: Eloise Anthony Publishing House (July 29, 2020)
 - Pages: 254 pages
 - This memoir goes in depth about the adoption experience growing up and finding oneself. This narrative acknowledges sides from both parent and child and gives perspective on the trauma of adoption. This is a good competitive title because it highlights similar traumas and self-healing topics.
- *Inconvenient Daughter* by Lauren J. Sharkey
 - ISBN: 978-1617759345
 - Publisher: Kaylie Jones Books (June 23, 2020)
 - Pages: 198 pages
 - This memoir faces transracial adoption head on and destigmatizes myths about adoption. This book is about a personal journey through life and figuring out where they "belong." This is a good competitive title because it debunks how adoption is viewed in popular culture and narrates life-altering experiences.

Societies and Organizations that may be helpful to sell the book(s):

- [Great Wall China Adoption](#) (non-profit organization)
- [Holt International: China](#) (non-profit organization)
- [OneSky](#) (non-profit organization)

Specific Audiences:

- Books appeals to audiences who are:
 - Transracial Adoptees
 - Asian-Adoptees
 - Parents or family members of Asian/Transracial-Adoptees
 - Asian-Americans in US
 - Enrolled in Asian-American Studies courses/programs

Author Resources: Friends, family members, board members from adoption agencies, adoption agencies, adoption-related organizations/groups, staff/faculty of Asian-American Studies courses

Events: Adoption agency gatherings

Are there related topics to this book that will help to sell more copies?

- Memoir/Self-help
- Adoption
- Grief

- Intergenerational conflict

Strongest Selling points:

- As a transracial adoptee themselves, they will be able to promote the book within their adoption-related groups and other programs.

Tie in sales with Holiday or Event:

- National Adoption Day
- "Gotcha" Days
- Birthdays

Series Information (titles, pub dates, etc.): N/A

Sales Outlets:

Chains –

- B&N
- Hastings
- Books A Million

Indies –

- Wallace Books
- Mother Foucault's Bookshop
- Annie Bloom's Books

Internet Retailers –

- Amazon
- BookShop
- Powell's Bookstore

Libraries –

- Multnomah County Library
- The Seattle Public Library

Specialty Accounts: N/A

International Sales:

- International adoption agencies

Are there any special emphasis in the materials as a Textbook, Trade Book, Professional Book, Literary Book, Direct Mail, etc.? Can we sell to this market? : N/A

Strategy / Tactics

- Review Copies
 - ARC to instagram book reviewers
 - @ Booksandpolkadots
 - @ Mentallybooked
 - @ Bookswithtay
 - ARC for article based book reviews

■ The Strand Magazine

- Giveaway Book Events
 - Portland Book Festival
 - Seattle Antiquarian Book Fair
 - Alaska Book Week

Promotional Materials

- Book website
- Bookmarks

SOCIAL MEDIA

- Facebook
 - Updates on upcoming events that the author will attend
 - Author interviews & book review updates
- Twitter
 - Promotional giveaways & raffles
- Instagram
 - Post book excerpts & small clips of the author reading them
 - A chance to interact with the author
 - Q&A on their insta-story
 - Random giveaway by tagging friends

Advertising:

- Digital Advertising
- Email advertising

Print:

- Full horizontal banner in The Strand Magazine
- ¼ vertical ad in Publisher's Weekly
- ¼ vertical ad in The Bookseller

Press Kit

- The Press Kit will contain the following:
 - Contact info
 - Author bio
 - Press release

Book Launch and Event Opportunities:

- Portland Book Festival
- Seattle Antiquarian Book Fair
- Alaska Book Week
- Las Vegas Book Festival

Sales Plan #2**Title:** Finding Kassie**Author:** Kassie Smith

Description: Reflection Lake is legendary in the Pacific Northwest, but not for its beauty or location. Something eerie happens at this lake, and while many are curious, most are smart enough to not go looking for it. The lake is said to change you in fundamental ways, but the few who come back can't, or won't, talk about what happens. In this debut memoir, Kassie Smith, a victim of domestic violence, travels to Reflection Lake in Washington in hopes to heal from her recent traumas. After hiking for hours, getting lost in the forest, and swimming in the mysterious lake, Smith is able to reflect on her trauma. Smith beautifully blends memoir and thriller to narrate her journey of self-love and survival.

Categories:FIC030000 **FICTION** / Thrillers / SuspenseSEL016000 | **SELF-HELP** / Personal Growth / HappinessHIS036110 **HISTORY** / United States / State & Local / Pacific Northwest (OR, WA)**Format:** Hardcover / Paperback**Trim Size:** 5.3 x 0.9 x 8.3 inches**Page Count:** 204**Imprint:** StarrySky Imprint**Warehouse date:** August 23, 2022**Publication date:** September 22, 2022**ISBN:** 9781932011875**List Price:** \$16.99**Initial Print Run:** 1000**Book Code Book Title Abbreviation:** FINDINGKKS**Edition:** 1st Edition**Competition:**

1. *Haunted House Murder* by Leslie Meier, Lee Hollis, and Barbara Ross, \$17.43, 336 pages, 978-1496719966, August 2019, Kensington Books. RTD: 2,278
 - “Tricks and treats keep the Halloween spirit alive in coastal Maine. But this year the haunted house theme is getting carried a little too far...” This book features three short stories that revolve around the same haunted house, its history, and a few murders. The characters internalize their traumas and make personal realizations. The balance of those elements make this an adequate comparative title.
2. *The Hunger* by Alma Katsu, \$20.41, 384 pages, 978-0735212510, March 2018, G.P. Putnam's Sons. RTD: 7,818
 - “As members of the group begin to disappear, the survivors start to wonder if there really is something disturbing, and hungry, waiting for them in the

mountains...and whether the evil that has unfolded around them may have in fact been growing within them all along. Effortlessly combining the supernatural and the historical, *The Hunger* is an eerie, thrilling look at the volatility of human nature, pushed to its breaking point.” This book relies heavily on the land’s history and the characters’ memoir stories.

3. *Haunted Hikes* by Maren Horjus, \$16.95, 240 pages, 978-1493030644, September 2017, Falcon Guides Imprint. RTD: 816
 - “Haunted Hikes tells the stories behind 100 spooky and sinister areas across the country—from the Ghost House Trail in Big Ridge State Park, Tennessee, where photographs of the cemetery yield silhouettes of families laid to rest there...” This book highlights the paranormal history of landmarks and the real-life consequences people have faced when going to these places. It relays a similar tone of eeriness and mystery.

Societies and Organizations that may be helpful to sell the book(s):

- Mystery Writers of America
 - <https://mysterywriters.org/>

Specific Audiences:

- Survivors of trauma
- Young adult/Adult audiences
- Readers who enjoy...
 - Self-help books
 - mysteries/thrillers
 - the history/myths of the Pacific Northwest

Author Resources: Friends, family members, staff/faculty of self-help journals

Events

- Portland Book Festival
- Seattle Antiquarian Book Fair
- Alaska Book Week
- Las Vegas Book Festival

Are there related topics to this book that will help to sell more copies?

- Psychological thriller
- Memoir/self-help
- Survival and healing

Strongest Selling points:

- Strong elements of the PNW and landmark history
- Appeals to the paranormal
- Appeals to survival and healing
- Based on actual events of a real place w/ an urban legend

Sales Outlets:

Chains –

B&N
Hastings
Books A Million

Indies –

- Wallace Books
- Mother Foucault's Bookshop
- Annie Bloom's Books

Internet Retailers –

Amazon
BookShop
Powell's Bookstore

Libraries –

Multnomah County Library
The Seattle Public Library

Specialty Accounts: N/A

International Sales: N/A

Are there any special emphasis in the materials as a Textbook, Trade Book, Professional Book, Literary Book, Direct Mail, etc.? Can we sell to this market? N/A

Strategy / Tactics

- Review Copies
 - ARC to instagram book reviewers
 - Crimebythebook
 - Suspensethrill
 - Angiesbookshelf
 - ARC for article based book reviews
 - The Strand Magazine
- Giveaway Book Events:
 - Portland Book Festival
 - Seattle Antiquarian Book Fair
 - Alaska Book Week

Promotional Materials

- Book website
- Bookmarks

Social Media:

- Facebook
 - Updates on upcoming events that the author will attend
 - Author interviews & book review updates
- Twitter
 - Promotional giveaways & raffles
- Instagram
 - Post book excerpts & small clips of the author reading them
 - A chance to interact with the author
 - Q&A on their insta-story
 - Random giveaway by tagging friends

Advertising:

- Digital Advertising
- Email advertising

Print:

- Full horizontal banner in The Strand Magazine
- ¼ vertical ad in Publisher's Weekly
- ¼ vertical ad in The Bookseller

Press Kit

- The Press Kit will contain the following:
 - Contact info
 - Author bio
 - Press release
 - Photographs of Reflection Lake

Book Launch and Event Opportunities:

- Portland Book Festival
- Seattle Antiquarian Book Fair
- Alaska Book Week
- Las Vegas Book Festival

P&Ls & Sales Forecast #1

Digital Print B&W P&L	Editorial Acquisition Stage 1.0					
Book Title:	Tea Drinker					
Author:	Emma Nellor					
Imprint:	StarrySky Imprint					
Season:	Winter 2020 - 21					
SB ISBN:	9781932010424					
PTO HB ISBN:	9781932010424					
Ebook ISBN:	9781932010424					
LSI Digital Trim:	6" x 9"					
Pages:	256					
Binding:	SB					
Paper:	55# White					
Illustrations:	None					
Color/B&W:	B&W					
Print Royalty:	10%					
Ebook Royalty:	25%					
Advance:	\$1,000.00 \$ 2,503.76 1st year Royalty					
Notes:	Softbound: Assumes printing 1,000 copies, 2X in first 12 months. Hardbound: PTO digital printing					
Sales Forecast:	Year 1 (12 months)	Year 2	Year 3	Year 4	Year 5	Total
Softbound Gross Units	2,831	1,800	833	655	390	6,509
Return Units	283	180	83	66	39	651
Softbound Net Units	2,548	1,620	750	590	351	5,858
<i>All You Could Ever Know</i>	4,583	2,385	1,846			8,814
<i>Lucky Times Two</i>	1,912	865				2,777
Combined Book P&L	Retail	Print Quantity	Est Net Sales	Profit Per Unit	Profit Dollars	Cont to Profit
Softbound	\$ 17.95	2,831	2,548	\$ 2.71	\$ 6,893	30%
Hardbound	\$ 19.95	500	100	\$ 0.69	\$ 69	7%
Ebook	\$ 3.95	- 0	250	\$ 0.78	\$ 196	42%
Contribution to Profit		3,331	2,898	\$ 2.47	\$ 7,157	29%

Softbound Book P&L							
Softbound Retail:	\$	17.95	Unit Price:	\$	1.90		
Print Royalty:		10%	Ratio:		9.47 to 1		
Print Quantity:		2,831	Cont to Profit:		30%		
			Per Unit	Dollars			
Estimated Print Sales:	Gross Sales	\$	8.98	\$	25,408		
	Returns	\$	8.98	\$	2,541	10%	
	Net Sales	\$	8.98	\$	22,867	50.00% discount	
	PPB	\$	(1.90)	\$	(4,831)	21% 1M + 1M	
	Prepress	\$	(0.78)	\$	(1,997)	94% % of total sales	
	Sales & Distrib	\$	(2.24)	\$	(5,717)	25% % of SB sales	
	Marketing	\$	(0.45)	\$	(1,143)	5% % of SB sales	
	Print Royalty	\$	(0.90)	\$	(2,287)	10% % of SB sales	
Contribution to Profit		\$	2.71	\$	6,893	30%	
Break Even Units					897		
Hardbound Book P&L							
Hardbound Retail:	\$	19.95	Unit Price:	\$	4.43		
Print Royalty:		10%	Ratio:		4.51 to 1		
P-T-O Quantity:		500	Cont to Profit:		7%		
			Per Unit	Dollars			
Estimated Print Sales:	Net Sales	\$	9.98	\$	998	50.00% discount	
	PPB	\$	(4.43)	\$	(443)		
	Prepress	\$	(0.87)	\$	(87)	4% % of total sales	
	Sales & Distrib	\$	(2.49)	\$	(249)	25% % of HB sales	
	Marketing	\$	(0.50)	\$	(50)	5% % of HB sales	
	Print Royalty	\$	(1.00)	\$	(100)	10% % of HB sales	
Contribution to Profit		\$	0.69	\$	69	7%	
Break Even Units					63		

Ebook P&L					
Ebook Retail:	\$	3.95			
Ebook Royalty:		25%	Cont to Profit:	42%	
		Per Unit	Dollars		
	Ebook Sales	\$	1.88	\$	469
				52.50%	discount
Estimated Ebook Sales:	Conversion Costs	\$	(0.34)	\$	(84)
				0.33	per pg [.66 cplx]
	Storage Fees	\$	(0.03)	\$	(7)
				1.5%	% of Ebk sales
% of Total:	Prepress	\$	(0.16)	\$	(41)
				2%	% of total sales
	Sales & Distrib	\$	(0.09)	\$	(23)
				5%	% of Ebk sales
	Ebook Royalty	\$	(0.47)	\$	(117)
				25%	% of Ebk sales
Contribution to Profit		\$	0.78	\$	196
				42%	
Break Even Units				124	
Book Cost	SB PPB		HB PPB No Jckt		Jckt
Code:	1 - 99	2.47	1 - 99	6.89	8.44
1	100 - 249	2.12	100 - 249	5.90	7.45
	250 - 499	1.94	250 - 499	5.41	6.96
	500 - 749	1.76	500 - 749	4.92	6.47
	750 - 999	1.59	750 - 999	4.43	5.98
	1000+	1.90	1000+	3.94	5.49

Prepress Cost Detail

Title	Tea Drinker				
Author	Emma Nellor				
ISBN	9781932010424				
Trim	6" x 9"				
Format	SB				
Pages	256				
				Budget	Actual
Plant/Development Costs					
Text:	translation				
	permissions				
	research/fact checking				
	editing			600.00	
	proofreading			200.00	
	indexing				
	proofing				
Art:	design/layout			1,000.00	
	other map				
	illustrator				
	artwork fees				
	photo permissions	COVER		300.00	
Jacket:	color separations				
	jacket/cover design				
	jacket/cover prep				
	ARCs			25.00	
Total Plant/Development Cost				\$ 2,125.00	\$ -

P&Ls & Sales Forecast #2

Digital Print B&W P&L		Editorial Acquisition Stage 1.0					
Book Title:	Finding Kassie						
Author:	Kassie Smith						
Imprint:	StarrySky Imprint						
Season:	Winter 2020 - 21						
SB ISBN:	9781932010424						
PTO HB ISBN:	9781932010424						
Ebook ISBN:	9781932010424						
LSI Digital Trim:	6" x 9"						
Pages:	204						
Binding:	SB						
Paper:	55# White						
Illustrations:	None						
Color/B&W:	B&W						
Print Royalty:	10%						
Ebook Royalty:	25%						
Advance:	\$1,000.00	\$ 1,879.29	1st year Royalty				
Notes:	Softbound: Assumes printing 1,000 copies, 2X in first 12 months.		Hardbound: PTO digital printing				
Sales Forecast:	Year 1 (12 months)	Year 2	Year 3	Year 4	Year 5	Total	
Softbound Gross Units	1,831	1,111	633	555	390	4,520	Returns %
Return Units	183	111	63	56	39	452	10%
Softbound Net Units	1,648	1,000	570	500	351	4,068	
<i>The Hunger</i>	4,983	2,385	1,846			9,214	Comp Title
<i>Haunted House Murder</i>	1,912	865				2,777	Comp Title
Combined Book P&L	Retail	Print Quantity	Est Net Sales	Profit Per Unit	Profit Dollars	Cont to Profit	Mark-up
Softbound	\$ 19.99	1,831	1,648	\$ 2.93	\$ 4,823	29%	10.5
Hardbound	\$ 22.99	500	100	\$ 1.12	\$ 112	10%	5.2
Ebook	\$ 3.95	- 0	250	\$ 0.80	\$ 199	42%	n/a
Contribution to Profit		2,331	1,998	\$ 2.57	\$ 5,134	28%	
Softbound Book P&L							
Softbound Retail:	\$ 19.99	Unit Price:	\$ 1.90				
Print Royalty:	10%	Ratio:	10.54 to 1				
Print Quantity:	1,831	Cont to Profit:	29%				
		Per Unit	Dollars				
Estimated Print Sales:	Gross Sales	\$ 10.00	\$ 18,301				
	Returns	\$ 10.00	\$ 1,830		10%		
	Net Sales	\$ 10.00	\$ 16,471		50.00%	discount	
	PPB	\$ (1.90)	\$ (3,124)		19%	1M + 1M	
	Prepress	\$ (1.17)	\$ (1,935)		91%	% of total sales	
	Sales & Distrib	\$ (2.50)	\$ (4,118)		25%	% of SB sales	
	Marketing	\$ (0.50)	\$ (824)		5%	% of SB sales	
	Print Royalty	\$ (1.00)	\$ (1,647)		10%	% of SB sales	
Contribution to Profit		\$ 2.93	\$ 4,823		29%		
Break Even Units			521				
Hardbound Book P&L							
Hardbound Retail:	\$ 22.99	Unit Price:	\$ 4.43				
Print Royalty:	10%	Ratio:	5.19 to 1				
P-T-O Quantity:	500	Cont to Profit:	10%				
		Per Unit	Dollars				
Estimated Print Sales:	Net Sales	\$ 11.50	\$ 1,150		50.00%	discount	
	PPB	\$ (4.43)	\$ (443)				
	Prepress	\$ (1.35)	\$ (135)		6%	% of total sales	
	Sales & Distrib	\$ (2.87)	\$ (287)		25%	% of HB sales	
	Marketing	\$ (0.57)	\$ (57)		5%	% of HB sales	
	Print Royalty	\$ (1.15)	\$ (115)		10%	% of HB sales	
Contribution to Profit		\$ 1.12	\$ 112		10%		
Break Even Units			56				

Ebook P&L					
Ebook Retail:	\$	3.95			
Ebook Royalty:		25%	Cont to Profit:	42%	
		Per Unit	Dollars		
	Ebook Sales	\$ 1.88	\$ 469	52.50%	discount
Estimated Ebook Sales:	Conversion Costs	\$ (0.27)	\$ (67)	0.33	per pg [.66 cplx]
	Storage Fees	\$ (0.03)	\$ (7)	1.5%	% of Ebk sales
% of Total:	Prepress	\$ (0.22)	\$ (55)	3%	% of total sales
	Sales & Distrib	\$ (0.09)	\$ (23)	5%	% of Ebk sales
	Ebook Royalty	\$ (0.47)	\$ (117)	25%	% of Ebk sales
Contribution to Profit		\$ 0.80	\$ 199	42%	
Break Even Units			115		
Book Cost	SB PPB		HB PPB No Jckt		Jckt
Code:	1 - 99	2.47	1 - 99	6.89	8.44
1	100 - 249	2.12	100 - 249	5.90	7.45
	250 - 499	1.94	250 - 499	5.41	6.96
	500 - 749	1.76	500 - 749	4.92	6.47
	750 - 999	1.59	750 - 999	4.43	5.98
	1000+	1.90	1000+	3.94	5.49

Prepress Cost Detail

Title	Finding Kassie				
Author	Kassie Smith				
ISBN	9781932011875				
Trim	5.3 x 0.9 x 8.3				
Format	SB				
Pages	204				
			Budget		Actual
Plant/Development Costs					
Text:	translation				
	permissions				
	research/fact checking				
	editing		600.00		
	proofreading		200.00		
	indexing				
	proofing				
	design/layout		1,000.00		
	other map				
Art:	illustrator				
	artwork fees				
	photo permissions	COVER			
	color separations				
Jacket:	jacket/cover design				
	jacket/cover prep				
	ARCs		25.00		
Total Plant/Development Cost			\$ 1,825.00		\$ -

Royalty Statements

[illegible]

Market Research

The Big 5 publishers have always dominated the publishing industry, but more specifically, they have published 66.7% of the 15 popular memoir books on Amazon. This illustrates an adequate assumption that Penguin Random House is prosperous in this sector. In regards to small or independent publishers, SkyHorse Publishing has done relatively well in the memoir sector. SkyHorse has 19 imprints ranging in topics from travel to children's books to memoir. This year, their published book, *Disloyal: A Memoir* by Michael D. Cohen, had a political focus and ranked in the top 15 of favorites on Amazon. Before this book, SkyHorse had about 50 books on the New York Times Bestseller's List in the past, many of which were memoirs. With the rise of technology and the curiosity of genealogy, memoirs centered on DNA evidence/testing to track family roots have become popular. Books like Dani Shapiro's *Inheritance* and Randy Lindsey's *The Milkmaid's Son*, both published last year, shed light on family drama as a result of DNA testing. The fascination with DNA memoirs is part drama and part mystery. Most of 2020 NYTimes bestsellers lists topped for non-fiction, 8 out of 15 books are memoirs and autobiographies, some with a political focus.

Networking, social media content, and press releases need to be launched to key sponsors, partnering companies, and/or partnering agents. Pushing out social media will alert those key people of our mission statement and books we set out to publish. Ads in Publisher's Weekly or Publisher's Lunch will let the wider industry know about the company and what we're seeking for in representation and manuscripts.

Marketing & Sales:

Steps to open my business

- Website
- Professional email
- Insurance
- Contracts
- Company Introductions
- Company banking account (credit card system)
- Social media accounts / Zoom account
- Trello/Google Suite set up

Glossary

Above the Treeline: Open access for Indie Bookstores to track online inventory. Used by the bookstore and distributors.

Amazon: World's largest online retailer. Started by Jeff Bezos in 1994.

Author: Author, writer, and the books promoter.

Author Questionnaire: Includes detailed questions about the author. Used in house and sometimes out of the house for key information.

Backlist: Titles that were published more than one year ago. Always sell the backlist.

Baker & Taylor: ~~Wholesaler~~ & Distributor

BEA: BookExpo - The largest book show in the U.S

Big Box Stores: Large retailers like Costco.

BISAC Codes: Codes used to further determine the subject matter of the book. BISAC Codes are controlled by BISG (Book Industry Study Group). BISAC Codes are from the Committee.

BLAD: Book Layout And Design. Normally the cover and 8 pages.

Book: Your best sales tool.

Book Cover: Includes the title, author, ISBN, blurbs, prices, art.

Book Title Abbreviation: Nine characters used to identify the book for inventory management systems. (ex: PORBESCHE - Portland's Best Chef's)

Bowker: Assigns the ISBNs and maintains Books in Print. Books in Print is a database of all titles in print or about to come into print.

Branding: The image your press develops. Includes specialization, regions, and/or quality of work (ex: *Dummies* brand).

Catalog: "The list." Includes cover images of the books in print for a specific publisher or distributor. Used for marketing, sales, and ordering.

Collateral: Materials to be passed out to market the book, including postcards, bookmarks, buttons, mugs, etc. Also called "swag."

CO-OP: A percentage of sales that must be spent by the publisher. Normally used to promote your books through the chains and wholesalers.

Deal Buy: To offer a retailer a higher percentage discount to move inventory.

E-Book: A book that is published in an electronic format, instead of on paper. Normally the author gets a higher royalty for E-books.

- EDI (Electronic Data Interchange)
- Enables ordering, account information, directly from buyer to publisher. Allows for advanced shipping notices, ASN's (for all of the different locations of a chain store) and return information.

Edelweiss: Listing of over 100 publishers in catalog format. Used to display new titles to bookstore buyers. Publishers pay to be on the service. Bookstore access is free.

Embargo: The act of a publisher marking a specific date to release a book for retail sale.

Galley, Advanced Reader Copy, F & G (Fold & Gather): Produced before the first printing to use for reviews, marketing and sales.

Hurt: A book that is returned to the publisher that is damaged. Normally sold to a remainder dealer for pennies on the dollar.

Ingram: World's largest book wholesaler and distributor of books. They sell to chains, independents, international markets, and libraries (academic, public, private, correctional, medical, and specialty). They own a POD printer (Lightning Source) and produce digital book data.

Ingram Dashboard: Inventory system used by Ingram. Tracks titles with inventory levels and location.

Independent Reps: Call on indie booksellers and specialty accounts. Are compensated by commission (normally 10% of net sales direct from the publisher or 5% of net from wholesalers).

Imprint: A brand name under which a work is published. One single publishing company may have multiple imprints; the different imprints are used by the publisher to sell the work to different demographic consumer segments. In some cases, the diversity results from the takeover of smaller publishers (or parts of their business) by a larger company.

Jobber: A type of distributor who provides books on a smaller scale than wholesaler and provides mass market titles to airports, grocery stores, drug stores, etc.

Marketing Plan: A detailed plan (or roadmap) that is used to promote the book. Includes information on the audience, distribution, and promotion of the title(s).

Metadata: The answers to the questions about the book. Data feed of all available information on the book, author, and publisher.

NetGalley: Online gallet service to send new titles to bookstore buyers.

POD (Print on Demand): Printing technology that allows for single or small quantities of a book to be printed on short notice, whenever the publisher or customer requests it. Also known at PTO (Print to Order).

Print Run: Number of copies of the book the press prints in its first run.

Pub Board: The meeting that takes place to determine if a title will be acquired by the press.

Pub Date: Date the book will be released (always one month and four days from the print date).

Push vs. Pull: Create demand for your titles (push) to pull (sell) books out of the store.

NPD Bookscan / DecisionKey: Track POS (point of sale) book sales from retailers in the U.S

Relationships: A key part of your success and your publishing company's success. Maintain your integrity!

Returns: Unsold books sent back from the distributor, wholesaler, and/or retailer.

Royalties: Percentage of the sale price paid to the author on the number of sold copies.

Sales Reps: Call on bookstores to sell titles to the book buyer. Often represent multiple publishers.

Sales Plan: The mapping out of your sales of the title(s) to achieve success. Normally the sales are mapped in 4 weeks, 6 months and year long process.

Sell In: Normally handled by the sales rep to get an order before the publication date. Sell In happens prior to publication.

Sell Through: Book units shipped which are sold.

Series: Multiple books that relate to each other. Hopefully, the same readers will want to purchase all of the titles in the series.

Sheet Fed: High quality, 4 color printing, odd sized books, uses heavier paper. Most illustrated Kids books are printed this way.

Signature: Consists of 16, 24, or 32 pages of the printed book.

Special Sales: 5%-15% of sales (depending on the company).

SPECS: Includes ISBN, number of pages, number and type (color or B&W) of illustrations, maps, size, format (paperback or hardcover), price, publications date.

Subsidiary Rights: Rights, such as foreign or audio to publish a book in a different form or region. (Foreign rights = “found money”). Bringing your information to other countries.

Tip Sheet: Points out the more interesting parts of the book. Seven to ten items about the book. Includes information that is relative to the industry, but maybe not to the reader.

Trim Size: Final dimensions of the book after it has been cut to size.

Turns: The ratio of the company’s sales to the retail value of its inventory.

Ex: If your bookstore makes \$100,000 per year and on average has an inventory stickered at \$100,00 then your inventory turn is 1 and an item usually remains in inventory for a year. New book business normally sees turns of 3-4).

U.S Book Show: The new replacement for Book Expo. The new trade show started May 2021.

Warehouse Date: The date the books get to the warehouse. Usually one month prior to publication date.

Web Fed Printing: Intended for longer printing runs of books (larger quantities). Standard trim sizes (6 x 9, 8 ½ x 10 ⅞).

Wholesaler: Sells to anyone with a resale license. They do not actively sell your book like a distributor. The largest wholesaler is Ingram.

Vanity Press or Subsidiary Press: Company that produces books that the author pays all costs.

Speaker Reports

Leah Hernandez

I really liked Leah's conciseness and breakdown of how she started out. I also really liked how Leah broke down some of the numbers and what percentages of sales went where. It was really cool to hear that the young authors received the highest percentage. I think that reaffirms the company's values and mission to help kids in low-income areas. I learned more about the in-depth process of what it looks like to work for a publishing company. I learned more about print-on-demand and their acquisitions process. I thought their process for acquiring it was interesting, considering they work with kids. Something I agreed with Leah is the importance of partnerships with other presses and companies. The networking aspect of the publishing industry is something that is reiterated in courses and internships, but it was helpful to hear Leah confirm that and mention some of her company's partnerships.

Kalen Landrow

I really like how candid Kalen was. I think she gave great insight into how the industry has changed with the pandemic. I learned more about Barnes & Noble returns and unbranded bookstores. I think she nicely explained how returns are deemed as bargain books and how much they can be sold for as a returned item. The general success of Microcosm in 2020 was surprising, yet amazing, to hear. The publishing industry has definitely boomed in some places. Many industries have taken large financial hits, but it was cool to hear that Microcosm had one of their best years yet. The "secret" that Kalen revealed was something I learned, too. The fact that some publishers set themselves up as 3rd party vendors and are selling on Amazon was something I didn't know.

Elise Gochberg

Elise was so interesting to hear from and I wish we had in-person classes to really see all the different pages and bindings. Something I learned was about paper grain. I didn't know paper had a grain and that binding is important depending on the material. After Elise spoke, it made me curious about my own books and I was able to find most of the things she was talking about when it came to sewn and perfect binding, coated and uncoated pages, end sheets, and dust jackets. Learning about the production of books was really fascinating. I liked that Elise spoke on the challenge of book production and distribution because of the COVID pandemic. Seeing how prices have increased all across the board and that some publishing companies have either made cuts or had to prolong a book was interesting to hear. I didn't know that there was so much to book production and materials that it put a lot of things in perspective, especially the type of decisions that publishers must make. On a side note, it reminds me of how Ooligan has had to shift a few upcoming titles in terms of production costs. We've had to shift our mindsets to expect that materials and distribution will cost more and it has made us have difficult conversations with authors to explain this. I think Elise was able to put a lot of things into perspective for me and it was a great talk overall.

Book Launches

Report (in lieu of Faultland Launch):

Shelf Awareness Pro recently reported on AAP's sales numbers from January (photo attached below for reference). AAP compared January 2020 sales to January 2021 sales and many categories have seen spikes. Most notably, AAP reported a 21.3% increase in total net revenue and a 39.9% increase in gains in the mass market. These numbers are important to make note of due to the pandemic and the increase of time many people have on their hands. More specifically, since children had to stay home for extended periods of time, the boost in Children/YA e-books, paperbacks, and hardcovers sales, are not surprising. Some of the notable numbers that Ooligan Press should pay attention to are the increases in YA Paperbacks and University Press Hardcovers. The decrease in religious paperbacks and hardcovers was surprising, especially during a pandemic. I would think that people might turn towards religious literature for reassurance or guidance during trying times.

Finding the Vein

I really liked the format of the book launch and the author's answers to questions gave great insight into how the book was developed. There have been too many times, particularly to the adoptee community, where parents of adoptees take on the role to tell their child's adoption story or use a "white savior" lens to the experience, but Wilde described in great detail about the overall book process and wanting to avoid an insensitive portrayal of themes from the adoption community. I liked that there was a great emphasis on sensitivity reading/editing and the type of readers that contributed to the edits. It was cool to hear that Wilde used her personal experiences/knowledge from nursing and applied it to the book's plot and character's actions. I wished there was more time for questions, but I enjoyed the small tidbits about her experience working with Ooligan. It was reaffirming to hear that Ooligan does a good job to help produce good books for the world.

The Step Back

J.T Bushnell did a great job talking about the characters and their situations without spoiling it for the audience. He was candid in the way he spoke about the timeline of the book and the struggles he faced. He mentioned that the book took about 10-11 years to write and then it was acquired, so he was able to give some great advice to writers struggling to write their stories. He had mentioned the difficulties of raising a family and trying to write a book, especially when his daughter was born. Bushnell is a huge sports fan. He made an interesting comparison between writing and sports. The similarities are: talent only takes you so far, what matters is your determination and drive to success, and that there are a lot of emotional aspects that affect your performance. I'm also a sports fan (basketball), so I was able to see a lot of the comparisons. It was also nice to hear that he had a good experience working with Ooligan. He stated that he liked working with graduate students because they were very immersed in the content and production and that multiple eyes were on his manuscript to make it the best it could possibly be. He was overall impressed by the feedback and thoroughness.

Research Paper Abstract

My research paper focused on Nicole Chung's *All You Can Ever Know*, which was her debut memoir published in 2018. I set out to research a niche market within the memoir sector of book publishing. I analyzed Chung's social media presence and branding identity and how it contributed to the sales of her memoir. By focusing on a niche market, in this case it was the adoption community, it allowed Chung to create space for readers to engage in dialogue about what it means to be adopted, what have been the ramifications, and how those experiences shaped adopted individuals into adulthood.

The research was quite difficult because there aren't very many adoptee books and published voices to compare it to. On the other hand, it was easier to see how Chung's memoir was a success because there weren't many books published like hers. Chung's marketing team focused on the uniqueness of Chung's voice and experiences, which was able to appeal and relate to many readers. If I were to start over, I would have taken more time to compare the marketing techniques between two authors of the niche. On one end there is the martyr perspective, but the other has more accountability and genuineness, which was Chung's. It would've been interesting to see how those brand identities affected sales and how social media marketing materials were geared towards those media identities. If I had more time, I would've also liked to focus my time more on the numbers and point out the trends and downfalls of some marketing choices.

Miscellaneous

My favorite guest speaker was Leah Hernandez. She seemed so passionate about her company and line of work. It was refreshing to hear how much she does for BIPOC communities to elevate their voices and set them up for success in the future. As a woman of color, it was inspiring to hear her talk about her company, how she got it started, and what the future could look like for her company. I think I learned a lot from the guest speakers, but Leah's ambition and drive for something greater than all of us is what made her my favorite speaker.

I had a lot of big takeaways from the course. One of them was the overall business plan and getting to formulate it and imagine it. I think it gave me a realistic approach to building a publishing company than I ever thought it would. I know there are other steps and things to consider, but it was rewarding to see the kind of work it takes to start up a business. If I ever choose to do so in the future, I will look back on this course as my first stepping stone because it lays out a lot of the fundamentals. Another big takeaway was the sales plans. I've compiled some in previous classes, but the format and requirements for the ones in this class were more in-depth. I was able to explore the niche and what they would be most receptive to in terms of marketing and promotion of a book. My sales plans are nowhere near perfect, but it is rewarding to see all of the information compiled. With the sales plan, it helped me envision what a book could become on a larger scale. Thanks for a great and rewarding term! I learned a lot.