



how to start your own publishing company

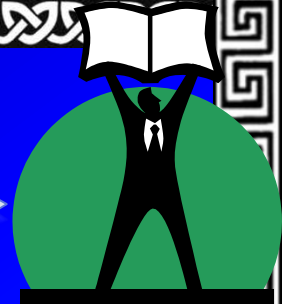
presented By

Heather Poinsett Dunbar

&

Christopher Dunbar





what you'll learn today...

- Who we are
- Publishing – vs – Publishing Services
- Self-publishing – vs – starting an independent, small press publishing company
- The benefits and challenges to starting your own publishing company
- How to start a business
- How to publish, whether eBook or pBook
- What to do after you publish
- Links where you can find things out for yourself





who we are



Heather Poinsett Dunbar:

- › Co-Author of the Morrigan's Brood Series
- › Co-Founder of Triscelle Publishing
- › Head Librarian of a small college in Houston
- › Former Librarian with the City of Houston Public Library
- › Former Researcher with the Small Business Development Center of the US Department of Commerce



Christopher Dunbar

- › Co-Author of the Morrigan's Brood Series
- › Co-Founder of Triscelle Publishing
- › Master-certified Business Continuity Management Professional

Morrigan's Brood



Heather Poinsett Dunbar
© Christopher Dunbar

Crone of War



Heather Poinsett Dunbar
© Christopher Dunbar

Madness & Reckoning



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Dark Alliance



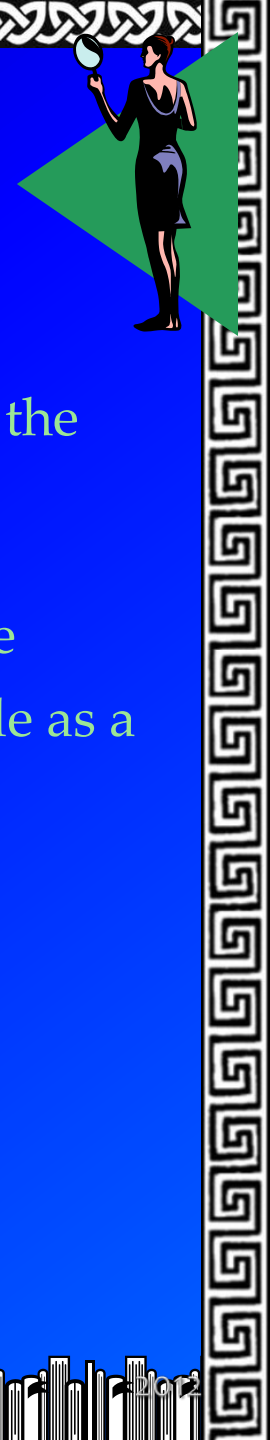
Heather Poinsett Dunbar
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now, who are you?

- Traditionally published author / writer?
- Self-published author / writer?
- Unpublished author / writer?
- Artist?
- Graphics designer?
- Editor?
- Copyeditor?
- Book designer?
- HTML programmer?
- Mobile app developer?
- Typesetter?
- Agent?
- Letterer?
- Voice talent?
- Marketer?
- Other creative trade or profession where it may make sense to start your own business?





what are your goals?

- Publish a book so I can say I am a published author
- Make some books for mum, da, ompa, oma, the aunties, the unkie, and other family members
- Record my life's story for posterity
- Create a graphic novel that becomes a blockbuster movie
- Make some money plying my creative profession or trade as a small business owner
- Get noticed by big publishing companies
- Create an award-winning game (video or otherwise)
- Make the New York Times Bestseller List
- Become a household name
- Start a successful small-press publishing business
- Build a media empire





BEFORE you BEGIN, CONSIDER...

- Are your goals achievable?
- Do you have the money to invest in getting started?
- Have you considered the amount of work and sacrifice you may have to make in order to reach your goals?
- Is what you are planning to sell or offer saleable?
- Will you need to hire or partner with other people to provide the products or services you want to sell?
- Is this effort just for you, or will it be for others?
- Have you checked out your market to see what people are buying?
- Are you really sure you want to create your own publishing or publishing services company?





publishing –vs– publishing services

Publishing

- Produces saleable product that is sold to consumers
- Provides services to content creators under the umbrella of the company in order to produce quality products for the market
- Earns money from consumers and sellers buying product
- Pays royalties to content creators based on contractual arrangements
- Pays service providers for external services used for production, marketing, sales, and other areas

Publishing Services

- Provides fee-based services to both publishers and those seeking to be published
- Services may be specialized or generalized for a type of work, genre, media, market, or other category
- Earns money from individuals and businesses (customers or clients) buying services
- Generally does not earn from royalties – a fee structure is often used
- Pays secondary service providers if needed for niche services not available for some customers



lets focus on Book publishing

However, these resources will also
apply to other kinds of publishing
and to publishing services



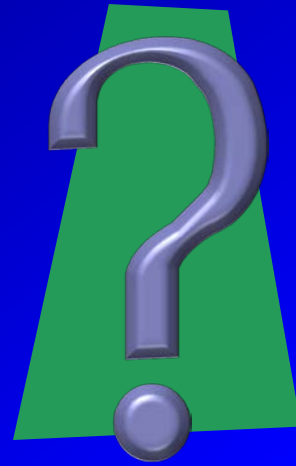


current trends



- It is becoming more difficult to be published by a traditional publishing company
- A good alternative that many authors are utilizing is e-publishing
- E-publishing can offer better royalties than a traditional publisher
- Print-on-demand (POD) printing, or digital printing, in many cases negates the need to have thousands of books printed in a single run, though traditional printing is still an option
- More traditionally-published authors are being asked to contribute to promotions and marketing without extra compensation
- Distribution services enable web-based sales to a global marketplace
- Authors can publish directly to many eBook sites, such as Amazon, Smashwords, and Google





Starting a Publishing Company

What is it about, and what is involved?



self-publishing –vs– starting a publishing company: what's the difference?



Self-publishing

- › The act of publishing your work independent of an established publisher
- › You are not a business, just an author
- › Stigmas persist that self-publishing yields a poor quality product (i.e. perceived deficiencies in editing, story structure, layout, cover design, and materials, for example) – products of the unskilled masses



Publishing Company

- › Creation of a business entity, a brand, to handle all aspects of publishing for yourself, and possibly for others
- › A brand shows an investment in a better quality product; professional
- › What you cannot do well yourself, you pay service providers, partners, or employees to do for you





Benefits of starting a publishing company



- Greater control over your manuscript and subsequent end product
 - › Selection of editor, artist, layout, copyeditor, etc.
 - › One vision... Yours!
 - › You set the deadlines
- You retain all the rights of your work
 - › Copyright, Trademark, Film, TV, New and Limited Editions, etc.
- Larger percentage of royalties in comparison to traditional publishing
- Ability to publish the works of others (additional revenue)
- Tax breaks (many expenses may be tax deductible)*
- Liability protection (DBA, LLC, Incorporation, etc.)**

* Consult an accountant for details ** Consult an attorney for details





challenges to starting a publishing company



Requires exceptional personal effort; you will have to do **EVERYTHING** a traditional publisher would, including:

- › Working with editors, artists, copyeditors, book designers, attorneys, reviewers, etc.
- › Obtaining your own ISBN
- › Filing for copyright
- › Printing, whether through a traditional printer, Print-On-Demand (POD) company, or create files for an e-book
- › Distributing through major book-selling channels
- › Promoting, marketing, and selling



Need to know, or learn, how to run a business (i.e. estimate work, determine pricing, develop a business plan, etc.)





some of the costs of starting publishing company



- Business creation
- ISBN & ISBN bar code
- Copyright
- Service providers (editors, copy editors, book designers, proofreaders, cover designers, artists, eBook file conversion, etc.)
- Printing setup costs (ISBN registration, file upload, cover upload, proof printing, etc.)
- Distribution costs (eMarket vs local, regional, or global market)
- Website and branded eMail
- Business bank account
- PayPal account
- Business and legal forms
- Contract negotiation and other legal fees
- Print and distribute galleys and ARCs
- Print run and book storage (opt.)
- Advertising (Newspapers, Facebook, genre magazines, and other traditional and on-line markets)
- Promotional equipment (booth displays, banners, signs, tent, lighting, tables, chairs, book stock, etc.)
- Branded promotional materials (bookmarks, posters, postcards, business cards, flyers, mouse pads, t-shirts, etc.); includes free and for sale items
- Book reviews (fee-based)
- Office supplies and services
- Computer hardware and software
- Point-of-sale equipment and services
- On-line store (Amazon, Facebook, etc.)
- Sales tax (quarterly)





Steps to Setting Up Your Publishing Company

(Do not proceed if you aren't ready)





high-level view of steps to start your publishing company

Create Your Product

- Define what you wish to produce (what you can make and sell)
- Identify your target market (know your target demographics)
- Research similar products
- Work your craft

Form the Business

- Create a Business Plan
- Establish your business with appropriate State and Local governments
- Identify and establish relationships with potential service providers

What About Others?

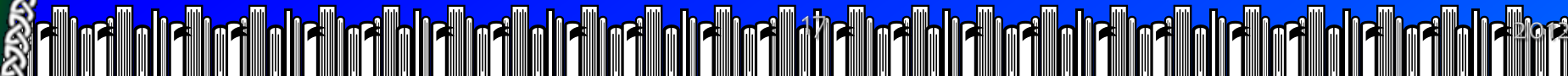
- Make sure proposed work meets your guidelines
- Will it make money?
- If contract is executed, prepare the work for publication



create your product



- Define what you wish to produce
 - › Novel, anthology, collection, photo book, poems, etc.
- Identify your target market (know your target demographics)
 - › Age range, education, genre preference, culture, interests, region, religious beliefs, etc. – WHO IS GOING TO BUY WHAT YOU MAKE!?!?!?
- Determine what will sell that you can comfortably create
 - › Make what you are good at making; practice, if necessary, to improve your craft (perhaps write short-stories and enter writing competitions)
- Research Similar Products
 - › Look at similar products to examine formats, features, covers, content, style, prices, and other elements of those works for ideas in creating or improving your work
- Work your craft
- Rewrite, rewrite, rewrite
- Break manuscript into chapters (length can vary; use common sense) – some authors title each chapter
- Get your manuscript edited – very important for both the traditional route and the self route





form the Business



- Define your goals; you must be able to dedicate the time and money needed to meet your goals
- Create a Business Plan (If you want to run a successful business, you need a business plan, even if the business is just to help you track the expenses of publishing your book)
- Choose a unique and catchy name for your business
 - › Review US current and pending trademarks or Google search, for example, to verify your desired business name is not already in use
- Refer to appropriate state and local government rules for starting a business (i.e. State of Texas and Harris County) and establish your company (i.e. DBA – Doing Business As, LLC, Inc., etc.)
- Determine your operating budget
 - › Depending on your goals, you may need a small business loan
- Identify and establish relationships with potential service providers (i.e. editors, copyeditors, artists, web developers, printers, etc.)
 - › Compare service providers based on experience, costs, testimonials, and other factors
 - › Consider having an attorney review proposed contracts for services you plan to use; involve them in any negotiations



what ABOUT others?



- ARE YOU SURE YOU WANT TO DO THIS NOW OR AT ALL?!?!? (maybe you need more practice, or perhaps you should think long and hard about the additional investment needed)
- Have an attorney develop a contract template for potential authors
- Set guidelines for manuscript submissions [format, genre, fiction / non-fiction, target audience (children, YA, adult, etc.), agent submission or author submission]
- Make sure proposed work is something someone else would buy and meets your guidelines for manuscript submission– know the potential audience / market
 - › Will it make you and the author money? Crunch the numbers to figure out costs and potential earnings; it might require too much work to make money
- If you have determined the work will make money, negotiate with the author or the author's representative (attorney, agent, etc.)
 - › Have your attorney represent you during negotiations
 - › Contract will establish rights, royalties, responsibilities, and other elements



Now that You have Started,
What is next?
Publishing!!!





from finishing your work to running your Business

Get Ready to Publish

- Do what you can yourself; invest smartly in 3rd-party services for stuff you cannot do well
- Know your thresholds for breaking even on costs versus earnings

Publish (Formats?)

- Decide on the book format (eBook, pBook, multiple formats)
- Choose your vendors and venues

Establish Your Brand

- Create a brand identity
- Make your mark in the market

Get the Word Out

- Advertise and promote, any time, all the time
- Request reviews, hold contests, make your work known

Sell, Sell, Sell!!!

- Go to events where your target market will see you and buy your work
- Give away things to interest your target market; maybe they will buy tomorrow

Manage the Money

- Build channels for your readers to buy your books in ways that give you the greatest return
- Track your money coming in and going out; know your goals and stick to them



get ready to publish



- Add common book elements (alter based on book format)
 - › Title page, copyright page, acknowledgements, summary text (back cover if printing), interior art, cover art, dedication, tables, prologue, epilogue, about the author(s), other books in the series, etc.
- Edit, Copyedit, and proofread
 - › GET SOMEONE ELSE TO DO THESE STEPS FOR YOU!
 - › These are very important steps; your work will be judged by its quality
- Determine how you will release the book (pBook, eBook, aBook, or a combination of formats)
- Acquire an ISBN for each format (you can buy them in bulk from Bowker) – there are exceptions... Do Your Research





publish pBooks, whether pod or traditional



- Choose your printer (i.e. LSI, TextStream, Lulu, CreateSpace, etc.)
 - › Read the terms and formatting requirements carefully
 - › Examine up front-costs versus print-costs... stick with your budget
- Choose paper quality, book dimensions, type of binding, cover quality, and other print features
- Layout the work for the dimensions and type of binding
 - › I.e. special fonts, tables, numbering, chapter breaks, section breaks, headings, and other elements based on the requirements of where you will print the book
- Upload your files (sometimes content and cover are separate files)
- Print your proof
- Determine POD or traditional print run (cost/benefit analysis)
- Determine distribution (printers like TextStream and Lightning Source are owned by distribution companies, like Baker & Taylor and Ingram)
 - › Set retail price, wholesale discount, author royalties (you or other), returnability (attractive to major booksellers, but can be costly), and markets





publish eBooks (Kindle, nook, ipa sony, etc.)

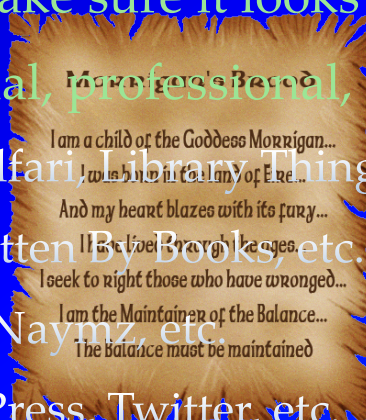


- Determine which readers and formats you want to utilize
 - › Kindle, Nook, Sony, iPad, ePub, PDF, other formats and devices
- Choose your eBook distributor(s) [i.e. Smashwords, iStore, Google, Goodreads, Amazon, etc.)]
 - › Read the terms carefully, especially for exclusivity and royalty payments
 - › Examine up front-costs versus download-costs... stick with your budget
- Determine your price and other terms
- Create your eBook files
 - › Either buy the tools to do it yourself or pay someone to do it for you
- Upload your eBook files
- Track your sales / revenue





- Create a brand identity (logo, vision statement, colors, fonts, etc.)
- Establish a platform for you, your company, and your works
- Set up a website, and make sure it looks good and is current
- Be active on reader, social, professional, and other networking sites
 - › Reader: Goodreads, Shelfari, Library Thing, Authors Den, WeRead, etc.
 - › Genre: Manic Reader, Bitten By Books, etc.
 - › Professional: LinkedIn, Nymz, etc.
 - › Social: Facebook, WordPress, Twitter, etc.
 - › Blogs: WordPress, Blog Sphere, etc.
- Blog, get interviews, advertise, promote, and sell
 - › Target where your market gets information; hit it frequently
 - › Don't just promote and sell... express your opinion, provide and seek advice; others will want to look you up and have a glance at your works





get the word out



- Find events for promoting your works and the works of others you may represent, such as book clubs, book signings, and similar events
- Set up engagements to be a guest interviewee on an Internet radio program, local broadcast radio, reader blogs, or other venues
- Invest in a professional publicist
- Market to independent book sellers to carry your works on their shelves or find a niche for selling your books (large bookstores might also be an option , but only under the best circumstances, and it won't be cheap)
- Get reviews
 - › OK: Unsolicited reviews (free)
 - › GOOD: Book review blogs (free, but solicited)
 - › BETTER: Professional review sites (fee-based)
 - › BEST: Industry / trade sites (fee-based), genre publications, traditional media





sell, sell, sell!!!



- Make sure your works are on Amazon and other online booksellers
- Find venues to act as a vendor; bookseller, author, or artist (conventions, festivals, fairs, etc.)
- If you can't be at an event, find someone willing to sell your stuff for a cut
- Give out freebies – everyone likes something for free – this will work with postcards, bookmarks, chapbooks (chapter books), and other things
- Always be 'ON'. People always remember someone at their worst
- Network with other authors in similar genres and offer to pass around their freebies at these events
- Work with friends in other geographic locations to sell each other's work
- It is OK to give away a free copy of your book, but make it count (head of a book club, potential bookseller, reviewer, etc.)
- Carry books with you... you never know when someone you meet will want to buy a copy (hair stylist, wait staff, doctor, store owner, restaurant patron, etc.)





manage the money



- Consider investing in a credit card processing capability if you find customers turning away because they don't have cash (if you sell at conventions, make sure your credit card processing system is mobile)
- Consider adding credit card ordering to your website – it would mean a greater % of the profit, but it is expensive (also make sure to direct traffic there for orders instead of Amazon so they buy direct from you)
- Set up a PayPal account
- If you are representing other people, make sure to track their royalties accurately and pay them on-time
- Invest as much of your profits as you can back into publishing to pay for more marketing materials and professional services
- Pay taxes on-time (typically quarterly... refer to appropriate taxing entities)
- Deduct your business expenses (consult an accountant for details)



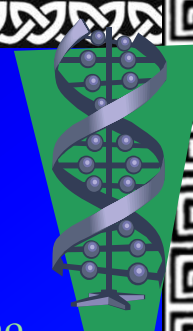
That was fun, wasn't it?
What's next?

Reference material...
Lots and lots of links...





resources for starting a Business

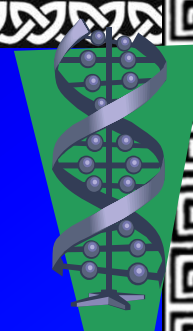


- Texas Business Portal: Offered as part of Texas.gov (formerly TexasOnline), the award-winning official eGovernment web site for the State of Texas, providing citizens, local government, and state agencies with a single, secure structure to conduct business over the Internet.
<http://www.texas.gov/en/discover/Pages/topic.aspx?topicid=/business>
- Small Business Assistance: Information provided by the Small Business Advocacy of the Governor's Office, includes information on business structure, EINs, business taxes, and employer requirements.
http://governor.state.tx.us/ecodev/business_resources/sba/
- Texas Business Advisor: Business start-up information offered by the Texas Comptroller of Public Accounts. <http://www.cpa.state.tx.us/tba>
- Business.gov: Managed by the U.S. Small Business Administration, this official site of the U.S. Government provides access to Federal, state, and local information for small business owners. <http://www.business.gov>
- Small Business Planner: A tool provided from the U.S. Small Business Administration containing resources for every stage of business.
<http://www.sba.gov/smallbusinessplanner/index.html>
- SBDCNet: Small Business Development Center <http://sbdcnnet.org>
- Harris county: register your Business' Assumed Name
<http://www.cclerk.hctx.net/Personal Rec/Assumed Names.aspx>





resources for managing a Business



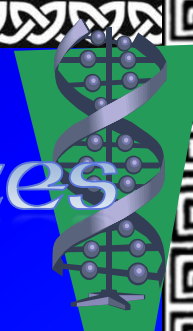
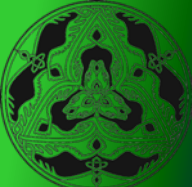
Small Business Resources

- › U.S. Small Business Administration: The SBA provides programs and services for small businesses and partners in a network of local small business development centers.
 - › Search for Your Local Small Business Development Center <http://www.asbdc-us.org/searchResults.php>
- › Service Corps of Retired Executives (SCORE): Mentoring and other assistance to small businesses through partnership with the U.S. Small Business Administration. <http://www.score.org/index.html>
- › Texas Small Business Resources from the U.S. Department of Housing <http://www.hud.gov/offices/osdbu/resource/guide/local/texas.cfm>
- › Other City and County Resources <http://www.sos.state.tx.us/corp/city-resources.shtml>
- › Corporate Filing Offices in other States <http://www.iaca.org/node/21>



Federal and State Tax resources

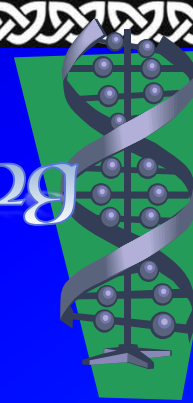
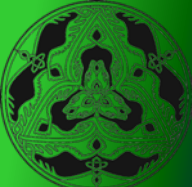
- › Overview of Taxes Collected by the Texas Comptroller of Public Accounts
 - › Sales Tax: <http://www.window.state.tx.us/taxinfo/sales>
 - › Franchise Tax: <http://www.window.state.tx.us/taxinfo/franchise/index.html>
- › Unemployment Tax Collected by the Texas Workforce Commission
- › Internal Revenue Service—Starting a Business: Basic federal tax information for new businesses, including information about EINs, business taxes, and general small business resources. <http://www.irs.ustreas.gov/businesses/small/article/0,,id=99336,00.html>



general publishing resources

- Bowker ISBN purchasing resources:
<https://www.myidentifiers.com/>
- United States Copyright Office: <http://www.copyright.gov/>
- United States Library of Congress:
<http://www.loc.gov/index.html>
- Literary Marketplace:
http://www.literarymarketplace.com/lmp/us/index_us.asp
- SPANnet: Small Publishers Association of North America
<http://www.spannet.org/>
- Indybound: <http://www.indiebound.org/>
- The Art Institute of Houston -
<http://www.artinstitutes.edu/houston/>
- Ivan Hoffman, B.A., J.D. Attorney at Law; Helpful information about Publishing and Writing Law:
<http://www.ivanhoffman.com/helpful.html>
- The Writers Site: <http://www.thewriterssite.com/>





resources for pbook publishing



Book Design and Printing

- › Lulu: <http://www.lulu.com>
- › CreateSpace: <https://wwwcreatespace.com/>
- › TextStream: http://www.baker-taylor.com/supplier_textstream_about.cfm
- › Lightning Source: <https://www.lightningsource.com/>
- › Blurb: <http://www.blurb.com/>
- › RR Donnelly: <http://www.rrdonnelley.com/Markets/BookPublishing/BookPublishing.asp>



Book Distribution

- › Ingram: <http://www.ingrambook.com/default.aspx>
- › Baker & Taylor: <http://www.btol.com/>
- › Note: many of these book printers also have distribution options



Book Stores

- › Barnes & Noble: <http://www.barnesandnoble.com/help/cds2.asp?PID=8148>
- › Borders / Waldenbooks: http://www.borders.com/online/store/BGIView_publishersartists
- › Amazon.com: <http://www.amazon.com/gp/seller-account/mm-summary-page.html>
- › Books-a-million: <http://www.booksamillion.com/publishers/index.html?id=5055870903607>





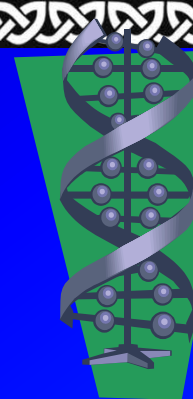
resources for eBook publishing



- Lulu: <http://www.lulu.com>
- CreateSpace: <https://wwwcreatespace.com/>
- Smashwords: <http://www.smashwords.com/>
- eBook Crossroads: <http://www.ebookcrossroads.com/>
- Google Books:
<http://books.google.com/intl/en/googlebooks/publishers.html>
- EPIC Electronically Published Internet Connection:
<http://www.epicauthors.com/index.html>
- Pubit! by Barnes & Noble:
http://pubit.barnesandnoble.com/pubit_app/bn?t=pi_reg_home
- Amazon Kindle: <https://kdp.amazon.com/mn/signin>
- Apple iTunes Books: <http://www.apple.com/itunes/content-providers/book-faq.html>
- Sony ReaderStore: <http://ebookstore.sony.com/publishers/>



resources for social networking



- Goodreads: <http://www.goodreads.com/>
- Shelfari: <http://www.shelfari.com/>
- The Library Thing: <http://www.librarything.com/>
- Authors Den: <http://www.authorsden.com/>
- WeRead: <http://weread.com/>
- Nothing Binding: <http://www.nothingbinding.com/>
- Writers Net: <http://www.writers.net/>
- Manic Readers: <http://www.manicreaders.com/>
- LinkedIn: <http://www.linkedin.com>
- Naymz: <http://www.naymz.com>
- WordPress: <http://www.wordpress.com>
- Google Blogger: <http://www.blogger.com/start?hl=en>





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Cheers!

