

**THE 2008**

# **Publishing University**



**Creative  
Strategies  
for Growth,  
Profit and  
Success**

# **How To Be a Publisher, Plan Strategically, and Build Your Company**

Kathleen A. Welton  
American Bar Association

# Ten Steps to Success

- **Strategic Goals**
- **Research**
- **Market Needs**
- **Goals and Objectives**
- **Editorial Roadmap**
- **Sales and Distribution**
- **Marketing and Promotion**
- **Engage Your Customers**
- **Financials**
- **The Publishing Plan**

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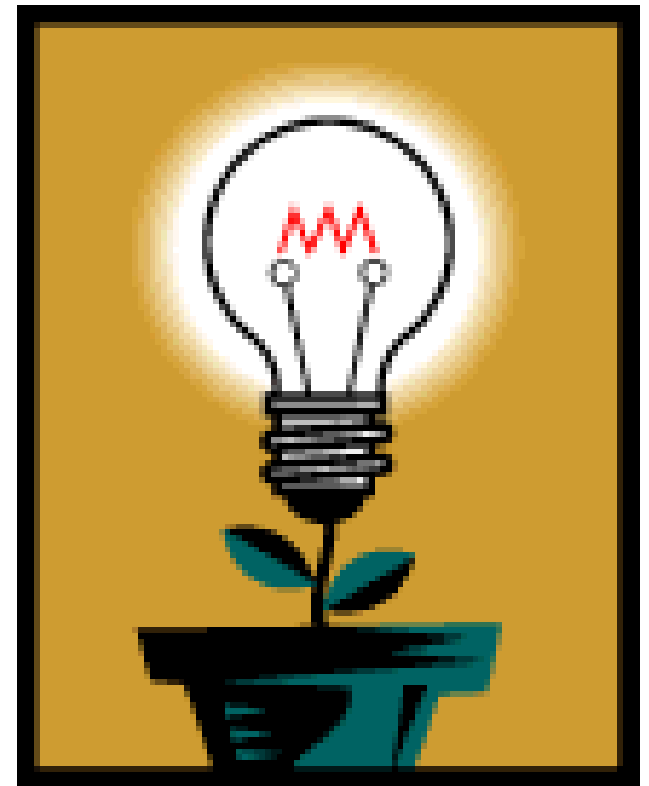


*“What lies behind us and what lies before us are small matters compared to what lies within us.”*

*--Ralph Waldo Emerson*

# What Are Your Strategic Goals?

- Vision
- Mission
- Purpose
- Positioning statement
- Tagline
- Personality attribute



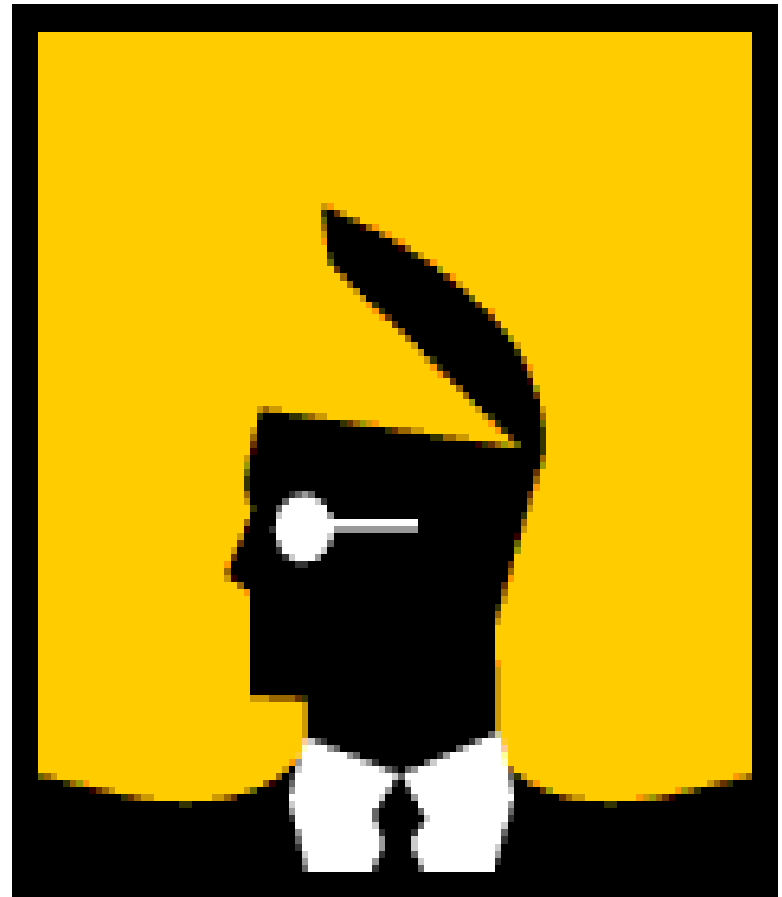
# Research

- Industry trends
- Brainstorming
- Customer feedback
- Surveys
- Competitive analysis
- Focus groups



# Research

- Record your own observations
- Referrals from authors and customers
- Trends and statistics files
- Newspaper and magazine articles
- Bookmark Web sites
- Ask your customers



# Market Needs

- Primary and secondary audiences
- Core categories
- Formats
- Product types
- Series vs. single titles
- Revisions and annual editions

# Goals and Objectives

- **Quality**
- **Best practices**
- **Competitive advantage**
- **Set and exceed expectations**
- **3-5 year title list**

# Editorial Roadmap

- **Editorial opportunities**
  - Develop existing series
  - Create new series
  - Maximize single titles
  - Revise key bestsellers
  - Expand online efforts
  - Leverage content



*“I dwell in Possibility—  
A fairer House than Prose—  
More numerous of Windows—  
Superior—for Doors--”*

*--Emily Dickinson*

# Sales and Distribution

- Associations
- Authors
- Conventions/meetings
- Direct response
- Email blasts
- International
- Libraries
- Online retailers
- Trade bookstores
- Web sites



# Marketing and Promotion

- **Strategies and tactics**
- **Build the brand**
- **Mind share = Market share**
- **Grassroots campaigns**
- **Web site marketing**

# Marketing and Promotion

- **Build the brand**
  - Write a brand story
  - Develop a branded look with covers
  - Develop a branded look with interiors
  - Develop a recognizable “look and feel”
  - Develop a distinctive logo
  - Create a tagline

# Marketing and Promotion

- **Mind Share = Market share**
  - “Thank You” campaigns
  - Customer discounts
  - Repeat purchases
  - Value
  - Simplicity
  - Customer experience

# Marketing and Promotion

- **Grassroots campaigns**

- Bookmarks
- Publicity
- Review copies
- Package inserts
- Amazon comments
- Links
- Event tie-ins
- Internal buzz

# Marketing and Promotion

- **Web site marketing**
  - Vision and mission
  - Annual marketing plan
  - Search engine submission
  - Search engine optimization
  - Content
  - AdWords: Google and Yahoo!
  - Industry trends and seminars

# Engage Your Customers

- **Reward results**

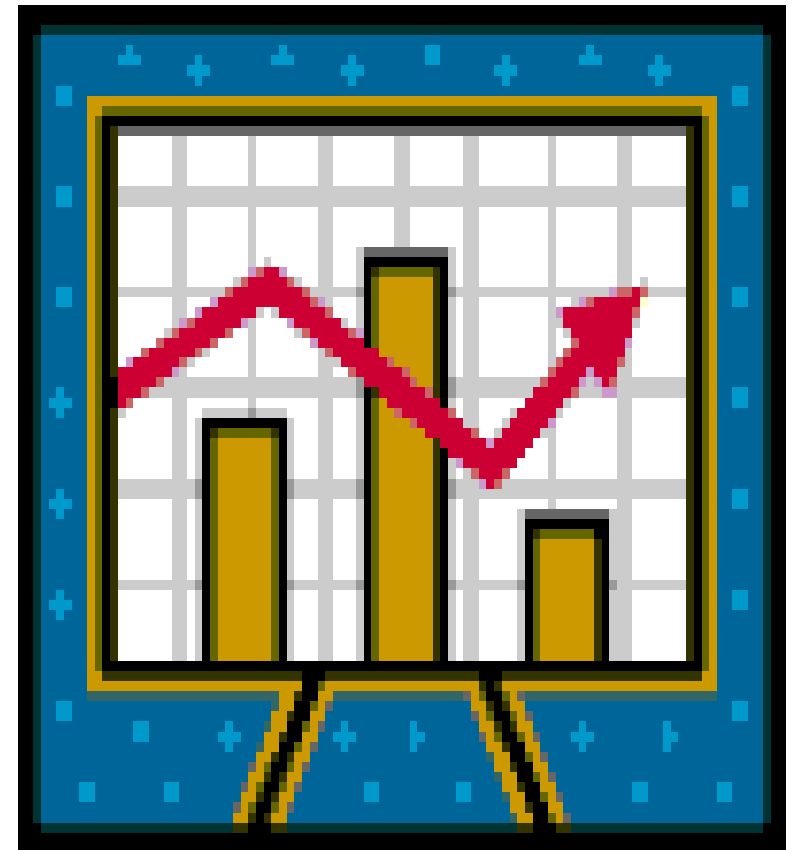
- Year-round event
- Reinvent
- Reinvigorate
- Build momentum
- Create synergy
- Passion = profits

# Financials

- **Benchmarks**
- **Targets**
- **Profit**
- **Growth**

# Financials

- **Benchmarks**
  - Revenue budgets and reforecasts
  - Title counts
  - Frontlist vs. backlist sales ratios
  - Expenses
  - Track history
  - Momentum



# Financials

- **Targets**

- 1<sup>st</sup> year sales of 25,000 units (A title)
- 1<sup>st</sup> year sales of 15,000 units (B title)
- 1<sup>st</sup> year sales of 7,500 units (C title)
- # of titles per year
- # of backup titles per year
- Frontlist/backlist ratios (60/40)
- Revision cycles (2-3 years)

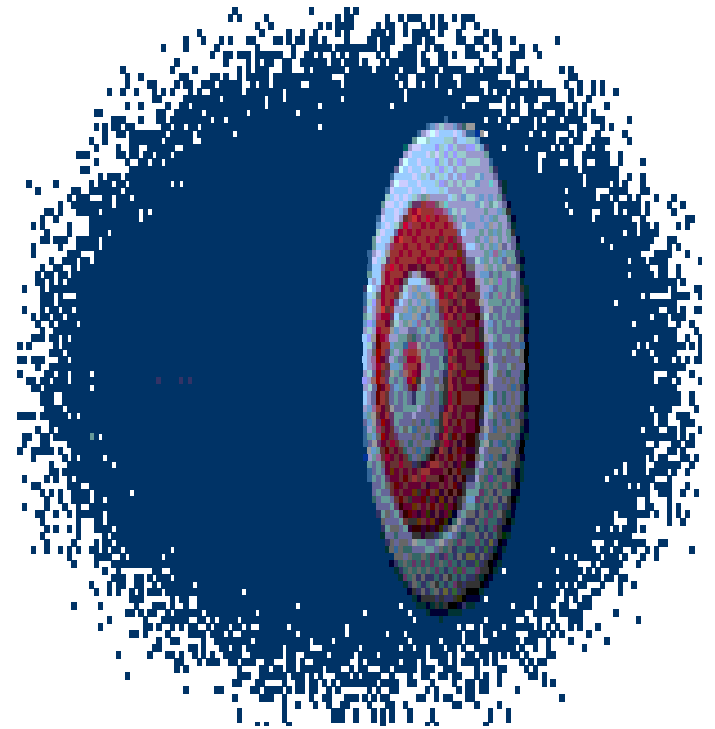
# Financials

- **Profit**

- Author advances (\$10,000-\$25,000)
- Returns (10%)
- Gross margin (55%)
- Overhead (35%)
- Net profit (20%)

# Financials

- **Growth**
  - 8-10% annual revenue growth
  - 100-150 new and revised titles
  - \$10 million in 3 years



# The Publishing Plan

<b>Product Type</b>	<b>FY04</b>	<b>FY05</b>	<b>FY06</b>	<b>FY07</b>	<b>FY08</b>	<b>Total</b>
Single Title (A+)						
Single Title (A)						
Single Title (B)						
Single Title (C)						
Annual Title						
Revised Title						
Series # 1						
Series # 2						
Series # 3						
Supplement						
Other						

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*“If you don’t know  
where you’re going...  
any road will get you there.”*

*--The Cheshire Cat,  
Alice in Wonderland*