

APIS BOOKS

BUSINESS PLAN

GAYLE COTTRILL

apisimprint@gmail.com

www.apisbooks.net

   @apisbooks

CONTENTS



EXECUTIVE SUMMARY	4
Vision Statement	
Mission Statement	
Objective	
Keys to Success	
COMPANY SUMMARY	7
Company Advantages	
Company Culture	
OWNERSHIP AND MANAGEMENT	10
PRODUCTS AND SERVICES	11
MARKET ANALYSIS	12
Target Markets	
Sales Channels	
Competition Analysis	
MARKETING AND OPERATIONS STRATEGY	17
Marketing Strategy	
Operations Plan	
FINANCIAL DATA	24
Financial Data	
Start-up Budget	
Production Budget	
Break-even Analysis	
APPENDIX	27

EXECUTIVE SUMMARY



1.0 EXECUTIVE SUMMARY

Creating a publishing company has been a goal of mine since I took a trip out west a few years ago. I met a woman on the train who ran her own poetry publishing company. In college I met several small publishers on professional development trips for a publications committee of which I was a member. Hearing from others made me wish that I was brave enough to do that too. With some wonderful support from family and friends, I've found the courage to take that leap into entrepreneurship. As you'll read in the company summary, books have always been a part of my life. And now they will become an even greater part.

Apis Books LLC was started to give me a chance to bring all of my passions together and be able to do work that I absolutely love. In the pages to follow, you will learn of the vision and mission of Apis Books and the culture I will create within the company.

Even non-booklovers probably have some sense of the changes that the publishing industry is going through. How traditional publishers functioned in the past might not be the most cost-effective or successful way now, but that doesn't mean the industry is dying. It's just changing, and Apis Books has the capability to be flexible and meet the challenges of the industry head-on. Many new authors choose to self-publish because they get burnt out from trying to get picked up with traditional publishers, but authors deserve to be paid for their work. Apis Books has less to lose and more to gain by accepting new, eager authors who would be willing to self-publish and have the drive to put in work to help get their book out there. Apis Books offers the expertise for all aspects of the publishing process, just like the larger publishers do, but we are able to work on a more personal level with the author. By having less overhead costs, we can make more money by selling fewer copies of books. The Market Analysis section offers more information about why Apis Books' business model can find success in a changing publishing industry.

Apis Books is an independent company that focuses on local impact. While it is the dream of probably every author to make it big, that doesn't happen overnight. And although major book publishers have some of the best editors and marketing representatives, they are stretched thin, and work on a national stage. Apis Books publishes less works and tailors a marketing plan for each book and author, which will at first star local, and slowly expand after success at the previous level. The market is flooded with books, and while there are always readers looking for new books, getting said books into those readers' hands poses a challenge for every single publisher and

EXECUTIVE SUMMARY



1.0 EXECUTIVE SUMMARY

author. Apis Books believes in dreaming big, but starting small, and looking for those small markets where marketing will have a stronger impact and (hopefully) will lead to more immediate sales.

Apis Books is an environmentally conscientious, independent book publishing company that believes that with its flexible business model can help new authors find success and help launch their careers. As a small business that cares about the environment and selling goods locally, Apis Books also hopes to battle the challenges of the publishing industry trends by, in part, attracting customers from the “Shop Local, Buy Local” and “Go Green” trends.

In the Marketing and Operations Strategy section, we outline how we will accomplish our sales goals and our plans to market online through our website and social media platforms such as Twitter, Facebook, and Instagram.

And finally, success is often measured in profits and the ability to make enough sales to at least break even. In the Financial Data section, we lay out how much it will cost to keep the business going, how much it costs to publish a book, and how many books will need to be sold in order to cover those costs. We look at several variables and consider offering different royalty rates that we can reasonably offer, which are undoubtedly higher than what authors can expect from larger, traditional publishers.

Launching and growing Apis Books will be a challenging journey, but one that is both exciting and thrilling. We believe in our ability to find success, but we also understand the nature of the business. A lot of work and time must be put into a work before it's a finished product. We understand it may be a few years before we begin to see a regular profit. However, as a new entrepreneur, I think that's all part of the fun.

Gayle Cottrill
April 2018

**OUR AUTHORS ARE OUR
BUSINESS PARTNERS**

EXECUTIVE SUMMARY



1.1 VISION STATEMENT

Apis Books is an independent book publishing company that aims to be accessible to new and aspiring authors of speculative fiction. Apis Books provides traditional book publishing services while implementing environmentally-conscious practices throughout the entire publishing process. We aim to help establish our authors in their genre and endeavor to expand our markets and readership in order to create success for both Apis Books and every Apis author.

1.2 MISSION STATEMENT

To build personal relationships with every Apis author, develop a unique marketing approach for each book, and remain conscientious about the environment in every business decision.

1.3 OBJECTIVES

- To publish one book by the end of 2019.
- To publish two books a year by 2022.
- To attend one sci-fi/fantasy convention a year.
- To pay off the cost of publishing each book within one year of being published.
- To have books in a physical bookstore by year 2021.

1.4 KEYS TO SUCCESS

- Establish a following on Facebook, Twitter, Instagram, and the website's blog.
- Connect with artists and designers to help with graphics needed for book covers and the inside of books to help create professional-looking published books.
- Find the best ebook platform and printer in order to generate the largest revenue for each book sale.

EXECUTIVE SUMMARY



1.4 KEYS TO SUCCESS

- Create original and compelling marketing materials to promote each book.
- Request other authors to read books to get reviews and quotes.
- Develop individual marketing plans for each book and author.
- Attend conventions and book festivals and promote the company (and books once there are some published).
- Stay in touch with speculative fiction authors and awards.

COMPANY SUMMARY



2.0 COMPANY SUMMARY

I have been creating my own books since the age of five. I always knew that I wanted to be involved with publishing of some kind, or at least being a part of the publishing process in some way.

From 2011-2013 I was an editorial intern and then became an editorial assistant for a science fiction, fantasy, and mystery book editor. I was able to see several books sent through the publishing process from acquisition to editing, then to production, and finally as a published work. I helped communicate with authors on their books, wrote cover copy, and sent out review copies of books to get quotes and reviews.

In 2014, I met a woman who ran her own poetry publishing company and she inspired me to create my own company. After joining a write club, I realized I wanted to get going on the business sooner rather than later. Thus, Apis Books was born.

COMPANY SUMMARY



2.1 COMPANY ADVANTAGES

Operations

- Low overhead cost
- Remote access to business information
- Small business feel with big business services

Market Dominance

- Capable of targeting small, specific markets that will help sell the books and promote the author(s)

Employee Capabilities and Experience

- Degree in reporting and strategic communication
- Two years working with an editor of Tor-Forge books
 - Submission review
 - Editorial notes
 - Cover concepts
 - Author correspondence
 - Review proofs
 - Design/layout review and feedback
 - Production reports
 - Catalog copy for seasonal company catalogs
 - Ebook content compilation and checklist
 - Review copyedited manuscripts
 - Request reviews and quotes
 - Write audio presentations for marketing team
- Graphic design freelance work
- Editing and copyediting freelance work
- Promotion of a self-published nonfiction book that required building social media followings from scratch, website design and content creation, monthly newsletter and podcast productions, in addition to creating any marketing graphics and official business documents (media kits, proposals, etc.)

COMPANY SUMMARY



2.1 COMPANY ADVANTAGES

- Blogging
- Have personal connections with authors and publishing professionals

Technology

- Access to industrial standard design programs and knowledge of how to use them
- Knowledge of technology necessary to run a remote business

Client Communication or Response Time

- All correspondence is electronic and will alert publisher within minutes or only hours on personal device (computer or phone).
- Excitement and small scale business allows responses to be sent within 48 hours - if not sooner. This includes replies to emails and social media messages, comments, likes, shares, mentions, etc.
- One person controls all aspects and knows the status of every project, so no wait time to check with another before responding.

My Edge

This is a passion of mine, and I'm determined to make it work. I want to keep the business model so that it's a personal and intimate experience for the author. Their book is their "baby," and I want them to feel that it's cared for. As an individual with knowledge, experience, and excitement for this type of business, every part of the process will be handled the same way and with the same person (at least at the beginning).

Being an ebook and print-on-demand publisher, we understand the changing landscape of publishing. We reduce waste in printing too many books that don't sell and never pay back an advance. Our goal is to generate revenue as soon as possible. Our business model allows us to make back the advances much more quickly. We can sell less books and make more money (or just as much as a mainstream publisher), even without having a bestselling author.

We have a network of creative individuals we can reach out to to find the perfect fit for a book and pay a one time cost for a book cover (for example) instead of having a creative person on staff who needs a regular salary.

COMPANY SUMMARY



2.2 COMPANY CULTURE

Right now our company is just one person. Work is done from home and done whenever time can be found. The work schedule is flexible. We consider the author to be more of a business partner. We rely on each other to both be successful. We respect each individual author's creative process while still making decisions for the benefit of the company. We care about the environment and how our every business decision will impact the environment. We are in the business because we enjoy the process. "Geeky" conversations about characters, plots, fonts, text leading, and the industry are encouraged.

OWNERSHIP AND MANAGEMENT



3.0 OWNERSHIP AND MANAGEMENT

- Gayle M. Cottrill - 100% owner and sole employee
- Bachelor's degree in reporting and strategic communication from UW-Madison
- Two years editorial experience as an editorial intern and then editorial assistant
- Freelance editor, copyeditor, and designer for websites and self publishing authors. Designed a book, business proposals, wedding invites, logos, and more.
- Marketing coordinator for *Unleashed*
- gaylecottrill.com



PRODUCTS AND SERVICES



4.0 PRODUCTS AND SERVICES

Products

- Ebooks
- Print-on-demand (mass market paperbacks)

Services

- All aspects of publishing:
 - Editing
 - Cover art
 - Cover copy
 - Layout and graphics
 - Copyediting
 - Proofreading
 - Book promotion (pre- and post-publication)
- Marketing materials:
 - Bookmarks
 - Postcards
 - Book trailers
- Online promotions:
 - Interviews on company site
 - Interviews on other author blogs
 - Social media promotion
- Speaking engagements at conventions, book festivals, coffee shops, libraries, etc.
- Library and bookstore sales
- Others to be determined when working on individual projects

MARKET ANALYSIS



5.0 MARKET ANALYSIS

While the publishing industry has gone through dramatic changes in recent years, with more and more people turning to digital books and monthly subscription services, people are still reading, and books still need to be written, edited, and sold.

The good news is that the changes to the market and the challenges that large-scale, traditional book publishers face do not threaten independent publishers like Apis Books. In fact, the business model of Apis Books aligns with current industry trends.

- Self publishing continues to increase drastically. The Pew Research Center¹ reported that from 2010 to 2015, the amount of self-published books increased by 446.5%.
- Ebooks are still popular, but interest in them has begun to level out. “Digital fatigue” has also begun to become an issue for many readers, and there has been a slight push again for pocket paperbacks to be available.²
- Independent authors and publishers have an advantage over mainstream book publishers because of their flexibility with publishing options.
- Readers are still thirsting for good books. The challenge is reaching them in such a flooded book market and making a strong enough connection with readers so that they will take a chance on a new book and purchase it. Publishers and authors need to create a thorough marketing strategy and build up a strong online presence for the author and his/her work(s).
- Audiobooks are becoming popular and are the “next big thing,” however they are expensive to produce.
- According to the Bureau of Labor Statistics’ Occupational Outlook Handbook,³ “Employment of writers and authors is projected to grow 8 percent from 2016 to 2026, about as fast as the average for all occupations. Strong competition is expected for full-time jobs because many people are attracted to this occupation.”

MARKET ANALYSIS



5.1 TARGET MARKETS

The largest target market is readers and booklovers throughout the United States. However, strategies will be put in place to hone in on local audiences, which will be based on where Apis authors live and want to promote their book.

The customer base of each book will vary depending on the genre of the book and where the author is located.

People who care about the environment and supporting small and local businesses and artists are also a target market.

5.2 SALES CHANNELS

Direct sales at events

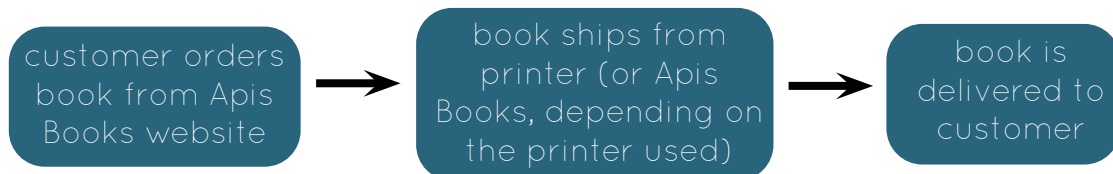
- Author readings
- Author signings
- Book Festivals
- Conventions (potentially in the future when company has a catalog)



**If the publishing company schedules the event, the Publisher will provide the books and take a cut of the profits. If the Author schedules the event, the Author pays for copies of the book at a pre-arranged price and will get all of the profits made that day.*

Online sales

- Shipped books



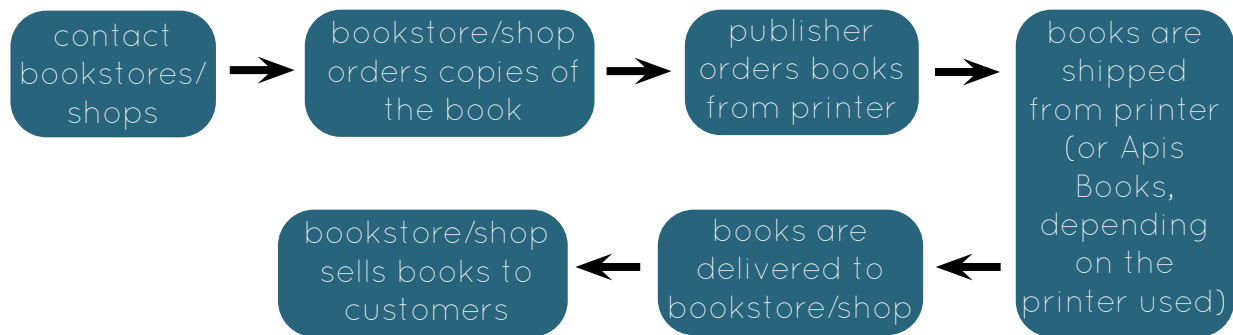
MARKET ANALYSIS

5.2 SALES CHANNELS

- Electronically delivered ebooks



Products sold at independent bookstores and other locations in or near Author's hometown



5.3 COMPETITIVE ANALYSIS

Competition	Strengths	Weaknesses
Amazon	<ul style="list-style-type: none"> • Everyone goes to Amazon to buy print and digital books, usually before going to publisher sites. • Can sell books at very discounted prices. 	<ul style="list-style-type: none"> • They don't give authors or publishers large royalties. • Knowledgeable people dislike Amazon's business model.
CreateSpace	<ul style="list-style-type: none"> • Accessible and easy to use for people who want to self-publish. • Books are featured on Amazon and have a chance to sell more because they are promoted more by Amazon than books from other sources. 	<ul style="list-style-type: none"> • Authors need to pay for the services CreateSpace offers.

MARKET ANALYSIS



5.3 COMPETITIVE ANALYSIS

Competition	Strengths	Weaknesses
Self Publishers	<ul style="list-style-type: none"> • Authors don't need to apply to send queries in to get published. • Some authors have proven they can be successful going this route. 	<ul style="list-style-type: none"> • Low quality final products. • Lack of marketing assistance. • Expensive for authors.
Angry Robot	<ul style="list-style-type: none"> • Great reputation with new authors of fantasy and science fiction. 	<ul style="list-style-type: none"> • Not very well-known to the general public. • Publish very specific genre.
Large, Traditional Publishers i.e. Bantam, Penguin/ Random House, Tor	<ul style="list-style-type: none"> • This is the goal of almost every author as the mainstream book publishers symbolize success. • They have the reputation and track record to show that they can make authors successful. • They have some of the best editors, copyeditors, cover artists, marketing reps, etc. • Able to get authors and publications willing to read and give quotes/reviews of new titles. • Have established sales channels. 	<ul style="list-style-type: none"> • Not as willing to take risks on new authors. • Very difficult for authors to get picked up by these publishers. • Bound by tradition and not as able to quickly transition with changing industry.

MARKET ANALYSIS

5.3 COMPETITIVE ANALYSIS

Apis Books vs. Competition: SWOT Analysis

STRENGTHS

- Low overhead costs
- Flexibility with publishing schedules and formats
- Will make a tailored marketing plan to fit authors
- Smaller target markets that allow for more direct sales

WEAKNESSES

- One person does all aspects of publishing process
- Irregular publishing schedule
- Does not have a national presence in bookstores
- No reviews of business

OPPORTUNITIES

- Can experiment with how a work is published and numbers of finished products
- Working with new authors who may be willing to try new publishing formats and marketing plans
- Can earn back expenses with fewer products sold

THREATS

- Cannot afford to pay a lot for new authors
- New authors choose to try to be published by established and renowned companies or decide to do self-publishing
- Lose money when customers choose Amazon over Author's website or the Apis Books website

MARKETING AND OPERATIONS STRATEGY



6.0 MARKETING AND OPERATIONS STRATEGY

The marketing and operations strategy includes two parts: the marketing of Apis Books to attract authors and the marketing of the published books.

Promotion of the company will be done primarily online through social media. Apis Books will make connections on sites such as Facebook, Twitter, and Instagram, and also follow and engage with blogs of other publishing companies and especially authors. Apis Books cares about being visible in local communities so there will be some marketing efforts within the city from which Apis Books operates and will slowly expand throughout the state and neighboring states. Physical promotion will take place at businesses, book festivals, and conventions that are located within the areas mentioned above.

Promotion of the books will also be done primarily online, however there will be a lot of effort put towards organizing events for the Author and Publisher to meet potential readers and make direct sales. Recognizing the trend to shop and buy “local,” Apis Books plans on focusing its marketing efforts at first near the Author and move outwards. Online promotion however will cover the local markets and national markets as well that can be reached more easily online.

6.1 MARKETING STRATEGY

6.1.1 WEB MARKETING

Website

The website is www.apisbooks.net. The website will have a new blog post published once a month. As the business grows, there will be more blog posts. The blog post topics may include:

- History of paper and publishing
- Publishing and the environment
- Worldbuilding
- Book reviews
- Thoughts on publishing news
- Author interviews
- Author shorts
- Author guest posts

MARKETING AND OPERATIONS STRATEGY



6.1.1 WEB MARKETING

The website is also where Authors will submit their work. The website will also host any upcoming events or contests.

Some of the web marketing that Apis Books will do once there are books to promote include:

- Blog tours
- Video interviews with the Author and Publisher
- Book trailers
- Reviews
- Contests

Mailing List

Apis Books does not want to bombard people's inboxes, and so there will not be a regular e-mailer, but once there are Authors and products, there will be a mailing list to sign up for that will be a quarterly report that lists products for sale and upcoming events.

YouTube

YouTube will come up much later down the line when Apis Books creates Author (and Publisher) interviews and book trailers, among other videos.

6.1.2 SOCIAL MEDIA MARKETING

The social media accounts will share updates on what Apis Books is doing and link to the website to encourage submissions and advertise new content. Some paid advertising or boosted posts may take place on Twitter and Facebook.

Twitter

Twitter will be used immediately to start making connections with new authors and other publishing professionals. The Apis Books Twitter account will advertise new content on the website and have a weekly (if not more frequent) call for submissions. Twitter will be the platform that Apis Books puts the most effort into controlling and keeping up on.

MARKETING AND OPERATIONS STRATEGY



6.1.2 SOCIAL MEDIA MARKETING

Facebook

There will be a business page for Apis Books to advertise new blog posts and promote submissions. This page will be used to help show the nature and interests of Apis Books, not just by following authors and publishing professionals, but also conservationists and environmentalists and engaging with all. Facebook provides the ability to create an event that can be shared publicly with the community that an Apis Books event will take place.

Instagram

This will come once Apis Books starts attending events, planning events, and has product to show off. The account will be used to share photos of Apis Books activities.

Social Media Objectives

- Reach 500 followers within first 6 months of publishing Facebook page
- Reach 100 followers within first 3 months of publishing Twitter account
- Promote one giveaway on Facebook, Twitter, and Instagram per book publication
- For the first six months, post minimum:
 - 1 Facebook post each week
 - 5 tweets each week
 - 1 Instagram post each month
- For the first six months the minimum interaction is:
 - React to 2 Facebook posts every week
 - Retweet 2 tweets each week
 - Like 2 tweets each week
 - Like 3 Instagram posts each month
 - Reply or comment on at least 1 post on Facebook, Twitter, and Instagram each month

Social Media Post topics

- Call for author submissions
- New blog post announcement
- Industry trends that make indie publishers look good
- Risks of self publishing
- Self promotion

MARKETING AND OPERATIONS STRATEGY



6.1.2 SOCIAL MEDIA MARKETING

Social Media Post topics

- History of paper
- History of publishing
- Speculative fiction news
- Reviews/thoughts on new books or movies
- Environmental posts

6.1.3 OFFLINE MARKETING

Because Apis Books is a “green” company, the amount of physical marketing materials is going to be minimal to promote the company. Apis Books plans on being a presence at book festivals and other literary events and conventions in the city from which the business operates and also the state in which it is registered.

Offline marketing will become more important once there are books to sell. There will be a heavier push to have posters to hang up to advertise events and other print materials to have at events.

6.2 OPERATIONS PLAN

To get Apis Books off the ground will take a lot of legwork. In order to sell books, the company first needs to attract authors who want to send queries. Initial efforts will be focused on advertising the company in order to gain the first customers: the authors. While the marketing plan is put in place to get authors, there will also be research done on local libraries, coffee shops, bookstores, festivals, conventions, etc. in the state from which Apis Books operates. The Publisher will begin making appearances at local events and spreading the word of their company.

Once a book is selected for publication and a contract signed by both the Author and Publisher, the Publisher will begin the editing process and once there is a nearly final draft, will work to get reviews from reviewing publications and quotes from authors whose endorsement could help the book’s success.

MARKETING AND OPERATIONS STRATEGY



6.2 OPERATIONS PLAN

An online and offline marketing strategy will be designed by the Publisher, and when a publication date is set, the Publisher will work on planning and scheduling readings and book signings at local businesses. Online, hype will be built around the upcoming publication to try to get pre-orders. The Publisher will also prepare to have the website to host the publication and fulfill the requirements to get the work up on sites such as Amazon.

Milestones to Reach

- Acquire one book within the first year
- Publish first book by 2020
- Earn back advance within first year after publication for first book
- Acquire second book by 2020

6.2.1 SALES PLAN

How will Apis Books obtain potential clients (leads)?

Apis Books will heavily promote its services on social media and send out a weekly call for submissions. The Publisher will search for potential leads on social media and connect directly with them. In addition, the Publisher will attend local events in Appleton and the surrounding area and throughout Wisconsin to try to meet potential authors in person.

After an Author has a successful publication with Apis Books, we believe that they will refer their network to consider submitting a query to Apis Books.

Authors are the first customers Apis Books requires, but customers who actually purchase the finished products are also important. Apis Books will reach out to bloggers, review sites, and fans online to promote new titles. Social media posts and ads will alert readers of new titles. Potential leads will also be available at in-person events.

How will Apis Books convert those leads to actual customers?

Potential leads on social media will be contacted directly to let them know of the services that Apis Books provides. In person, the Publisher will attempt to get to know the potential leads and their goals and discuss ways how Apis Books could help them achieve those goals.

MARKETING AND OPERATIONS STRATEGY



6.2.1 SALES PLAN

There will be heavy promotion on social media and on the Apis Books website and newsletter when new titles are coming out, which hopefully will reach potential customers who have already expressed interest in Apis Books. Giveaways of each title and in-person author signings and readings are aimed to draw customers in deeper and commit to purchasing a book.

How will Apis Books track its leads and determine how many are coming from where?

Apis Books will use Google Analytics to see where site traffic is coming from and look at statistics regarding who and from where people get to the submissions page.

On the cover sheet that authors are to submit with their query will be a question asking how they found out about Apis Books.

For leads that are discovered directly by the Publisher, the Publisher will keep track on a spreadsheet that lists the point of contact and how many connections were made through that channel for each week of a year.

Book sales will be tracked through the Apis Books website, printer site, and in-person events and numbers recorded in a spreadsheet that lists where titles were sold and how many for each month of a year (and week where applicable).

How Apis Books will get repeat leads?

By building a partnership with each Author and fulfilling the reasonable and professional expectations set by the contract between the Author and Publisher, Apis Books is confident that an Author will submit another title to be published. Series are encouraged!

If Apis Books is able to publish more than one title by an Author, and it is well received by readers, then it is likely that consumers will purchase other titles by the same Author. Also, by publishing a quality book, readers of one title may be willing to try a title by another Author, especially if the titles are similar in content or genre.

MARKETING AND OPERATIONS STRATEGY



6.2.2 MILESTONES

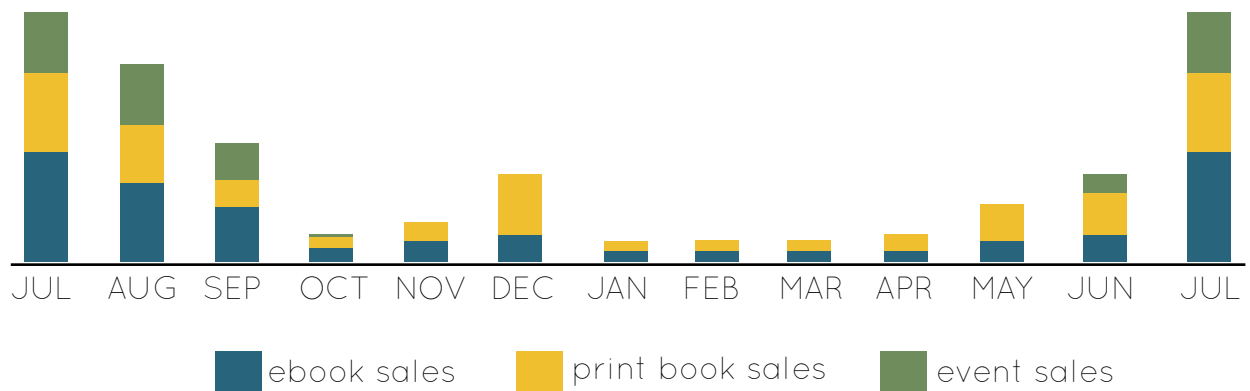
Milestones and their date to be completed by:

- April 2018: Launch Apis Books website and social media accounts
- July 2019: One title acquired and contract between Author and Publisher signed
- July 2020: First title published
- December 2020: 50% of advance of first title earned back and second title acquired
- July 2021: 100% of advance of first title earned back and second title acquired
- January 2022: Have all start-up costs paid back and have book sales paying for all business costs

6.2.3 SALES FORECAST

There are not actual sales numbers on this graph, because there are a lot of variables to determine even at what price the product will be sold and how many will be available across all formats. The graph illustrates the assumption that sales will be the highest in the month of publication and then will taper off. There is a spike around the holidays to represent gift sales, and then the sales begin to grow again as a new book is published a year after the last, and hype is building about the new one, and marketing is heightened again regarding all products.

One Year Sales



FINANCIAL DATA



7.0 FINANCIAL DATA

The following information lays out the proposed budgets and income for the early stages of Apis Books. Because publishing requires a lot of heavy lifting at the beginning before the product is ready to be sold, there is a lot of start-up costs and time involved before it is even possible to begin selling a product.

7.1 START-UP BUDGET

Bare minimum start-up budget: \$1823.00

Website domain (3 yrs)	\$73.00
Advance on royalties	\$500.00
Marketing materials (post publication)	\$100.00
Printing cost **	\$1000.00
ISBN/copyright	\$150.00

Ideal start-up budget: \$4211.00

Website domain (3 yrs)	\$73.00
Marketing materials (Apis Books)	\$100.00
Adobe software* (1 yr)	\$650.00
Printer/Scanner*	\$38.00
Advance on royalties	\$1000.00
Marketing materials (post publication)	\$200.00
Printing cost **	\$2000.00
ISBN/copyright	\$150.00
Labor	\$FREE (until profit is made)

* already own, but would be nice to write off as business expense

** estimation - depends on contract agreement and printer

FINANCIAL DATA



7.2 PRODUCTION BUDGET

Apis Books LLC is starting off as a sole proprietorship, and the Publisher is the sole member who will be able to put in work and time without having to be paid regularly. It is a cost of the business, but it is a borrowed cost. The production budget below includes the time the Publisher needs to publish a book and the earnings they are due.

There are minimal monthly expenses as the web domain covers three years and the marketing will be done mostly online. The Adobe programs used is a monthly subscription service, however they are currently already owned by the Publisher.

- Monthly business operations and labor (weekly social media promotion, website upkeep, submission review, etc.) = 5.5 hours @ \$18.00 = \$99.00/week x 4 = **\$396.00**
- Labor to publish one book (editing, cover art, copyediting, page design, marketing, reviews, etc.) = 123.5 hours @ varying rates = **\$2357.00 per book**
- Miscellaneous costs per book (copyright, ISBN) = **\$250.00**
- Web costs per year (domain, email, marketplace) = **\$174.00**
- Total cost to publish a book and pay for website necessities = **\$2607.00**
- Yearly cost for Publisher's hours, tasks, and other fees = **\$7929.00**

7.3 BREAK-EVEN ANALYSIS

There are a lot of variables to consider when publishing a book. For instance the advance on royalties for each author may be different. Additionally, the format of each publication and cost may also vary. The royalty split is also undecided as of the time of publishing this document. For the break-even analysis, I have calculated how many ebooks and print versions of a book would break even the publication cost when the advance is \$1000.00 or \$500.00 and the list price of the book (in both formats) is \$7.99. There are also calculations for a royalty split of 50/50, 60/40, and 70/30. I am assuming all book sales are direct from the Publisher.

FINANCIAL DATA



7.3 BREAK-EVEN ANALYSIS

Annual labor and fees for upkeep of Apis Books: \$5148.00

Total publication cost: \$2607.00

All publishing costs: \$7929.00

List price: \$7.99*

* Ebook splits \$7.99; Print splits \$4.00 to account for printing costs per book

50 P/50 A
EBOOK
\$3.995 P | \$3.995 A

PRINT
\$2.00 P | \$2.00 A

Advance	\$1000	\$500
Ebooks to pay back advance	251	126
Ebooks to pay back publishing cost	653	653
Ebooks to pay back all costs	1,985	1,985
Print books to pay back advance	500	250
Print books to pay back publishing cost	1,304	1,304
Print books to pay back all costs	3,965	3,965

60 P/40 A
EBOOK
\$4.80 P | \$3.19 A

PRINT
\$2.40 P | \$1.60 A

Advance	\$1000	\$500
Ebooks to pay back advance	314	157
Ebooks to pay back publishing cost	544	544
Ebooks to pay back all costs	1,652	1,652
Print books to pay back advance	625	313
Print books to pay back publishing cost	1,087	1,087
Print books to pay back all costs	3,304	3,304

70 P/30 A
EBOOK
\$5.60 P | \$3.39 A

PRINT
\$2.80 P | \$1.20 A

Advance	\$1000	\$500
Ebooks to pay back advance	295	148
Ebooks to pay back publishing cost	466	466
Ebooks to pay back all costs	1,416	1,416
Print books to pay back advance	834	417
Print books to pay back publishing cost	932	932
Print books to pay back all costs	2,832	2,832

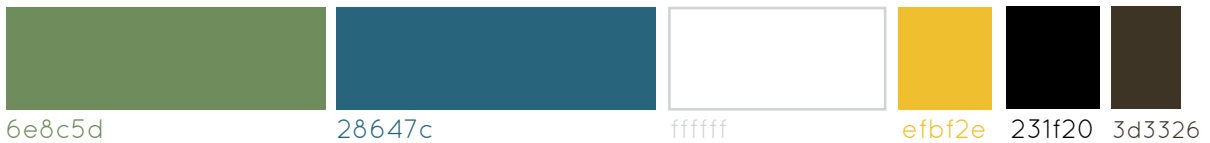
APPENDIX



8.0 APPENDIX

Color Swatches

Below are the color swatches that will be used for all branding and marketing purposes. The boxes below are arranged in a way to visually show which colors will be used the most.



Resources

1. <https://medium.com/@SarahBolme/four-publishing-trends-for-2017-f7bdbf56975c>
2. <https://izzardink.com/publishing-trends/>
3. <https://www.bls.gov/ooh/media-and-communication/writers-and-authors.htm>
4. *The Small Business Manual & Workbook* by Regina Anaejionu

Testimonials


APPENDIX



8.0 APPENDIX

Submission Cover Sheet

Below is a sample of the cover sheet that every author is required to complete and send in with a summary of their novel and the first 25,000 words.



APIS BOOKS
apisimprint@gmail.com
Appleton, Wisconsin

APIS BOOKS AUTHOR SUBMISSION COVER SHEET

Full Name: _____

Book Title: _____

Word Count (if unfinished, estimate the length of the work): _____

Genre of Work: _____

Have you been published before? Yes No

If so, with what publisher(s) and how many books? _____

How did you hear about Apis Books?

Friend Facebook Twitter Google Search Other: _____

Why are you interested in being published by Apis Books? _____

We'd like to get to know you. Please provide a brief author bio. _____

SUBMISSION DIRECTIONS

Please attach this completed cover sheet, along with the first 25,000 words (about 40 pages) of your novel, and a complete plot summary, and email all three items to Gayle Catrill at apisimprint@gmail.com. Files must be provided in .doc, .docx, or .pdf format.

You will be notified via email twice: once when your submission has been received, and once when Apis Books has read and made a decision regarding your submission. Emails will be sent to the email from which you sent in your submission. Please be sure to add apisimprint@gmail.com to your contacts to prevent any correspondence being directed to your spam folder.

APPENDIX

8.1 MARKETING COLLATERAL

Sample logo options and business card layout

