

## Chapter 1 : calendrierdelascience.com - Publisher of Business Books & Business Plan Software

*In fact, when you choose to self-publish a book—any type of book—you go into business for yourself. You actually become a publisher and open a publishing company. You go into the business of writing, producing, and publishing your own books.*

For many people, establishing your company can be confusing, tedious, and downright painful. Thankfully, this step-by-step guide and some awesome online services will help you determine if you should start a publishing company and the steps for how to do it pain-free. In this article, you will learn: The pros and cons of starting a book publishing company What you NEED to know before starting such a business How to start your own publishing company online Which service I used that did most of the hard work for me Before I dive too deep into this process, I must make 2 disclaimers: Although I have a lot of experience in setting up LLCs, including my own book publishing company, I am by no means a lawyer or CPA and cannot speak on their behalf. If you have any questions, it is best to seek the legal advice of a professional before moving on. You can also listen to my podcast interview with a lawyer below. Each county will have their own laws for setting up such things, but many of the steps and recommendations below will be pertinent in your own startup. But doing so has many advantages, including: This will help you clarify exactly why this is the right time for you to start your publishing business. Although self-publishing is a gigantic accomplishment, some buyers, bookstores, or libraries look down upon books that are obviously self-published. For example, the business just paid for me to attend the Business of Software Conference this October. Starting your own business also helps you differentiate between your personal income and the business income. This makes things much easier when it comes time to file your taxes. Choosing to go through a self-publishing company can often mean relinquishing your control of your book, the editing, cover design, and how your final product is promoted. If you publish the book yourself, you may hire out certain aspects of the publishing process, but ultimately, you get to keep control of exactly which book is put out into the world. Just ask me about my own experience getting sued, jeesh! PS: Related Podcast Episode—Interview with an Experienced Lawyer For publishing, this is very important because there has been a rise in copyright infringement and other accusations on the Kindle platform and other eBook sales sites. In many cases, the claims are unfounded, but they are still very real and disturbing. The terms of service state that you can only have one KDP account. However, the cool part of owning your own publishing company is that your company would have its own EIN and bank account, which allows it to open its own KDP account. So now you can have two, and the second one is a publishing account, which comes with added benefits. Why should you care about having another account? Starting your own business can help you make the mindset shift from thinking like an author to thinking like an authorpreneur. Having this publishing business could allow you lots of future opportunities. Keep this in mind later when we discuss naming your company. Decide which form of Ebook Publishing Company You Should Start Before you can start creating your own eBook company, you need to choose which type of business structure you would like to create. Each one has its own pros and cons. I have heard an LLC be referred to as a Corporation, however, no matter what you call it, it is not a Corporation. While not a corporation, it still provides adequate protection of assets without being as difficult or expensive as setting up a Corporation. Basically, it is the best of all worlds and fits nicely in the self-publishing business structure. Check out the bottom of many of your favorite authority authors or bloggers and you will see those magical LLC letters. But, before you make a decision on which is best for you, make sure to do some extra research on each. Select A Business Name Think good and hard about this one. There are 3 things you need to consider before choosing your name: It is a good idea to have backup names ready just in case yours is taken. How do you check if your company name is taken? To do this, type into Google: Choose A Location When setting up an LLC, many self-publishers will make their home their place of business since they need a physical place for their company. This is a bad idea because your information will be public and debt collectors, lawyers, and random people will know where you live. So what can you do instead? Rent a Physical Location: Get a UPS Mailbox: Box number on the application. Luckily, UPS gives you a mailbox number that looks like a regular

address. By choosing this option, you will need to show up in person to setup your mailbox. That means the state in which you decide to setup your LLC will be completely dependent on your ability to physically get there. Setup a Virtual Office: Virtual Offices are my favorite option. These are professional offices that give you a specific mailing address, collect your mail, forward it to you, and can also be your Registered Agent extra level of personal protection. Furthermore, most virtual offices will give you a number and will record and send your voicemail to you electronically. This option is great for those of you who travel or if you reside in a state that has awful business taxes. If you live in one of these, great! otherwise, you will need to set up a virtual office there OR setup your UPS mailbox within that state to legitimately create an LLC in that particular state and reap their tax benefits.

## Chapter 2 : How To Write A Book Marketing Plan For Publishing Success

*Publishing Company Business Plan by Angie Gentry - Updated September 26, Writing a business plan for your prospective publishing company is one of the most important tasks related to starting your business.*

Continuously review and evaluate products and services to meet changing landscape of library and information sciences. Consolidate customer activities to enhance customer service, market research and product development. Consolidate publishing and membership activities to leverage the potential of ALCTS products and services for increasing membership. Organize a campaign to generate increases in paid subscriptions for all publications that are prerequisites of membership. Create an electronic product that enables online access to all ALCTS publications on a fee basis utilizing PDF, e-commerce, and rights management software. Establish a budget in ALCTS for market research into product trends and customer demographics that will remain in place for three fiscal years. Mission and Purpose The mission of ALCTS publishing is to generate niche-market scholarly and commercial products and services for its members, the profession, industry, and public. ALCTS publishing must accomplish this mission in a time-efficient, resourceful, cost-beneficial manner to maintain competitive publishing operations and adequately contribute revenues to future association endeavors, programs, and initiatives. Keys to Success Implementing further market research into customer demographics and trends, current product viability, and new product options. Expanding and more aggressively seeking product proposals Streamlining quick-to-market content, format innovations, and production processes. Expanding product lines to meet the needs of multiple markets, venues, and applications over longer periods of time i. Converting all content into XML files to facilitate content and format innovations. Doing more with the implications and consequences of E-commerce and mastering the subtleties of e-mail marketing. More resources directed to marketing, market research, and product development. Larger travel and entertainment budget for author prospecting. Ability to finance author honorarium. Ability to produce smaller niche-market products quickly. Access to the experts. Maintaining high visibility in the development of standards, policies, and procedures in technical services and related fields for the library community, nationally, and internationally. Customer data for books linked to iMIS. Converting member serial publications to online format. Electronic copyediting, electronic proofing systems, and electronic indexing are in use to shorten production cycles and get content to market quicker without lowering editorial standards. Stats on web publications hits. Revise major reference projects using database software for online accessibility. Alerting services to identify late breaking news and developments across the profession. Abstracting services on trends, comments, opinions: Pay per view products. A product line for online-delivery products. Textbooks for core library school courses or information studies classes. Products for information professionals in non-traditional settings. Provides customer data interface protocols, technology infrastructure for database content, digital content production, electronic delivery, rights management, E-commerce software, and electronic storage. Provides member information and chapter non-member information. Partner in creating member benefit packages that increase customer base ranking and encourage membership growth through member information, chapter non-member information, ALA Customer Service: Interface management with outside vendors subscription fulfillment and customer data. Responds to needs of tech-savvy personnel for higher and higher levels of technology skills. Plans need to be put in place in advance to coordinate the approach to the same vendors and thereby maximize the revenue contribution to ALCTS. Maintain budget priorities allowing implementation of these plans and support flexibility in organization of work to pursue plans. Other markets include state library associations; teacher organization; library and information science educators and students working or enrolled in library and information science degree programs , institutions in the library profession such as corporations and international libraries, and bookstores. Target Market Segment Strategy Staff development and continuing education materials that train and prepare librarians for change. Online enhancements to print products: Rapid-response products covering hot-topic trends and developments. Straight-into-the job publications for paraprofessionals. Application of technical services in non-traditional professionals. Products that support industry principles, standards, and

best practices for creating, collecting, organizing, delivering, and preserving information resources in all forms. Quick production response schedules ensuring currency of information and quick turnover of manuscripts to publication. Full Product line development stretching the reach and influence of every product subject. Market Trends Increased spending on library technology is driving the need for support products. Library automation may be moving from bibliographical control to content management. Overall library market for print subscriptions continues to decline slightly. Multiple languages formats for library materials and patrons. Increased demand on librarians to train non-professionals, or paraprofessionals. MLS graduates seeking work in non-traditional, non-library settings. Boom in spending on electronic products in academic libraries, and a lesser extent in public libraries. Copyright issues in electronic publications. The growth of the global economy and international markets. Faster production cycles to shorten the time it takes to get a product out. Growth in number of librarian jobs in to Greatest growth will be in non-library settings: Virtual membership opportunities will increase the number of international librarians who want to interact with ALCTS Number of ALA members projected at 75, by Product spin-offs, niche markets. Online product alternatives to print products will add to subscriber base rather than dilute e.

*Every business benefits from smart business planning. Check out these sample business plans for magazine publishers, newsletter publishing, video television production, magazine journalists, music recording producers, theatrical music producers, and other publishing and production related business.*

You are also becoming a publisher. And with that new title comes a new start-up business. Entrepreneur If you are like most aspiring authors, you may just want to write. You may have no desire to become an entrepreneur. In fact, when you choose to self-publish a book—any type of book—you go into business for yourself. You actually become a publisher and open a publishing company. You go into the business of writing, producing, and publishing your own books. To a certain extent, you also are responsible for distributing those books, or for finding a way to do so. If you are writing ebooks to support your existing business, you now have a new business venture to support. As with any other business, it takes time, effort—and money. How to Create a Business Plan for Your Indie Publishing Company Besides your good, marketable ebook ideas, you need a variety of things to get your publishing business up and running. First, you need a business plan. Any seasoned entrepreneur will tell you a plan is necessary to start a company. A book proposal serves as a great template for such a plan since initially you are creating a plan that revolves around one book. This template can be expanded to serve as a business plan for your whole publishing company. I write about this extensively in my new book, *The Author Training Manual*. A book proposal is used to prove to a publisher the marketability of a book idea. You want to prove to yourself, since you are the publisher, that your book idea is viable—that it will sell and make you money. And you want to make sure it will enhance, not detract from, your current business. For example, aspiring authors are often shocked at the cost of editing a manuscript, which can prove much more costly than design. Determine what resources you need to complete your book. At the minimum, these can include:

### Chapter 4 : How to Start a Printing Business | Free Book PDF Download

*This sample Book Publishing Business Plan in Nigeria can be used for Grant Applications, Bank Loans, Proposal writing, Business Concept Note, Competitions etc. Book Publishing Business is a lucrative business that needs a lot of strategic Planning to start and a business coach like Dayo Adetiloye to help you start the Implementation.*

Print on Demand and ebook publishing have created a whole new model for publishing. Every once and a while I hear from somebody at government agency on the local level or from a volunteer in a business incubator asking me to help out with a business plan for a client they are advising. Finding customers for books is just a very different business than opening a storefront or bidding on contracts, and competition is on a global rather on a local level. But I can give new publishers a good starting point for a business plan: Make a profit on every book that you sell. If you lump your marketing expenses into one bundle for the lifetime of your business and amortize them against all of your book sales, it might look cheap enough, but I believe in linking a marketing campaign directly to the results. Another way to lose hundreds of dollars per book sold is to print a lot of books and only sell a few of them. Been there, done that. But in talking with these business advisors to aspiring publishers, I find they want to focus the business plan on exactly the wrong points. I think it has to do with wanting to define the things that can be "easily" defined, such as design costs, printing, computer equipment and software, and advertising campaigns, not to mention professional services for accounting and legal issues. Too comforting I believe, and I hate hearing failed businessmen complain that they failed, despite "doing everything right. The primary thing you need to start is a marketing platform. It could be your public speaking, a byline in your journalism, a website, a media presence, or any number of other existing platforms that will guarantee your titles eyeballs or ears. The key here is that the marketing platform should be in place before you start publishing. Another thing you need to start is a manuscript or manuscripts that fit your marketing platform. The same goes for the owners of a chain of garden shops - stick with gardening books at the start. Another thing you absolutely need is a market. You learn about your market by doing market research, looking at competing titles and title sales within the genre. The last thing you really need to get started is a modest amount of time and money, a few months and a few thousand dollars can do it. Unfortunately for most self publishers, the manuscript usually comes first and everything else ends up depending on luck. The things that I call easy enough to find are services like editing, proofreading, cover and interior design. Nobody needs filing cabinets when they start, nor postage machines, nor office furniture. Publishing is an ideal laptop business. What you need is regular back-ups! Things you can add or change as the business progresses include printing, warehousing and business banking services. We used to have merchant credit card processing when we were printing on offset, I suppose we still have the swiper, but it never paid for itself. If you need a ton of low cost books for a flood of bookstore orders, you can always get them printed in a week or two. The companies you deal with when you are starting out are going to treat you as a cash-and-carry customer.

*The amount of financial information presented in your business plan will depend largely on the stage of your financing and the amount of money you are seeking. Your plan should describe in general terms the type and amount of funding you need.*

**Newsletter Publishing Business Plan Executive Summary** The Infotext Strategy Letter is the core element of a monthly subscription service including the newsletter and website privileges. This is an expansion project for us. It will serve our business in several ways: Establish and validate the expertise. Generate visibility, leads, additional consulting clients. Offer an additional source of revenue. This business plan focuses on the newsletter as if it were a separate entity. It is confidential, to be used internally as a guide to this new business expansion within our existing business. Developing visibility to generate new business leads. Leveraging from a single pool of expertise into multiple revenue generation opportunities – the newsletter and subscription website, retainer consulting, project consulting, market research, and market research published reports. It includes a monthly newsletter delivered electronically and an information archive delivered on the World Wide Web as a password-protected secure site.

**Company Summary** For this internal expansion plan the details of our company are not relevant. We do intend to develop this new business, if approved, using a balance of one in-house salary and outside vendors for editing and some significant production work. We will need some legal work, some computer equipment, and office space. We also have to support the cash flow involved in hiring our main person, and the working capital involved in getting this business rolling.

**Services** The related services include the Infotext Strategy Letter, to be delivered monthly, and the Infotext website, which is available to subscribers. Our target subscriber wants timely information about new developments in high-tech channel marketing including technology changes, economic trends, ideas and innovations, case studies, and interviews with industry leaders. The website contains archives of past articles, reports gathered from the rest of Acme Consulting, audio with interviews, and compilation of links, related information, etc. It is a valuable resource that contributes to the value of the subscription. They have built the website add-on very much like what we propose, but the newsletter is too general and fails to provide vital, focused information. The third general kind of competitor is the international market research company: These companies are formidable competitors for published market research and market forums, and most of them also provide website information and newsletter subscriptions. The fourth kind of competition is the market-focus specific smaller house. The newsletter will be delivered monthly. The subscribers can choose whether they want email delivery or hard copy delivery or both. The hard copy must be very well produced, edited, and always on time. We will turn to qualified vendors for freelance back-up in editing and production. Our editor will be qualified to manage the website through work with third-party vendors. The newsletter will be developed in Windows using Adobe products and delivered as an html newsletter, Adobe Acrobat document, or hard-copy newsletter. Complete desktop publishing facilities are an obvious necessity.

**Market Analysis Summary** The Infotext Strategy Letter will be focusing on high-technology manufacturers of computer hardware and software, services, and networking, who want to sell into markets in the United States, Europe, and Latin America. These are mostly larger companies, and occasionally medium-sized companies. Our most important group of potential customers are executives in larger corporations. These are marketing managers, general managers, sales managers, sometimes charged with international focus and sometimes charged with market or even specific channel focus. They do not want to waste their time or risk their money looking for bargain information or questionable expertise. These companies will be calling on Acme for development functions that are better spun off than managed in-house, for market research, and for market forums. Medium-sized growth companies – Particularly in software, multimedia, and some related high-growth fields, Acme will offer an attractive development alternative to the company that is management constrained and unable to address opportunities in new markets and new market segments. Some of these are by accounting companies e. These newsletters tend to exist as marketing programs related to developing consulting leads. Some newsletters are little more than adventuring by experts who want to market their expertise while temporarily

out of work. There are however some long-term expertise-based newsletters put out by individuals, that nonetheless manage to earn long-term branding as high quality publications. The major name-brand newsletters have developed marketing programs involving direct mail, email, etc. Reliable delivery, on-time delivery, and valuable content are all vital. International locations managed by owner-partners with a high level of presentation and understanding of general business. Envious reputations which make purchase of newsletters an easy decision for a manager, often without regard to prices. International offices, specific market knowledge, permanent staff developing market research information on permanent basis, good relationships with potential subscriber companies. Market numbers are not marketing, not channel development nor market development. Although these companies compete for some of the business our newsletter is after, they cannot really offer the same level of business understanding at a high level. Market specific or function specific newsletters: Expertise in market or functional areas. Acme should not try to compete with [name omitted] or [name omitted] in their markets with market research, or with ChannelCorp in channel management. The inability to spread beyond a specific focus, or to rise above a specific focus, to provide actual management expertise, experience, and wisdom beyond the specifics. These few thousand high-tech manufacturing companies are the key customers for Acme.

## Chapter 6 : Independent Publisher: THE Voice of the Independent Publishing Industry

*Putting together a business plan for your book necessitates evaluating your idea from a business as well as a creative standpoint. Since publishing is the business of selling books, your business plan helps you determine if your idea is saleable.*

Self published authors frequently lament their lack of book sales. A sound and sensible book marketing plan is just as important as the writing, editing, design, and publication of a book. Your book marketing plan should be designed to identify the revenue streams you plan to tap into. Building a book marketing plan. Every book needs some sort of book marketing plan – something that sets your expectations and creates achievable goals of how to promote a book that you can pursue in an orderly fashion. But, how do you create a marketing plan for your book? There is a ton of great free software, and even more that you can spend lots of money on, that all help you create a marketing plan for selling your book. Chapter One – Who will buy your book? The secret to sales success is to target your marketing of a self published book as directly as possible to your potential reader – and have it be someone who is reachable. Sales success for your book will be driven by defining a very clear picture of who is interested in your book, then how to promote a book to that audience. They must be identifiable: Which groups would be interested in your book? Why should they need or want your book? Chapter Two – What is your definition of success for your book? What is your GOAL? Some authors write for a very specific personal need to tell their story. Some have unique insight into very specific topics. Each author is different, but you MUST decide what your real definition of success happens to be. Everything you do for your book should be in support of this goal. One of the biggest mistakes you can make is to confuse WANTING to do something to achieve a goal with being ABLE to achieve a goal – make sure you possess the necessary skills to do the things on your list. Set up personal events to promote my book – book signings, seminars, radio interviews, etc. Secure reviews from print resources. Identify online resources for promotion of my book Identify non-retail opportunities for book sales. For example, one of my Objectives is to set up personal events to promote my book. So, my plan section might look like this: Set up one book signing per week at local outlets ii. Set up two seminars on book marketing in 1st quarter iii. As you can see, it really is all about breaking your marketing efforts down in to small enough pieces to be A understandable, B achievable and C measurable. It never ever happens overnight, even though it may seem to for some people. Chapter Four – Create a reasonable timeline and budget All of us have finite amounts of time, energy and money. Marketing can eat up all three very quickly, leaving you alone, exhausted and broke. The game is to pace yourself and resources so that you can keep the effort moving along. This is where your planning in Chapter Three works its magic. Here are some monetary expenses you may expect to incur in your marketing plan: Sample Books – do you plan on sending them out or dropping them off? Marketing materials – posters, flyers, postcards, etc. Chapter Five – Creating a brand with your book marketing plan Think about this. Books can occasionally be seen as a commodity. At least have us add your web site in several places in the book – even on the cover. Letting us in on your marketing plans can allow us time to help you create the best possible product. Let us know if we can answer any questions, and thanks for reading. As always – if you like this information and found it helpful please feel free to post it on your site, put it in a blog, toss it in your newsletter, or in general spread it around. Please just give us credit here at dogearpublishing. If you have any questions or comments – please write us at AuthorResources dogearpublishing. Ray, along with coworker Alan Harris, joined forces with Miles Nelson to create Dog Ear Publishing to provide the author community a self-publisher with a heart.

### Chapter 7 : How To Start Your Own Publishing Company - 10 Essential Steps

*Whether you plan to sell printed or online e-books, the overall process of starting up a book publishing company is about the same. 1. Choose a book genre and market segment to target.*

If you are a mapper or plotter, you may stop to outline your scenes or your content prior to sitting down to write. Yet, almost every book project benefits from the creation of a pre-writing business plan. No matter how you want to publish your book, a business plan helps you produce a marketable, which equates to a successful, book. Marketability Putting together a business plan for your book necessitates evaluating your idea from a business as well as a creative standpoint. Since publishing is the business of selling books, your business plan helps you determine if your idea is saleable. That means you must consider if you have created a marketable book concept. Both represent necessary pieces for a successful book. This guest post is by Nina Amir. A speaker and blogger, she is known as the Inspiration to Creation Coach because she helps creative people combine their passion and purpose so they move from idea to inspired action and positively and meaningfully impact the world as writers, bloggers, authorpreneurs, and blogpreneurs. As a hybrid author she has published 16 books and had as many as four books on the Amazon Top list at the same time. To find out more about Nina and get a free goal-achievement e-book, visit [www](http://www). A business plan helps you focus your book on your reader and target market. To create a business plan for your book you must identify your ideal reader. This also involves identifying a target market. Once you have this information, you can determine what content best serves the people in your market. A book that offers benefit to many people in a specific market has a higher likelihood of selling. That benefit can come in the form of solutions, answers, relatable stories, escape, or inspiration. A business plan helps you write a unique and necessary book. A business plan for a book includes a competitive analysis, which compares your book idea to existing successful books currently on the market. This helps you decide how to make your book better and different from current titles. A business plan helps you hone your idea. When you have taken the time to look at the market and competition for your book, you can work with your initial idea to make it more marketable. You can mold it into an idea that bests serve your ideal reader and rises above the competition”and write creative content to match that idea. A business plan helps you plan for success. Today, books succeed because authors help them do so. Both pre- and post-publication promotion determine how many copies of your book you might sell. To plan for success, take the time to create a promotion plan for author platform building starting years before you book is released and for the release of your book including years after it hits the bookstores. Writing by the seat of your pants has its place, and often turns out inspired works. If you take the time to do initial planning, you increase the likelihood of producing not only a creative but a saleable book as well. Follow Brian on Twitter:

## Chapter 8 : The Print Book Business Plan

*I started my publishing company without writing out a business plan, but I'd been involved in publishing for years as a trade author and had failed in a previous attempt at publishing in the old offset press model, so I had a pretty good idea what I was about.*

This blog post is for informational purposes only. I am not a lawyer or accountant and am not giving legal advice. Consult with a tax professional and lawyer before making decisions regarding your business. As an author, have you considered starting your own publishing company? Many self-published authors are now choosing this option. In fact, this is what my husband CJ and I have done. When you start an independent publishing company, you can then register your ISBN with your company name as the publisher. It can be helpful to have your business and personal finances separate for tax purposes. In fact, sometimes it can save you money! Also, when you form a LLC or S-corp, it shields your personal income and assets from lawsuits that may occur. Lawsuits are very rare in our type of business, but some people prefer to have this extra layer of protection in place. Once you establish your independent publishing company, you have more options.

**Make a Decision** The first step to start your own publishing company is to make the decision. You need to decide that you want to make writing and publishing books a business and not just a hobby. This is a huge mindset shift for most authors. And a necessary one. I found that once I made this decision in , I became much more serious about investing into my publishing business. And as I focused more on book marketing, my career as an author took off.

**Research Your Options** Now it is time to research your options. Make sure to know what options are available in your country. Since I live in the US, I researched three main options: In the US, you claim this under your social security number for taxes. This is the easiest way to start. An LLC is a limited liability company that is taxed similarly to a sole proprietorship. However it is an incorporated business and separates and protects your personal assets from business assets under limited liability. An S-Corporation is an incorporated business and gives more tax advantages and savings.

**Consult With Experts** It is important to consult with experts before making decisions about your business. Many lawyers and accountants offer a free consultation to answer your questions. They can advise you on the best path for your particular situation. For my husband and I, it was recommended that we start an LLC that is taxed as an S-Corp as this would save us thousands of dollars in self-employment taxes. So, make sure to consult with a lawyer and an accountant for advice on how to proceed.

**Decide on a Business Name** Once you decide on which type of business to set up, you now have the responsibility of choosing a name. Ensure your name is not trademarked or already taken in your state if you live in the US. You also want to choose a business name that is professional and fits your brand.

**Finalize the Business Type** Now that you have your business name chosen, you can finalize the set-up of your publishing company. I then received paperwork that listed my EIN employer identification number which would allow me to open a business bank account. However, once we decided to incorporate as an LLC, we had our tax guy set it up for us. He charged a minimal fee and made sure it was done correctly. Each bank has a different process and requirements for setting up a business account. Therefore, consult with your local bank for more details. You may also want to set up a business Paypal account for transactions online.

**Set Up an Accounting System** Bookkeeping used to be a bad word in our house. However, once we learned how to properly use accounting software and set up our bookkeeping correctly, it actually helped to decrease our stress. We consulted with an accounting service and paid a small fee to have them help us set everything up. She recommended that we buy the cheapest version of Quick Books we could find at an office supplies store. She said she preferred the computer software versus the online version as it gives you more control, it is easier to export data for your accountant or bookkeeper, and it tends to be cheaper. Make sure you implement a system for tracking your receipts. You also want to be very careful to never buy personal items with a business account and vice versa. You want to be organized and keep things separate. This will make life much easier come tax time!

**Register a Domain Name for Your Business** I highly recommend you register a domain name for your business. This is another way to add more professionalism to your company. It can also be a place where you post a listing of your published books. I have recently started

using the My Book Table plugin on my author site and recommend it. It makes it super easy to add book pages and buy links for your books. You can see how I set it up here. For example, in the US, there are laws about collecting sales tax when you sell books at live events and it differs from state to state. Now it is time to celebrate your success. You have formed your own independent publishing company! My Personal Story In , we started our independent publishing company. Initially, we created a sole proprietorship because it was the easiest way to start with the least expense. However, this year my husband and I got hit really hard by taxes. We have a long to-do list, but I am confident that next year will not be as stressful, which is such a relief! We will definitely be hiring him to do our taxes next year! Have you ever learned a lesson the hard way? I have many times. And it seems I learn more from my mistakes than I do from my successes. It is in the difficult and painful seasons of life that I grow the most. In fact, this very week I was encouraged by two authors that personally thanked me for helping them publish and market their books. They are both successful authors today. So I will close with some encouragement for you and for myself as we embark on this journey of writing and publishing books. Share Your Experiences Have you started an independent publishing company? If so, share your business name and website in the comments below as well as any advice you have learned along the way. This article was originally published on The Future of Ink and is reprinted here in its entirety for our Magnolia Media Network readers.

**Chapter 9 : MBR: How to Make a Small Press Publishing Business Plan**

*I'm close to the publishing phase of self-publishing a book and this really lays out the business arc of what I need to think about. The template brings clarity and focus to what can be bewildering and overwhelming to a novice writer.*

December 16, For a self-published author, a business plan begins with a mission statement that will help direct your decision making at every stage of the book writing, book promotion, and book selling processes. As a self-published author, your business plan, even a short one, will help set expectations and reach your goals. Creating a business plan requires that you study the marketplace, research a competitive analysis, and make financial projections. If you are a one-book author, your business plan might consist of one simple document. If you are planning many books, or your book is tied to a product or service, it will necessarily be more complicated. There are many business plan templates on the web and in books that help. Your mission and goals Possibly the most valuable thing a business plan can do is to help you articulate your mission. Whenever you have to make a decision, you can return to your mission statement to help determine if the action you are about to take serves it. You may be tempted to skip this step and just blindly jump into publishing your book, but think it out, write it down and modify it as you become more aware of the challenges of becoming an author. Authors have told me again and again that this step has helped give them a reality check and eased their mind about writing and publishing. For example, why are you writing this book? Is your mission to change the world, to make money, to support your business, to leave a family legacy? Maybe you are writing to establish yourself as an expert in your field or to promote other products and services you offer. Do you envision spinoff DVDs, workshops, a line of gourmet cookware? Perhaps you are shooting for an international bestseller? It has been known to happen! Perhaps you are among the many traditionally published authors disillusioned with the industry who are turning to self-publishing and creating your own small press. Will you use your book as part of a book proposal to try to attract an agent and publisher? There are other ways to raise funds, too. Pre-selling is an option and crowdfunding has enabled lots of authors to finish their books and spread their message. Pre-selling is rather easier than crowdfunding, which requires lots of thought, planning, and marketing. If you have a store on your website, you can begin pre-selling whenever you like, and you keep the profits minus shipping and any store merchant account fees you may incur. Gumroad, Sellfy, and Selz are great storefronts with widgets that you can embed on your site to sell beta and final versions of your eBook and print book. Author crowdfunding Many authors are choosing to crowdfund their work, and there are now many platforms to choose from. To explore the pros and cons of each platform, I interviewed successful authors from each of them to find out why they chose it and to get tips for you from their success. Publisher-crowdfunded platforms have also cropped up and below I describe Inkshares and Unbound. Project creators set a funding goal and deadline. If people like a project, they can pledge money to make it happen. Funding on Kickstarter is all-or-nothing. Projects must reach their funding goals to receive any money. So far they promise a crowdfunding service and a vetted industry marketplace where you can find the right publishing professionals for your book. IndieGoGo IndieGoGo was founded in as a place where people who want to raise money can create fundraising campaigns to tell their story and get the word out. The Leanpub iterative publishing platform allows you to sell as you write your book, or to serialize your book. Your sales strategy Your bookselling journey may be a short one, or it might be a long, fluid, and creative process. It can sometimes take years for a book to take off, so set up good channels, good relationships, and good communities. There are many ways to sell. By printing and distributing with a POD service, your print book is mailed to customers on-demand when they order from online retailers in their expanded distribution program. Create and sell eBooks in many formats for many eBook readers, for sales and distribution in the widest possible array of online markets. Use your website for direct sales in your own on-line store for both print and digital books. You can charge the customer for shipping. Do send your books priority or first-class mail. The drastically lower cost of media mail might be tempting, but it can take a very long time to deliver, and sometimes especially during the holidays your book is likely to arrive to the customer later than they want. It also may be damaged, as media mail bangs around at the bottom of the pile. Sell to brick-and-mortar

booksellers and retailers in your niche. When you sell direct to retailers, you can negotiate their discount. At some events, you may be asked to pay a small percentage to the organization or tip a cashier. All the authors I know who have used them like them a lot. You may also choose a specialty small press to serve as your distributor. The sooner in the book creation process you can contact them, the better. They may have valuable insights and advice on editing, design, and production. Pricing your book You may be tempted to calculate the price of your book based on what it cost to produce it. This may work for authors in particular genres, but it is probably not a good model for business books, or books that are also available in print. Study your competition to see what the market will bear and price accordingly.