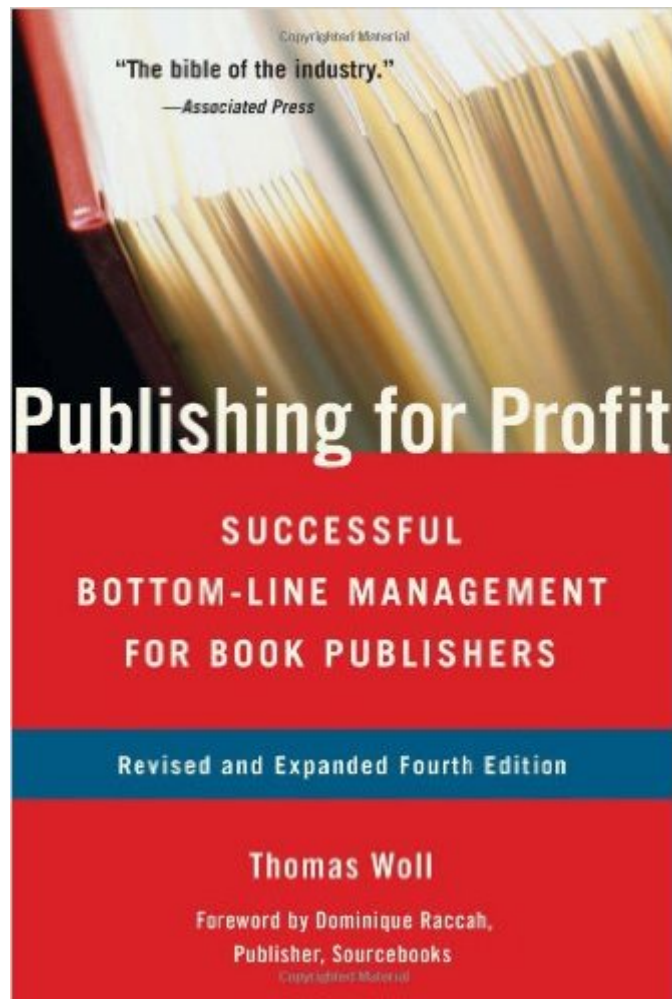


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# Publishing For Profit: Successful Bottom-Line Management For Book Publishers



## Synopsis

Publishing is a rapidly changing business, and this readable and comprehensive reference is right in step—covering operations, financial, and personnel management as well as product development, production, and marketing. Written for the practicing professional just starting out or looking to learn new tricks of the trade, this revised and expanded fourth edition contains updated industry statistics and benchmark figures, features up-to-date strategies for creating new revenue streams, online marketing and sales, and e-book publishing, and provides new information about using financial information to make key management decisions. Highly practical forms and sample contracts are included for up-to-the-minute advice.

## Book Information

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## Customer Reviews

Whether publishing their own work or taking in manuscripts, publishers pursue fame, fortune or both. Unfortunately, most publishers are interested primarily in marketing, promoting and distributing; selling more books. Tom Woll shows you something more important: keeping track; counting your money. He shows you how to manage your cash and organize your business—to sell more books. I have been a publisher for 31 years and I wish this book had been written 32 years ago. DanPoynter@ParaPublishing.com.

As a small publisher, I definitely want to get to a successful bottom-line! This book is helping

Chalfont House become even more successful. It's one thing to say that a published book is working well...but show me the numbers! Publishing for Profit shows you exactly what you need to know for a Title Profit and Loss statement. Other topics demonstrated are: defining your niche, goal setting, budgeting, cash flow analysis, income statements, balance sheets, planning, contracts, distribution, marketing, advertising and publicity, and operations. Those sound like dreadful, math-filled, boring accounting topics, but Woll makes them urgently relevant. There are 35 highly valuable forms/tables included: book sales by channel; publishing time line; organization chart; budget template; cash flows; growth rate; income statement; editorial plan; comparative book template; title p&l; contract analysis; title fact sheet; production schedule and checklist; tip sheet; book list analysis; sales tracking; marketing plan; author questionnaire; subsidiary rights forms; and book club pricing template. Get out your highlighter, and dog-ear this book!

Thomas Woll draws from a variety of publishing experiences including being a start-up publisher and years of consulting for a variety of publishing clients. He has the expertise to teach us the publishing business. He covers the gamut of publishing. Subjects covered include defining your niche, structuring your staff, using financial projections, the editorial process, copyrights, book production, sales, more sales, fulfillment, publicity, selling subsidiary rights (a special expertise of his), direct mail marketing (another of his areas of special expertise), and (ugh) returns. I can't imagine a publisher, new or experienced, not being able to find great value in this book. Tom gives a variety of valuable forms and charts to use for tracking data and strategic planning. We've decided to incorporate several of these into our operations. He also goes through in greater detail than I've seen in any other book the projections you need to run in order to manage your cash flow. Cash flow will make or break your publishing company. Study these sections carefully. I speak from my own experience as a small publisher: If you're a small publisher, you need to know the information in this book. As Tom says, publishing is a tough business, and you need the competitive edge of this knowledge.

The first time I read this book was early in my career as a publisher. With only one book on the market, a lot of the advice didn't hit home. How hard is it to manage one title and a part-time assistant? Now with three books in print and more in the pipeline, I'm finding Publishing for Profit ever more useful. With growth in mind, I need guidelines from someone who's been there, done that. Mr. Woll's experiences with a number of publishing companies gave him a broad-based view that will be equally as helpful to companies who are reorganizing as well as to upstart companies

who want to start off on the right foot. Does the single title self-publisher need this book? Not really (though if he or she is planning or dreaming of bigger things, reading this book might be educational). But the multi-title, multi-author, multi-employee publisher should take a look to see if his or her publishing system could be improved. Mr. Woll covers it all, from working with staff and authors, to managing cash flow and developing company goals.

The tone in which the information in this book is presented is discouraging, pessimistic and sometimes condescending. It is a depressive read for someone considering starting a small press. It portrays the publishing business as an unpredictable and scary place where your chances of survival or even barely scratching a living are infinitely slim. It becomes easy to think "why even try?" The introduction tells you how tough the business of publishing is, how easily disasters can happen, and how sales channels are practically impossible to access unless you are an established publisher. The part that explains that these risks can be overcome or mitigated, and how, is not included. After this initial backlash, the book is sprinkled with ifs, buts, hopefullys, and maybes. In addition, the constant recommendation of answering the suggested questions is not always accompanied by a good explanation of how to find pertinent answers to those questions. This book could have been so much better if it had presented the same facts and information in a more positive way in the light of the wonderful opportunities that the changes in technology and the internet present to the very flexible and adaptable small press.

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