

Data-driven Book Publishing

IDPF Digital Book 2012

Dominique Raccah
CEO & Publisher, Sourcebooks



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The Problem: FAILURE RATE IS TOO HIGH



**Our market is being
flooded with too many
carelessly published
books**



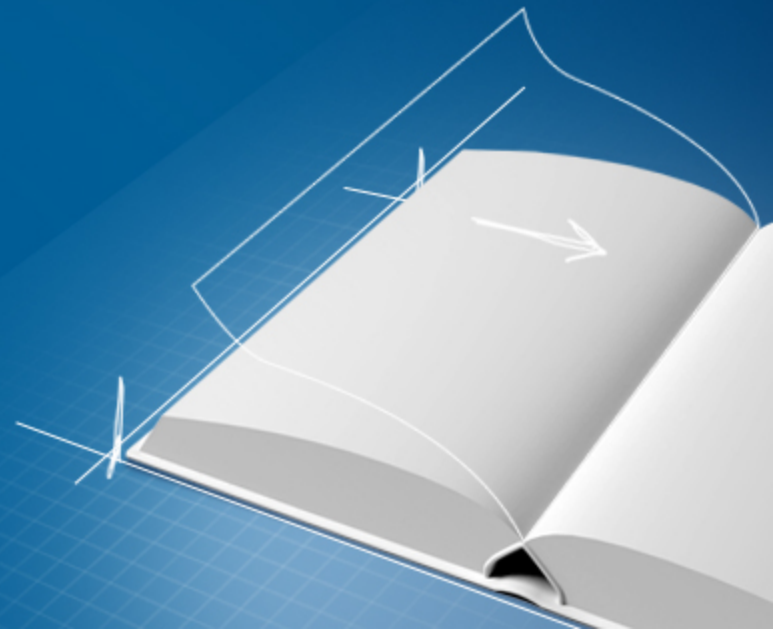
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Can we optimize each book?

- **Minimize its risk of failure**
 - **Maximize ROI**



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data-driven decision-making



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more efficiently build what
your **readers** (users)
actually want



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Cover

Price

Title

Dozens of crucial decisions

Positioning

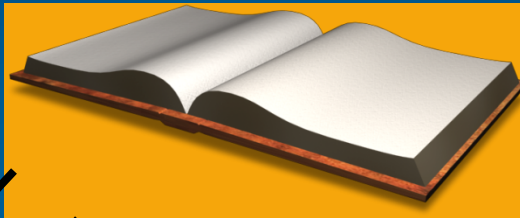
Promotions

Pub
Date



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what
book publishers do



Accounting;
Royalties

Trademark/
Copyright protection

Licensing &
Administration

Positioning

Cultural Filter

Content
Development

Physical & Digital
Warehousing

Copyedit and
Proofread

Physical Distribution

Content Design

Digital Distribution

Creation of content
portable files

Printing/
Manufacturing

Author branding &
career development

Trade Shows

Niche community
building

PR, Marketing
and Advertising

Creative Partner

Retail Marketing
and Sales

eCommerce
Administration

100's of smaller ones



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...ions of the
... becoming just as
... George and Robert hadn't yet learned
... home to numerous celebrations and
... baby boom. With so many new additions
... only made sense that more and more
... lists for boys and girls.
... the 1950s also came the trend of nam-
... vision characters. This would help the
... gs up a bit and add a little more variety.
... rically sound, such as Joshua, they had
... me time.

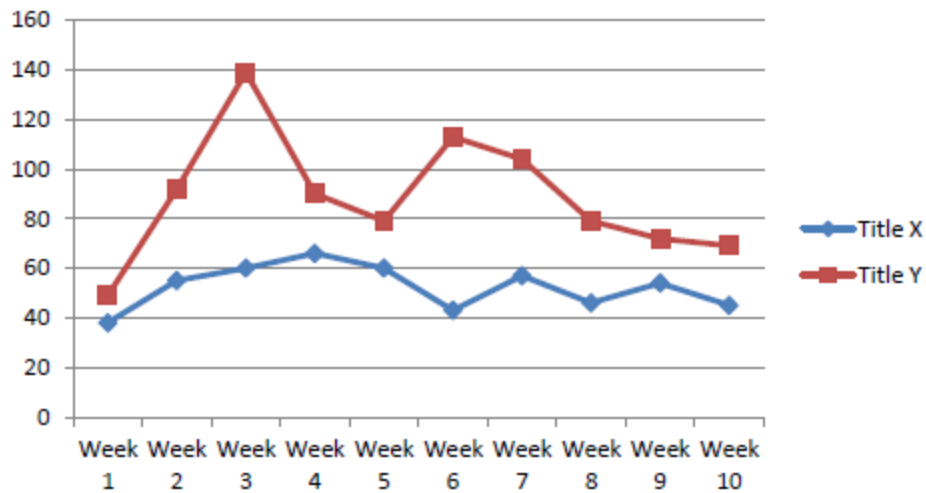
Comps



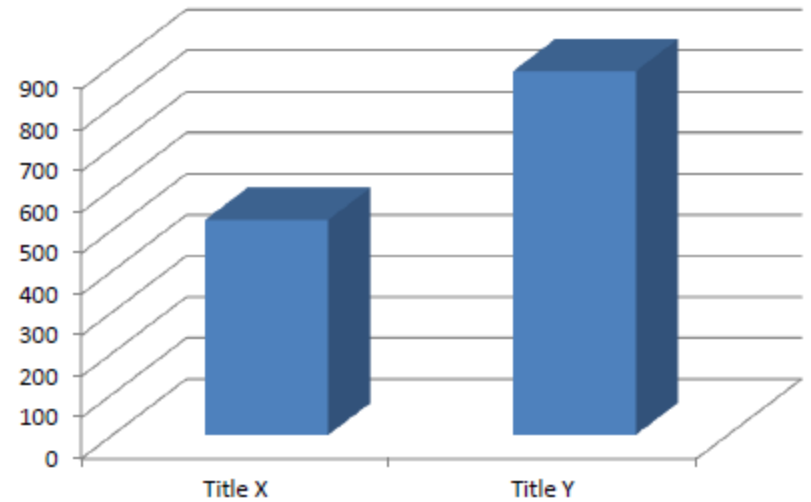
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Author	Title	COMP ISBN	format/b	List Pric	BISAC	publisher	Pub Date	tw	ytd	rtd	NET Sales
Author A	Title X	978...	TP	7.99	JUV001000	Publisher Z	9/1/2010	2	90	2128	4,623
Author A	Title Y	978...	TP	7.99	JUV001000	Publisher Z	3/1/2012	69	886	886	5,348

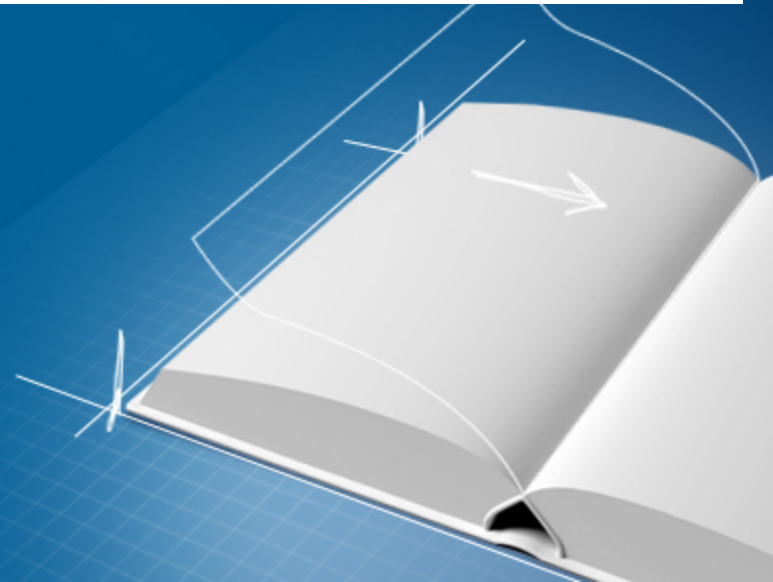
First 10 Weeks of Sales



10-Week Total Sales



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An open book is visible in the top left corner, showing text about baby names. A red pen is positioned vertically on the left side. A green highlighter is partially visible in the bottom right corner. The background is a blue grid pattern.

inexpensive tools—
available to every
publisher



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data is better than
your gut.



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data-driven decision-making

1. Development

2. Production and Distribution

3. Sales and Marketing





[1. Development]



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A. Getting the right **Title**

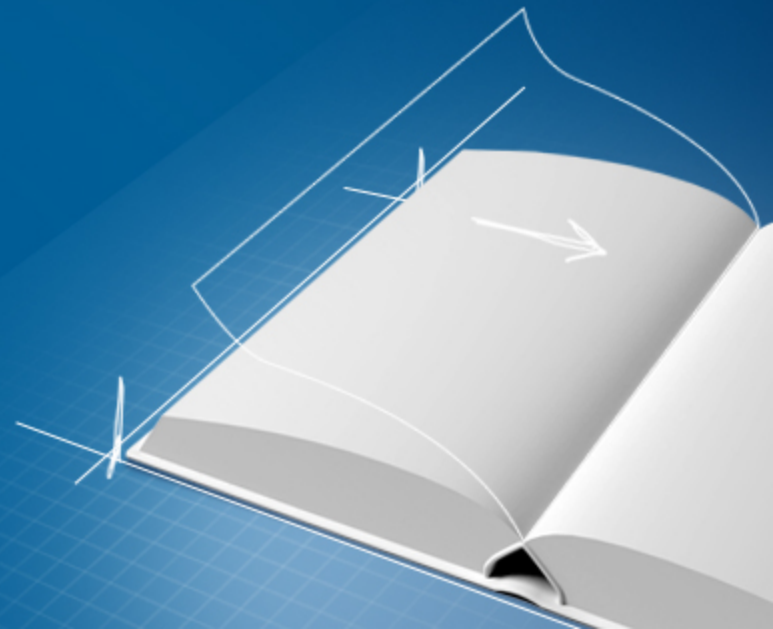


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Creating Your Own Future



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Teen Fire

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or [Sign In](#)



Help us pick the NEW title for Fangirl!!

Posted by Derry Wilkens on May 15, 2012 at 2:38pm

[View Discussions](#)

Hey all you YA lovers -

We've got a fantastic new voice in YA contemporary: Laurie Boyle Crompton. Her debut novel features a comic-obsessed teen, Blaze, who gets into an online war after her first major crush dumps her super villain-style. It's fun, it's quirky, and it needs the perfect title. This is where you come in.

About the Book:

Blaze is tired of spending her life on the sidelines, drawing comics and feeling invisible. She's desperate for soccer star Mark to notice her.

I'm just stuck in 'secret identity' mode. That is, I'm a terminal Clark Kent/Peter Parker character, lying low as I hang out with my little brother and his horny friends. Pretty much invisible. But not a sexy Susan Storm in blue lycra sort of



- 1. The Invisible Truth of Being Me**
- 2. My Own Worst Enemy**
- 3. Flirting is a Superpower**
- 4. Love in the Time of Supervillains**
- 5. Don't Mess With Geek Girls**
- 6. Geek Girls Rule**





Blog Categories

What's New

Authors

Behind the Scenes

In the News

Conferences and Conventions

Talk About the Books

Your Opinion Counts

What's Amazing This Week

Most Popular

Sultry With a Twist Cover Vote

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How Do You Want Your Romance Reviews?

Help Us Title A Contemporary Military Romance!

Latest Posts

What's the Sourcebooks Romance Buzz? Fabulous Reviews!

If you love Gene Shwartz, you'll

Help Us Title A Contemporary Military Romance!

40

Created on Monday, 21 May 2012 06:00

by Deb Werksman

YOUR OPINION COUNTS!

Jeanette Murray's new contemporary romances are about the personal side of military life, following three best friend Marines who met at the Basic School.

Captain Dwayne Robertson can hardly wait to come home after a rougher-than-expected deployment. But when he returns home, there's an unexpected but pleasant twist in the mix—Veronica Gibson. Veronica is ready to live life to the fullest after twenty-six years of being dragged from one third-world country to the next by missionary parents. A man like Dwayne intimidates her but intrigues her as well.

Veronica has become Dwayne's port in the storm as he struggles to readjust to daily life. But Veronica isn't without faults. Dwayne hates lies, and Veronica's entire past is a well-guarded mystery...

When life throws these two a curveball neither could have expected, they realize it's time to lay their cards on the table and hope they're ready for love...

WHICH OF THESE 3 TITLES WOULD MAKE YOU PICK UP THIS BOOK, AND WHY?

- When You Tell an Officer a Secret
- The Officer and His Secrets
- An Officer Never Tells
- None of the Above

Please share your thoughts in the comments.

.....



The Officer Says I Do is the first ebook in Jeanette Murray's new contemporary military romance series and will be available to buy from the bookstore July 1, 2012.

3. Buy Google ads



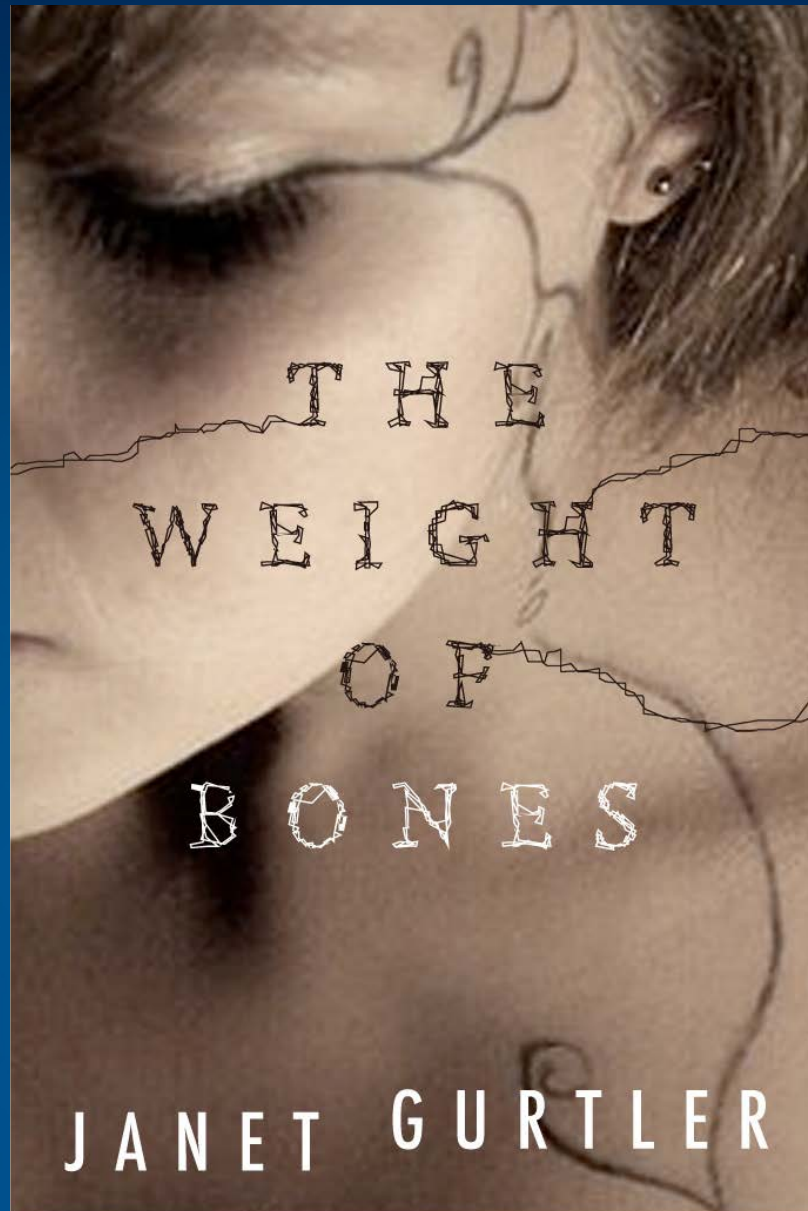
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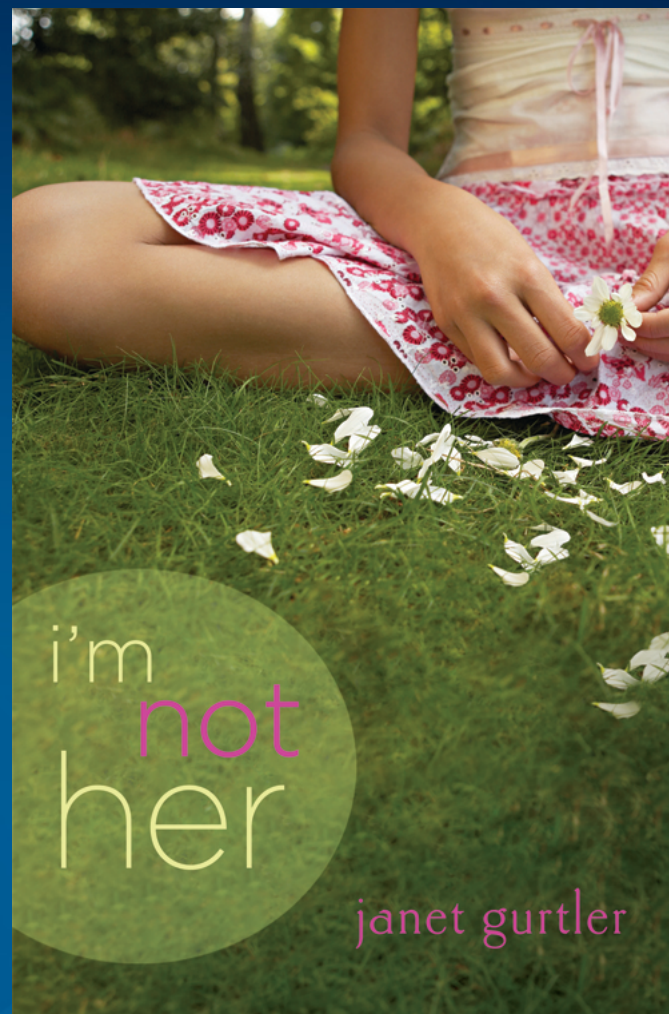
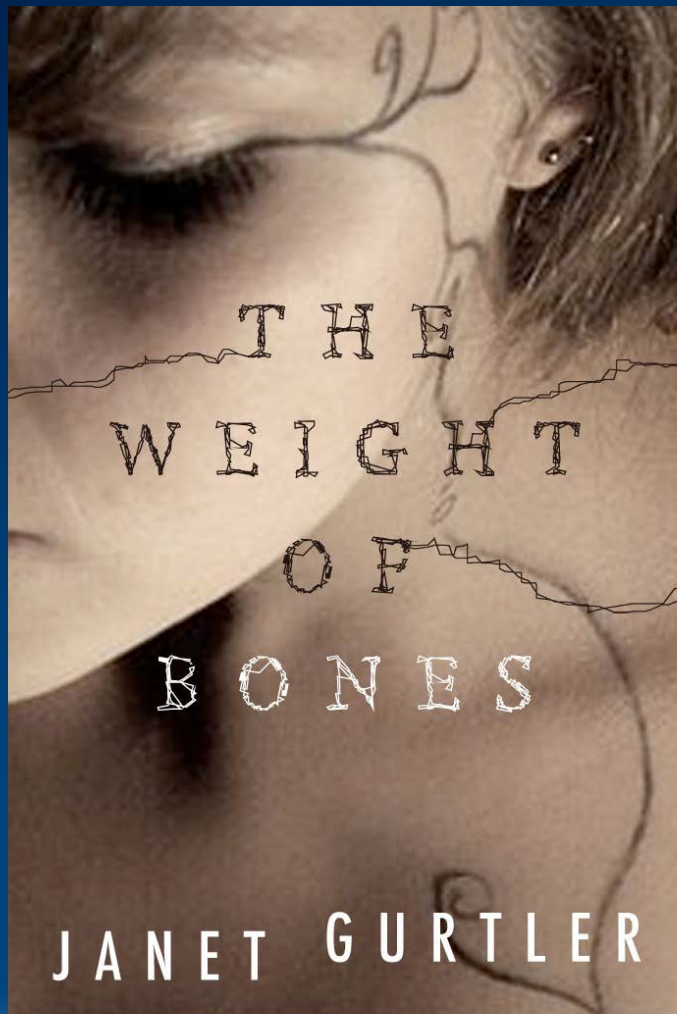
B. Positioning the book to reach its readers



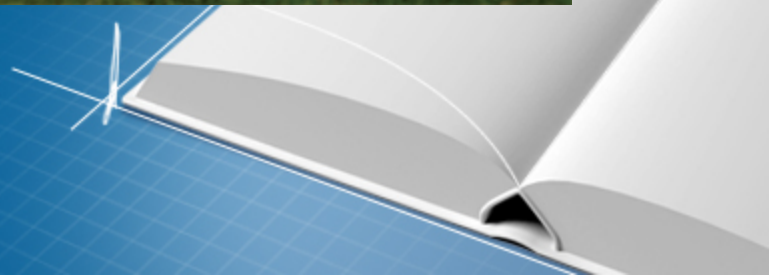
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What's the data?

1. **Blog post**
2. **Surveys**
3. **Advertising**
4. **& more**



[2. Production and Distribution]



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A. Providing a great **COVER**



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**Average # of covers
designed per book= 17**

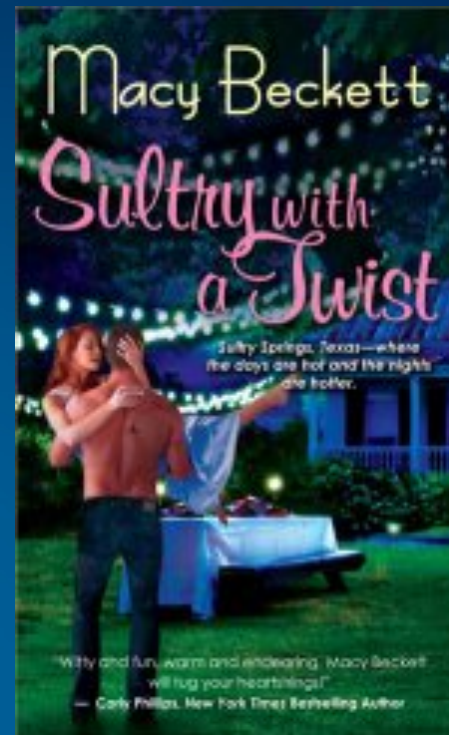
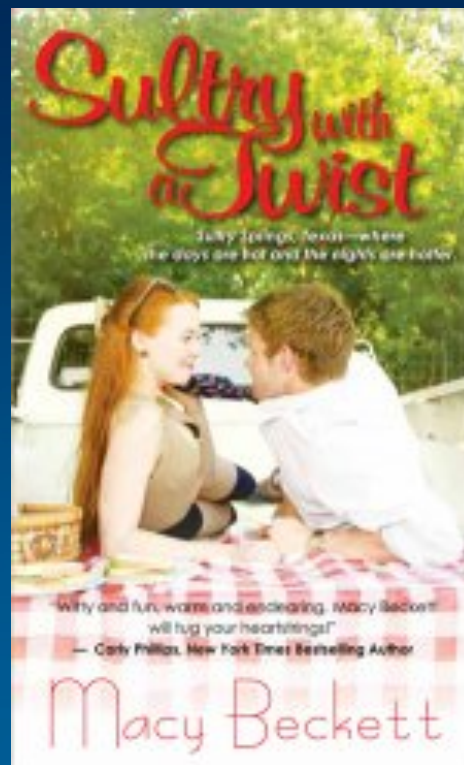
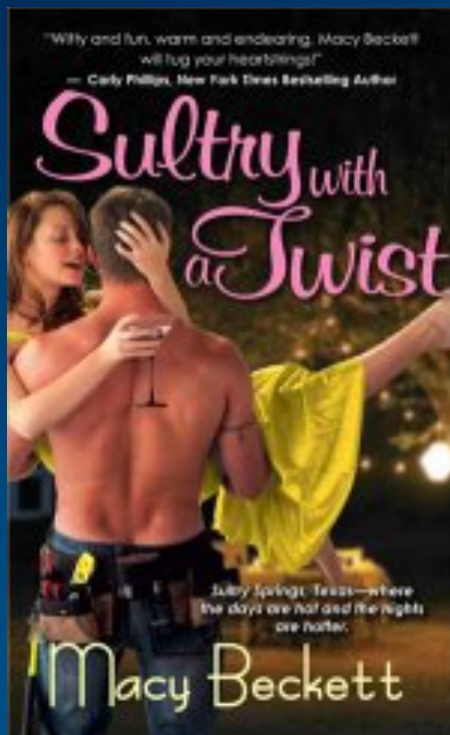


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So how do we decide...



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Blog Categories

- What's New
- Authors
- Behind the Scenes
- In the News
- Conferences and Conventions
- Talk About the Books
- Your Opinion Counts
- What's Amazing This Week

Most Popular

- Sultry With a Twist Cover Vote
- Ever wonder what happens at a romance novel cover shoot?
- The NEW Sultry With a Twist Cover
- How Do You Want Your Romance Reviews?
- Help Us Title A Contemporary Military Romance!

Latest Posts

- What's the Sourcebooks Romance Buzz? Fabulous Reviews!
- If you love Gena Showalter, you'll love Shona Husk!

Sultry With a Twist Cover Vote

63

Created on Monday, 23 April 2012 05:00

It's your turn to help make a book!

Here's the back cover...

"Welcome to Sultry Springs, Texas: where first loves find second chances..."

Nine years after June Augustine hightailed it out of Sultry Springs with her heart in pieces, one thing stands between her and her dream of opening an upscale martini bar: a bogus warrant from her tiny Texas hometown. Now she's stuck in the sticks for a month of community service under the supervision of the devilishly sexy Luke Gallagher, her first love and ex-best friend.

If Texas in July wasn't already hotter than hellfire, working side-by-side with June is enough to make any man melt. Luke wants nothing more than to strip her down and throw her in the lake—the same lake where they were found buck naked and guilty as sin all those years ago. In their heads, they're older and wiser. But their hearts tell a different story..."

[sultrywithatwist-option1](#) [sultrywithatwist-option2](#) [sultrywithatwist-option3](#)



Now you can help decide the front! Give us your vote for the cover you love and feel free to leave your thoughts in the comments below.

Sort by: [Date](#) | [Rating](#)

...ions of the
... becoming just as
... George and Robert hadn't yet learned
... home to numerous celebrations and
... baby boom. With so many new additions
... only made sense that more and more
... lists for boys and girls.
... the 1950s also came the trend of nam-
... television characters. This would help the
... up a bit and add a little more variety.
... rically sound, such as Joshua, they had
... time.

data needs skilled interpretation



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What's the Sourcebooks Romance Buzz? Celebrating Our 2012 RWA RITA Finalists!

Shall We Chat?

Bringing a Romance Cover to Life

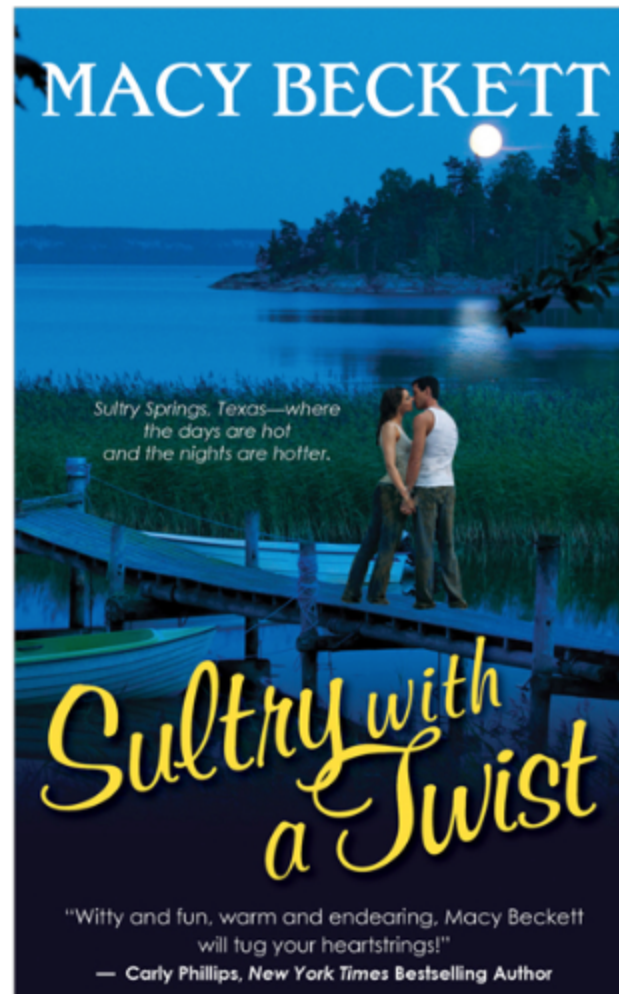
The NEW Sultry With a Twist Cover

45

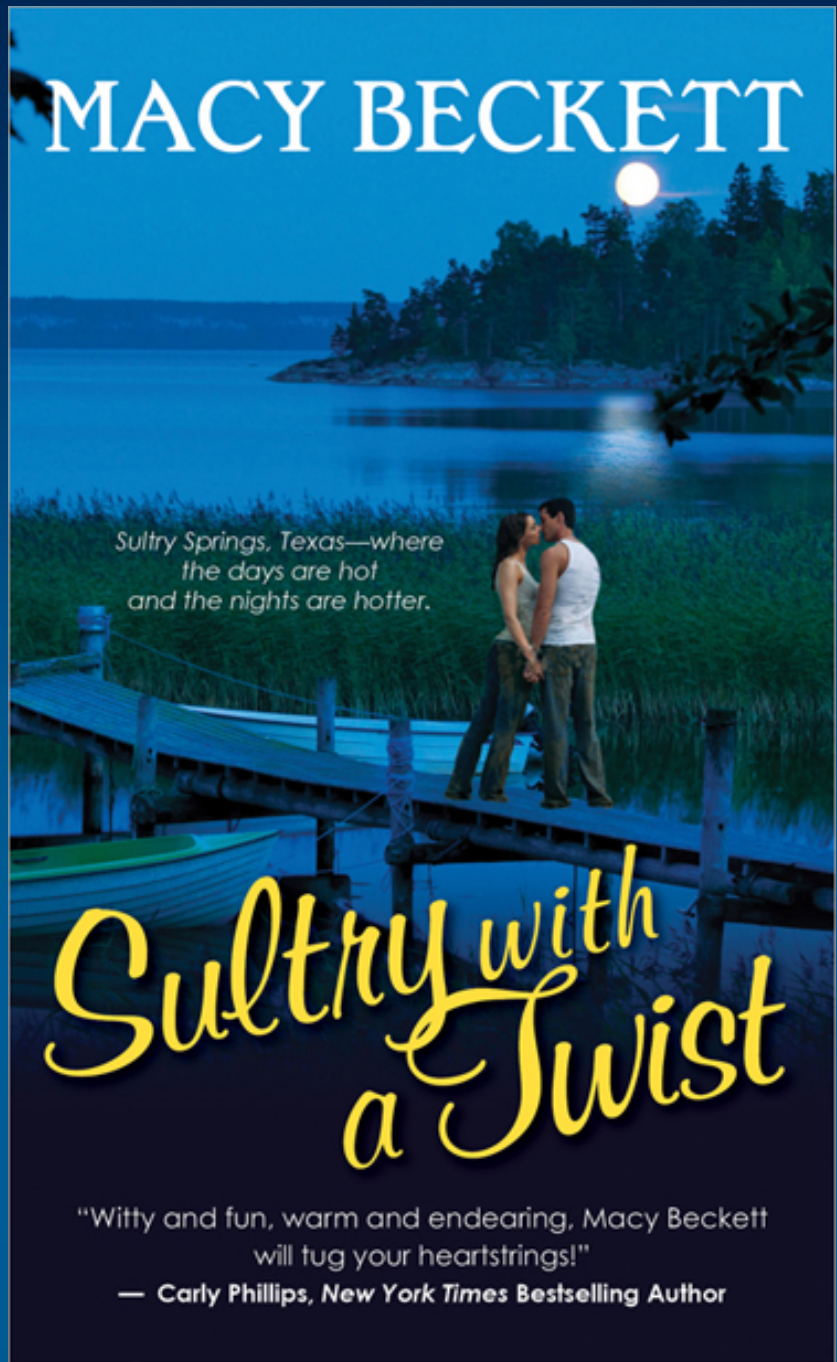
Created on Wednesday, 25 April 2012 20:20

Thanks, everyone, for your **votes**. We listened to your feedback and developed this cover based on your comments. We are really excited about this new look and hope you are too!

Drumroll please...



MACY BECKETT

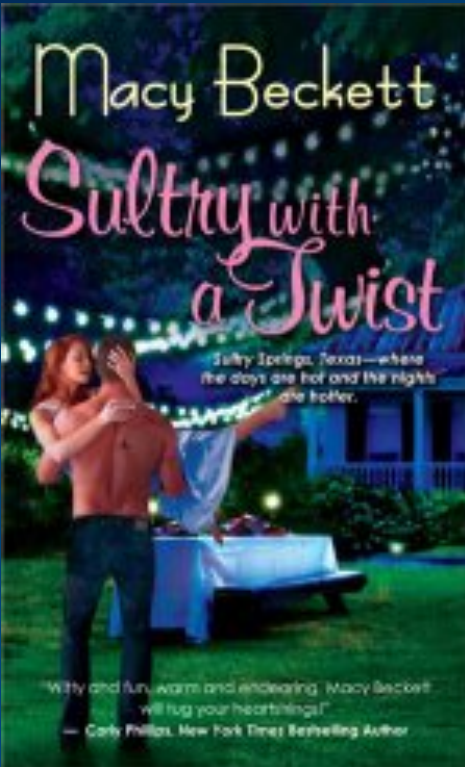


*Sultry Springs, Texas—where
the days are hot
and the nights are hotter.*

Sultry with a Twist

*"Witty and fun, warm and endearing, Macy Beckett
will tug your heartstrings!"*

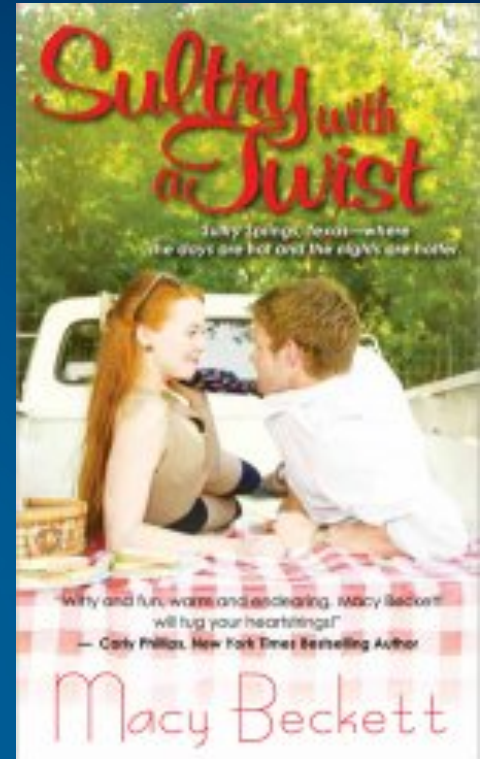
— Carly Phillips, New York Times Bestselling Author



Macy Beckett Sultry with a Twist

*Sultry Springs, Texas—where
the days are hot and the nights
are hotter.*

*"Witty and fun, warm and endearing, Macy Beckett
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— Carly Phillips, New York Times Bestselling Author



Sultry with a Twist

*Sultry Springs, Texas—where
the days are hot and the nights are hotter.*

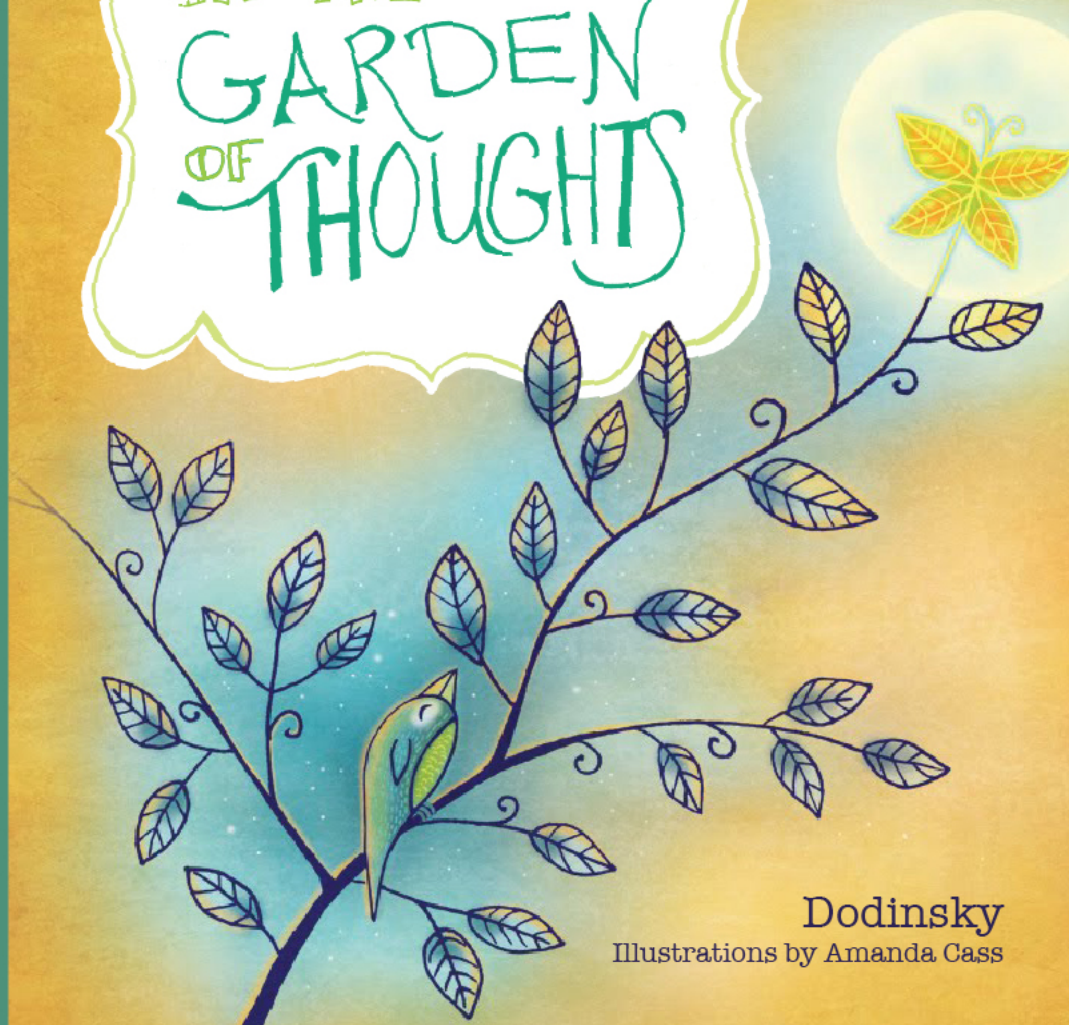
*"Witty and fun, warm and endearing, Macy Beckett
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— Carly Phillips, New York Times Bestselling Author

Macy Beckett



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IN THE
GARDEN
OF
THOUGHTS



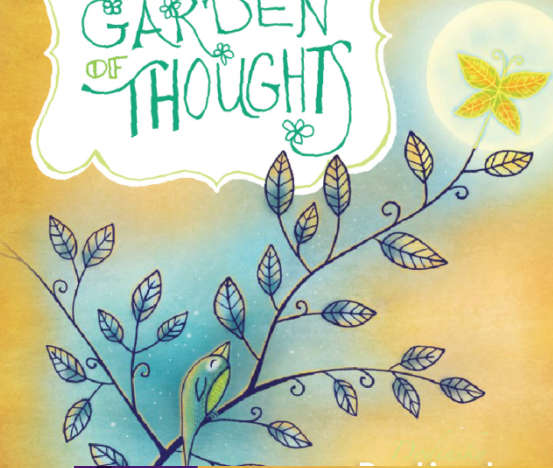
Dodinsky

Illustrations by Amanda Cass

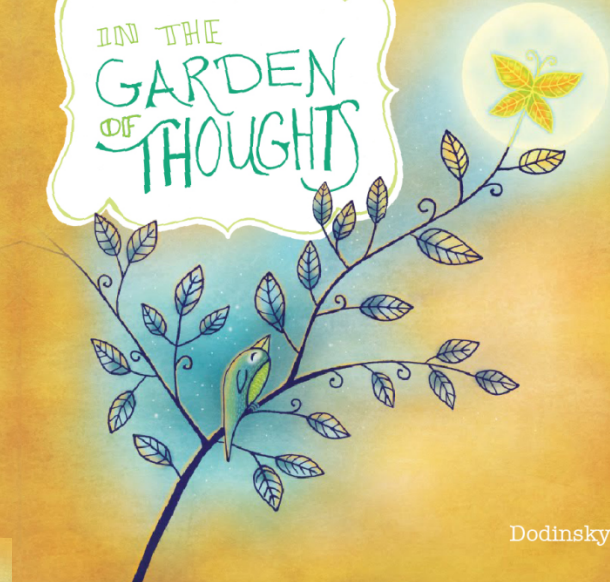


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IN THE
GARDEN
OF
THOUGHTS

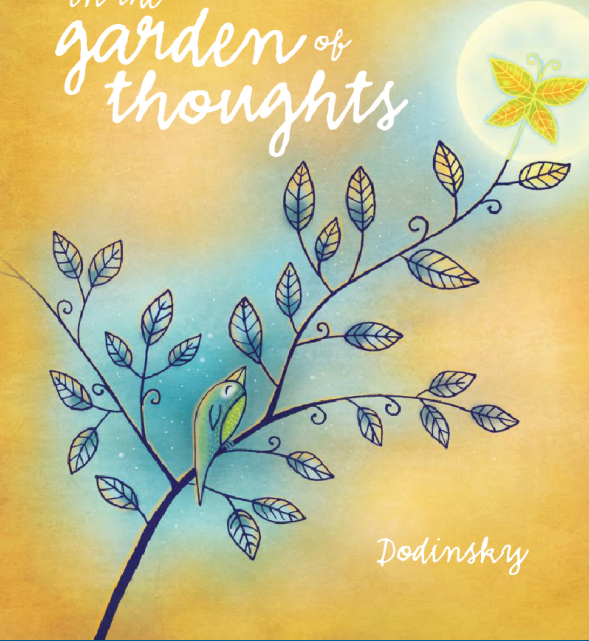


IN THE
GARDEN
OF
THOUGHTS



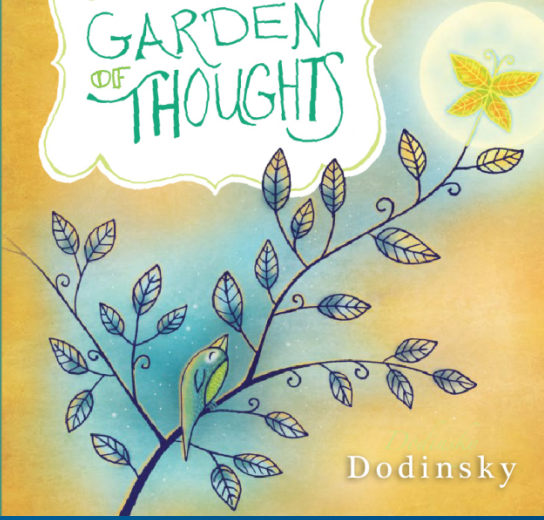
Dodinsky

*in the
garden of
thoughts*



Dodinsky

IN THE
GARDEN
OF
THOUGHTS



Dodinsky



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**We can even advance
sell books with
different covers**



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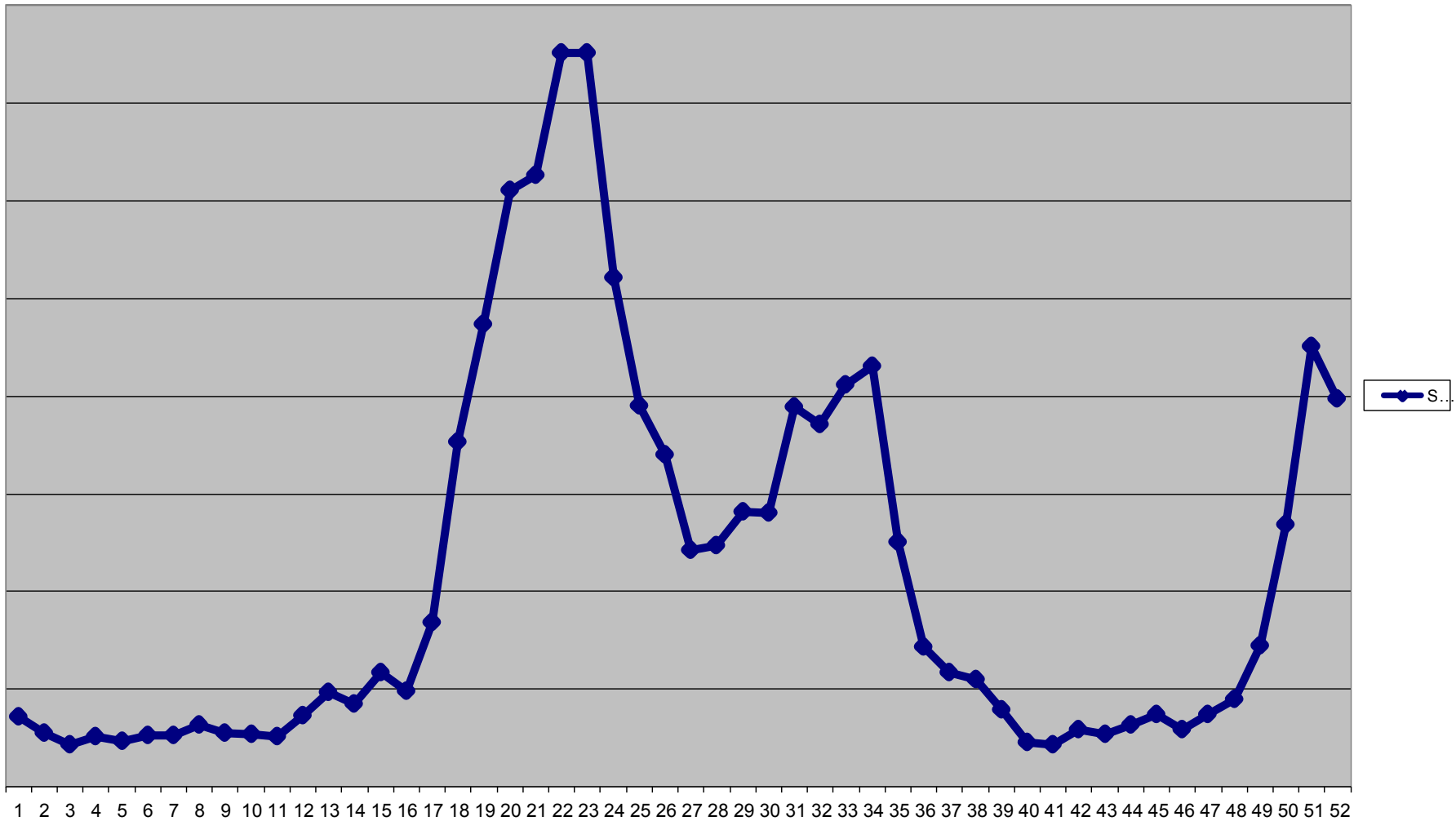
Other decisions that we can now obtain data about:

B. Format— p-book formats and e-book formats

C. Timing— when is the best time to release this book?



College Success Sales Cycle





[3. Sales and Marketing]



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Providing customer feedback

trade shows now have add'l purpose...



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SURVEY

College Process

My favorite aspect of the college process is helping students:

- Choose a college
- Prepare for the ACT/SAT
- Get financial aid
- Navigate the admissions process
- Choose a major/vocation
- Prepare to transition from high school

The most challenging aspect of the college process is helping students:

- Choose a college
- Prepare for the ACT/SAT
- Get financial aid
- Navigate the admissions process
- Choose a major/vocation
- Prepare to transition from high school

My favorite books to recommend to students are:

My favorite online resources to recommend to students are:

Please select Yes or No:

- Yes No I am involved in SAT/ACT test preparation
- Yes No I recommend *The Fiske Guide to Colleges* to my students and parents
- Yes No I wish I had better resources specifically designed for parents
- Yes No I am more likely to recommend a book as a resource than a website

The aspect of the college process that I need the most help is:

Name _____

School _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____



Hot spots

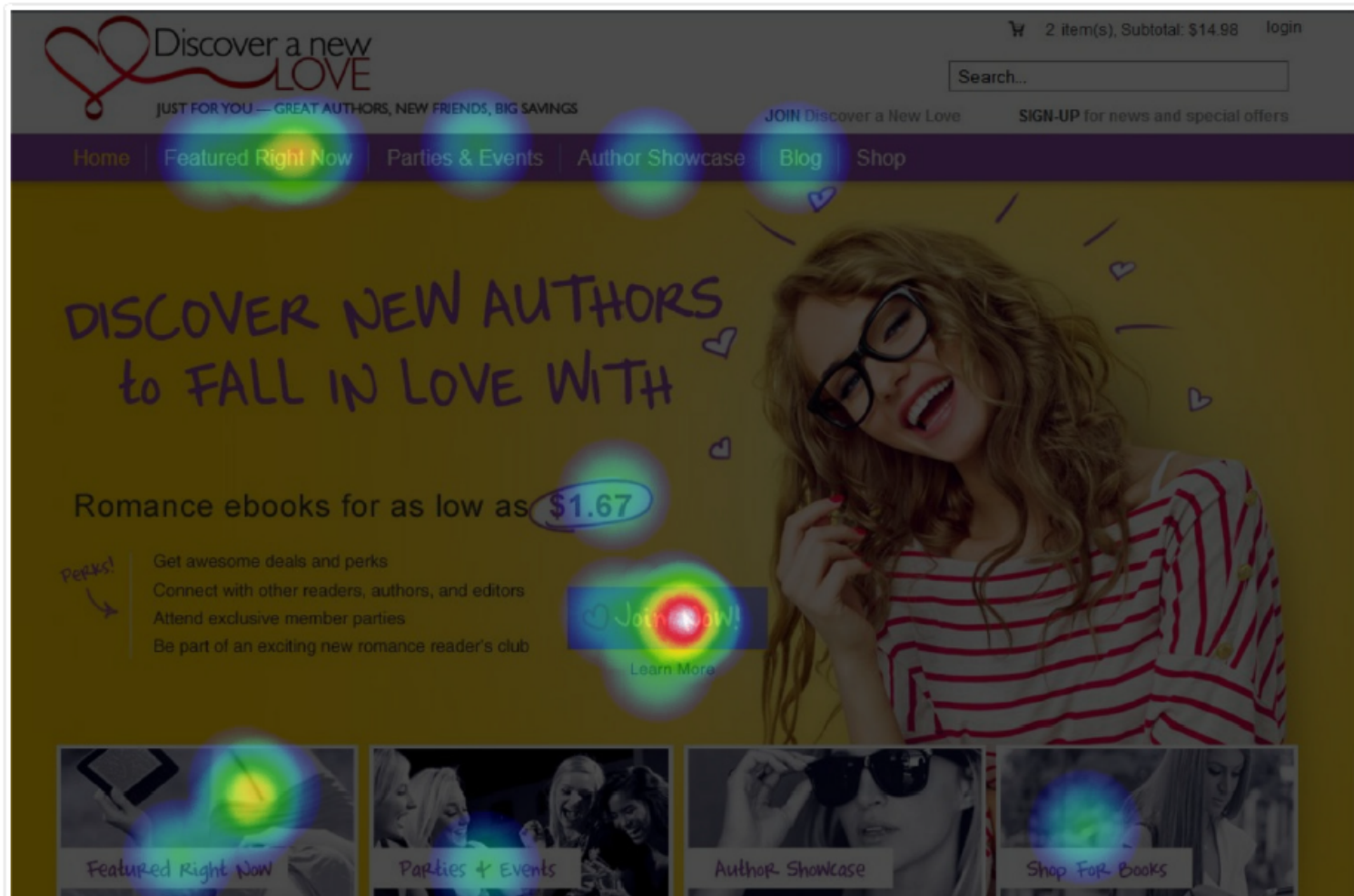


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Task : Click on the first three links you would visit.

Click Analysis

viewing: plasma map



source

Pricing



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Promotions















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Metadata

AT&T LTE 5:11 PM 84%

Cancel Search the secret garden

Books Page 1

 <p>The Secret Garden Frances Hodgson Burnett Children's Fiction ★★★★☆ 1235 Ratings</p> <p>FREE</p>	 <p>The Secret Garden Frances Hodgson Burnett Fiction & Literature ★★★★☆ 264 Ratings</p> <p>FREE</p>
 <p>The Secret Garden Frances Hodgson Burnett Classics ★★★★☆ 7 Ratings</p> <p>\$0.99</p>	 <p>The Secret Garden Frances Hodgson Burnett Classics ★★★★☆ 11 Ratings</p> <p>\$3.99</p>
 <p>The Secret Garden Frances Hodgson Burnett Children's Fiction ★★★★☆ 7 Ratings</p> <p>\$5.99</p>	 <p>The Secret Garden Frances Hodgson Burnett Children's Fiction ★★★★☆ 7 Ratings</p> <p>\$3.99</p>
 <p>The Secret Garden Frances Hodgson Burnett Classics ★★★★☆ 7 Ratings</p> <p>\$2.99</p>	 <p>The Secret Garden Frances Burnett Children's Fiction ★★★★☆ 7 Ratings</p> <p>DOWNLOAD</p>
 <p>The Secret Garden Frances Hodgson Burnett, Jam... Children's Fiction ★★★★☆ 8 Ratings</p> <p>\$2.99</p>	 <p>The Secret Garden Frances Hodgson Burnett Children's Fiction ★★★★☆ 8 Ratings</p> <p>\$2.99</p>
 <p>The Secret Garden Frances Hodgson Burnett Children's Fiction ★★★★☆ 8 Ratings</p> <p>\$0.99</p>	 <p>The Secret Garden Frances Hodgson Burnett Fiction & Literature ★★★★☆ 8 Ratings</p> <p>\$0.99</p>

Apple ID: dominique@s... Redeem Support



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Retail partners



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From the weekly top 50 sales report:

- Sleepers
- Customer misses
- Trends
- POS
- Marketing/publicity results



[data-driven book publishing]



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Cover

Price

Title

Dozens of crucial decisions

Positioning

Promotions

Pub
Date



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New kinds of skill sets for book publishers

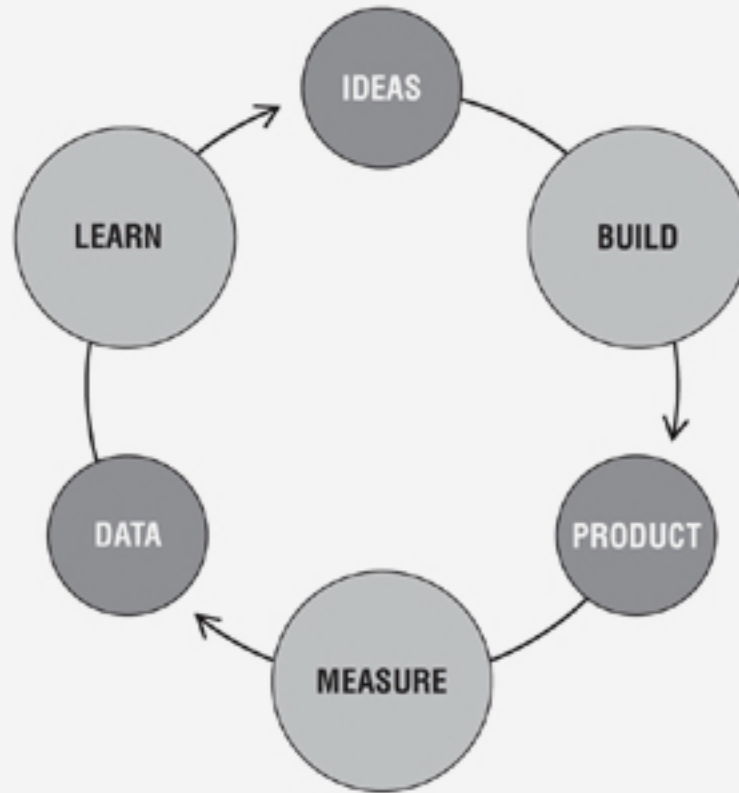


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evolution from our agile model

BUILD-MEASURE-LEARN FEEDBACK LOOP



Minimize **TOTAL** time through the loop



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From *The Lean Startup*

more efficiently build what
your **readers** (users)
actually want



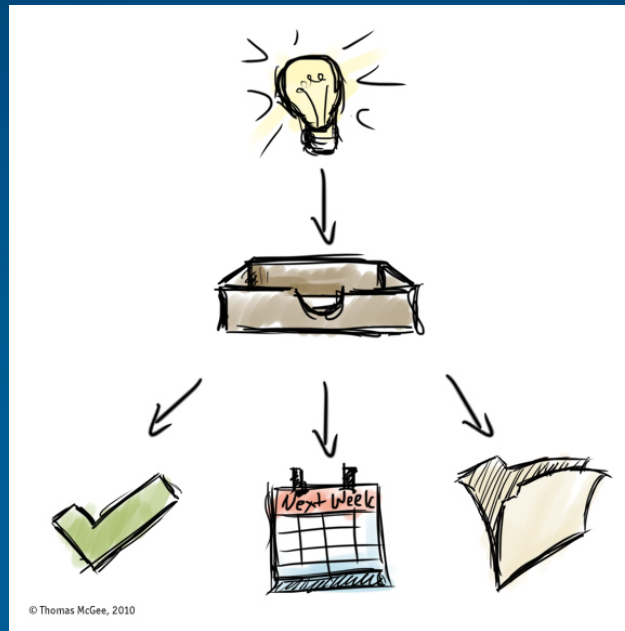
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Better author experience?



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Support authors: By creating better work



**Support authors:
Providing marketing & sales
in addition to their own/beyond their
own scope**



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data-driven publishing can
become a critical advantage
for publisher of the future



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Thank YOU!

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