



# A Better Way to Launch New Fiction Writers?

(Or the Long Strange Trip of a Business Masochist.)

Caleb Mason

Founder & Chief Masochist

I started my adventures in bookselling and book publishing. I should have known the 1980s would mark the start of the Great Decline.

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*"I believe after what happened at last year's this one is being videod."*

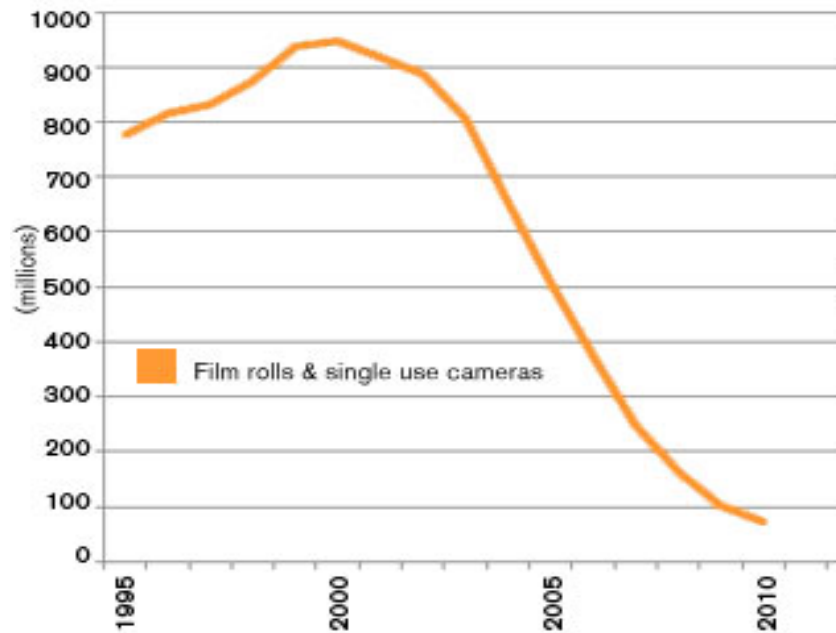
Alas, all parties must end, and in 1989 I left publishing and slid straight into the death of analog photography.



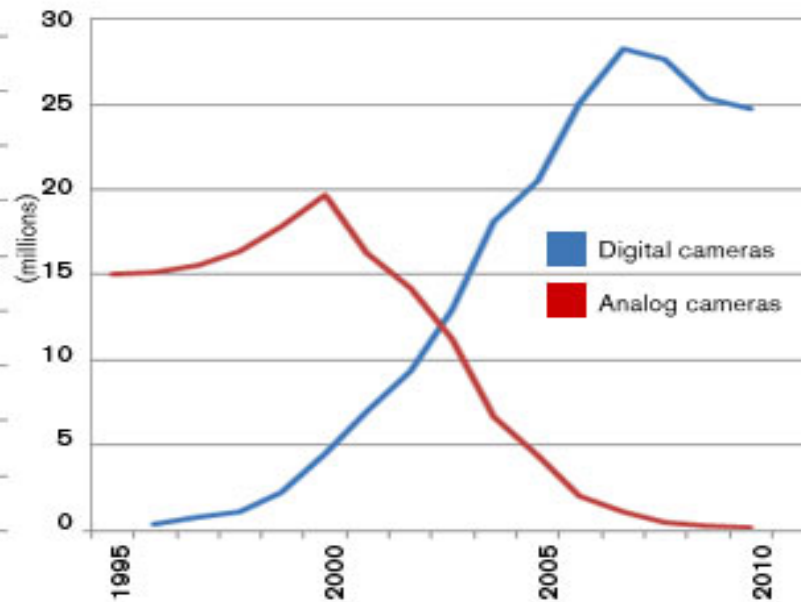
Where I worked on early online digital imaging projects as the high-margin 35mm photo industry collapsed.

## Decline of Film

Film rolls sold



Camera sales



But escaped just in time for the heyday of software publishing, where technology ruled and the parties were even better than the 1980s.



Only to eventually lose my job at the competitive hands of Google who gave away for free what we once sold (digital maps).



Then, at what seemed like the nadir, my new street friend Ray did not laugh at my crazy publishing idea, which brings us to today!

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Publerati started with a hunch and  
an amazing iPad reading experience.

Large fonts, sepia background, no spine wrestling,  
built-in dictionary and Web, always in stock, great  
on planes. Just too powerful to deny.



## And a question...

How many good new fiction writers are falling through the cracks of the traditional literary agency established book publishing model due to current financial realities?

Pain Point = So Much Effort...So Little Reward.



And more questions...

Does anyone read literary fiction and short-story collections anymore?

(And does anyone really care? And where can I get lips like those!)



# Why DO books cost so much?

(\$30 hardcover novels? \$20 trade paperbacks?)

How come Hollywood can make a movie that costs me only \$7?



Seriously...not even your own mother will pay \$29.95 to read your scatological first novel.

(How many people are going to pay \$30 for a novel from an unknown but possibly promising new writer? Tom Clancy can get it, Norbert Neverbein, no)



Idea! How about returning to the main purpose of publishing – discover and nurture new writers, but launch them via professionally-done \$2.99 ebooks.

I decided to see what was out there for literary fiction and short-story manuscripts and found some promising ones all needing editorial help.

(And no more vampire romance novels, please!)



## Publerati key premise...

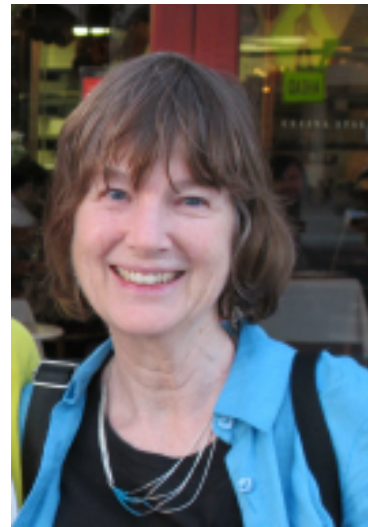
Create a highly-selective brand behind unknown but talented new fiction writers, build their reputations via \$2.99 ebooks, and then sell rights to publishers or new print-on-demand sources where it makes sense.



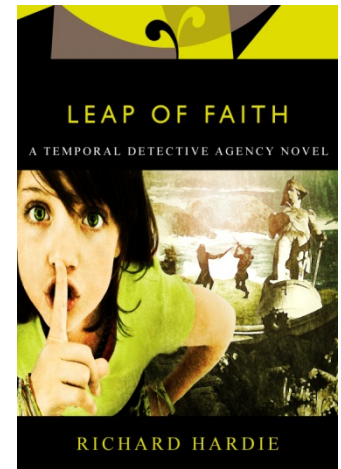
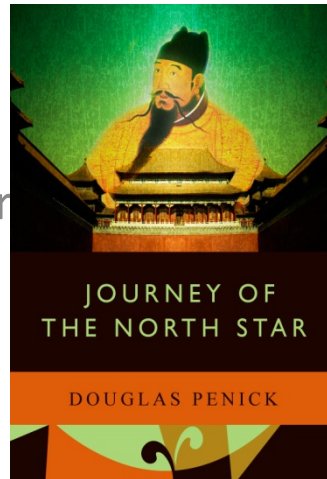
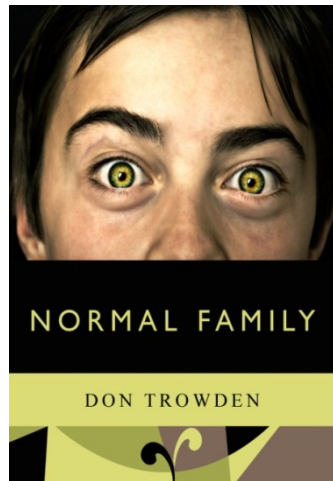
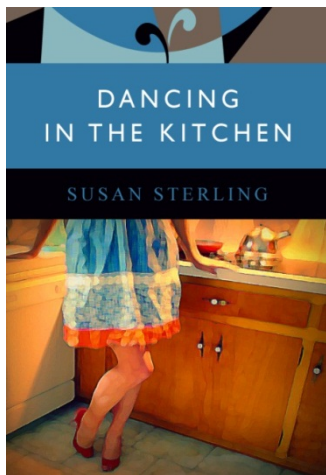
## Meet two Publerati authors

Lakshmi Raj Sharma teaches creative writing in India and Susan Sterling has taught at Colby College in Maine.

What options exist for people like them today?



Meet the new brand behind the unknown novelists.



\$2.99 professionally-edited and produced ebooks in a line look.  
A better way to launch new unknown literary fiction writers?



Question: Will the future see more ebooks and fewer print titles?

Might this mean excellent indie bookstores will actually out-live the major chains with a smaller distinctive collection in print as well as print-on-demand services?

(Why do books warrant their own retail stores when so many other goods with higher volumes do not? Konica unloaded 7500 Fotomat kiosks way back in 1993.)

The change is happening fast!

## Adult books

Trade Paperbacks: \$105.1m in Jan 2012;  
**\$99.1m in Jan 2011**; +6.1% increase



eBooks: **\$99.5m in Jan 2012**; \$66.6m in Jan  
2011; +49.4% increase

(AAP, Jan, 2012 data)

## The painful Kodak lesson for publishers...

Disrupt yourselves or be disrupted. Change usually comes from unexpected places (think smartphones).

Return to your editorial roots of acquiring and jointly creating great content and use the new, better, cheaper ways to expand readership.

Cram a tire iron into investing in the old ways...make painful deep cuts to the legacy businesses and invest in the new or risk losing everything, like Polaroid and Kodak.  
Partner with the West Coast.

The Threats are the Opportunities.



A Better Way to Launch New Fiction Writers?

Thank You.

Caleb Mason

Founder & Publisher\*

\*not responsible for any typographical errors, mis-statements, lies, bad judgments, naïve posturing, or other realities not yet provable or to be proven before or following death.

Personal past performance could indeed be an excellent indicator of future results.