
Business Proposal and Marketing Plan

A Plan for a Sustainable Writing Career

NasonAnderson Marketing Plan

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INTRODUCTION

Purpose of This Document

This document is intended to demonstrate a business model approach to achieving success through a career in writing. The plan is geared toward the elements of marketing and product placement, along with the emphasis of personal motivation and drive.

The authors intend on demonstrating a business-minded approach to the obtainment of the stated goals by mapping out a strategy for success.

What This Document Will Cover

- 1) Author Background
- 2) Current Catalog
- 3) Timeline for New Product Release
- 4) Career Objectives
- 5) Business Partnership

Industry Overview - Potential

The authors are interested in writing adult contemporary fiction and therefore are interested in the dollars surrounding that segment of the market.

Publishing as a whole represents about a \$180 billion per year industry, with roughly \$25 billion of that in U.S. book sales. According the American Publishers Association, there were over 64,000 titles produced in 1997.

Mass Market Paperback is about \$1.7 billion per year with an average cover price of about \$5.80. That works out to over 293 million books—95.5% of which were **Popular Fiction**. In 2002, 3,468 individual titles were produced for the Mass Market Paperback market. Over 70% of these books were purchased by readers in the 45 to +65 years old.

THE AUTHORS

Marie Anderson

Born a poor white girl, Marie Anderson has come a long way at shedding her squeaky clean boyhood image.

Scott Nason

Involved in technology for over twenty years, Scott Nason is a network engineer that has worked extensively with computer hardware and software. As a teacher of technology, he has developed and taught classes in everything from DOS and Windows to Selling Digital Value.

In his spare time, Scott has built and operated a sixteen track recording studio and writes and produces his own music. He loves computer graphics and just about any kind of creativity from painting to photography.

Families

Both Marie and Scott have families and they spend a lot of time with each other.

Scott is married to his wife of 24 years, Brenda. They have a daughter Melissa with a BFA in Performing Arts who is currently in New York city working toward her goal of becoming a Broadway dancer.

Marie's husband Barney is also a computer geek and together, everyone usually ends up sitting around and talking about the latest security threat or the coolest new IP telephony management software. She has two teenage children, Matthew and Jena and spends a large amount of her time "managing" their behavior.

Team Style

The idea of writing together was neither foreign nor difficult for Marie and Scott. With strong backgrounds in the music business, they were both familiar with concept of a cooperative writing style. It's something that musicians do all the time.

But, writing a song together usually entails spending the afternoon together and thinking of words that rhyme with 'love'. In order to make a team approach work for fiction based stories, a new technique had to be developed and that's exactly what happened during the collaboration on their first manuscript, **The Halcyon Project**.

Throughout the months of work, a style emerged that would favor Scott as the story blocking and framing architect, while Marie refined her personal style as a finish carpenter—filling out the situations and building depth into the characters.

Genre – Target Audience

The team writes adult contemporary fiction. The stories are action based and engage in technological premises without being overly technical. Target audience is male and female from 21 years of age through around +65.

CURRENT CATALOG

Manuscripts

For the purpose of this business plan, the catalog contains the items deemed to be of the most commercial value. Currently that includes four manuscripts.

The Halcyon Project

started: 9.1995	initially complete: 11.1996	words: 118,000
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Halcyon is the story of a fictitious government body that has come up with a way to control the masses by broadcasting a calming signal through the air.

Traces of Terror

started: 11.1998	initially complete: 8.1999	words: 94,000
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When memories of a serial killer are played back on an ultra modern gaming device, will the emotional scars be permanent?

Halcyon II

started: 6.1999	initially complete: <i>on hold</i>	words: 40,000
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Follows the three main characters from The Halcyon Project as they reunite to attack another threat.

The Existence Paradigm

started: 1.2000	initially complete: 3.2004	words: 85,000
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A collection of five short stories about reality and how we perceive and affect it.

NEW PRODUCT TIMELINE

Product Completion Targets

Our goal is to continue to fill up our catalog by completing manuscripts. In addition, we will be starting the process of developing commercial screenplays, initially from adapted manuscript material, but eventually as new material as well.

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|---|---------------------|
| 1) Artificial Man screenplay | 3 months, (07.2004) |
| 2) Traces of Terror – edit and clean up | 2 months, (09.2004) |
| 3) Traces of Terror screenplay | 4 months, (01.2005) |

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|--------------------------------|---------------------|
| 4) Halcyon II | 4 months, (05.2005) |
| 5) Start new manuscript | 8 months, (01,2006) |

CAREER OBJECTIVES

Refine Our Craft

The authors' plan is to always maintain an attitude of achievement—both from a financial as well as a creative standpoint. If not learning or growing as an individual then life is pointless.

Create Art That People Love

Part of success involves that of creating something that people enjoy. This is far more important than critical acclaim. Public success also translates into business and financial success. A *critically acclaimed* work doesn't pay the bills if no one is willing to buy it.

We plan to keep writing no matter what, as we search for career opportunities, the one constant will continue to be the love of the art and the enjoyment taken from the process itself. SN, MA

Get Something Published

The ultimate goal is to do this for a living, but that starts with getting something—anything published. And not by just paying one of the thousand or so websites available to self-publish. The goal is to be legitimately published.

Develop Screenwriting Skills

The authors' intent is to write screenplays (for film) as well as novel-length manuscripts. Although just a variation of storytelling, screenwriting is a unique and disciplined art form. Study and practice are necessary to achieve consistent results.

Study and Develop Self-Editing Skills

There was a time when a manuscript—even a rough one—was considered on the basis of its potential. The task of developing that potential to its fullest was assigned to an editor.

In today's market, that is seldom the case. Manuscripts either stand up on their own or they don't. If they do, they are often sent to publication with few, if any changes—potential be damned.

A more polished manuscript is a product that reads easier and is much more likely to get picked up. It's the authors' belief that these are skills that aspiring novelists should work

diligently on obtaining and sharpening. Editing encompasses so much more than just checking for grammar or spelling errors. It is the process for examining the structure of the story telling itself. From point of view to proper speaker attributions, self editing is an essential tool for fiction writers today.

Find a Business Partner

When you think of writing as a business, then you have to consider what the process of getting your product to market looks like. And that process begins with an **agent**. The agent is the person with the contacts and the knowledge to represent your product and broker a deal. Attracting and keeping a good agent is the cornerstone of a successful career.

Book or Screenplay Deal

With an agent in place, the next step is to secure a book or film deal. If the current catalog does not achieve results, then new material will be added until something *breaks*.

Rejection is the flip side of diligence. If you don't stick with it, you'll never get anywhere. SN

Provide Stable Income from Writing

This business plan is centered on the idea of sustainable, long term income from a career in writing. That can only be accomplished with a consistent, day in day out, approach to writing and to the business aspects of that.

BUSINESS PARTNER RELATIONSHIP

Partnership

Although it is possible to *make it* in this industry without representation, the authors believe that approach to be less than 100% effective. There must be a suitable alliance with a business partner in order to achieve sustainable business growth.

This can only be viewed as a partnership because each party is bringing value to the table. Each can survive without the other, but their business success is lessened. This is the essence of the perfect business partnership.

Relationship

A business partnership involves services or talent that combine in order to achieve specific results—such as selling a manuscript. A relationship, on the other hand, conveys a certain style or way of working together. A business relationship is one in which both parties respect and honor the wishes of the other.

An Agents Role (Our View)

Agents are paid for the value they bring into a business relationship. Although value is measured by one's perception, it could be said that this value is also measured in cash-flow. If cash-flow is greater with an agent than achievable on your own, then that agent is providing value.

An agent should passionately pursue the interests of his clients.

The Author's Role

Self Promotion

The authors are in agreement that one of the key pieces of a successfully business is marketing. For an author, that means self promotion. Interviews, book signings, speaking engagements—personal appearances can drive the demand for product.

Never underestimate the power of passionately talking about what you believe in and then asking people to buy it.

SUMMARY

This is a process that Marie Anderson and Scott Nason are committed to and serious about. They will continue to write and will continue to pursue all avenues necessary for achieving their goals.