



My-mindguide.com

BORN TO PUBLISH

ALL YOU NEED TO **SUCCEED** AT MAKING MEDIA

KURT GASSNER

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BY
KURT GASSNER



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Contents

INTRODUCTION.....	1
WHAT IS PUBLISHING?.....	9
UNDERSTANDING YOUR PATHWAYS TO PUBLISHING.....	21
THE FUNDAMENTALS OF BOOK WRITING.....	61
INFLUENCER	67
HOW TO TRANSFORM YOUR PASSION INTO WORK.....	176
CAREER OPTIONS IN PUBLISHING.....	178
THE ART OF SELLING	199
TRENDGUIDE	211
PUBLISHING OPTIONS QUIZ – FROM INFLUENCER TO BOOK PUBLISHING	232



INTRODUCTION

Why I Wrote This Book

Every successful business has a “secret sauce.” Before starting your own publishing business, learn how to use facts to check your ideas if you want to be a successful publisher.

I’ve been in publishing since I was eighteen years old—working in advertising, producing content as an author/blogger, establishing Trendguide Network publishing.

And I think it’s the most exciting, fulfilling job—and richly (as in monetarily) rewarding if you choose wisely, selecting the right path for you.

The best time to publish is *now*.

You don’t have to wait for the “ideal moment” to get started; it’s already here.

At Trendguide, we strongly advise against setting a specific date as one’s wedding anniversary or birthday. Let the scheduled event unfold as it does. It’s a bad idea to hurry your material to meet a specific deadline or adhere to a given season. Neither you nor your content will benefit from this.

However, it’s crucial to keep time in mind when it comes to other aspects of publishing. Here’s what I’m talking about.

Refuse to succumb to the festive hustle.

I don't know about you, but I hardly have time to do my shopping over the holidays. There are parties to attend, presents to wrap, and little time to think about seeking out a new murder mystery author.

Readers require time to discover a new author, and they may be less interested in doing so when under the stress of the holidays.

I invented Trendguide to give back.

As an advertising- and marketing-sector veteran with over forty years of experience running my own network of advertising and marketing agencies in US/GER/AUT, I decided to try something new.

Amazon was just starting, and I was sure that local businesses would suffer the most.

So, I invented a multi-channel media platform that represents the best selection of a city, a village, or a tourist destination. The partner of each destination should be the local hero and present the best selection in all media channels.

I created my first magazine in Kitzbühel. It was different—sexy in a way—and soon I was flooded with offers from agencies and media representatives who wanted to do a Trendguide for their destination. Said, done. We had more than fifty partners, and Trendguide was published all over Europe. From Cannes to Vienna, from Kitzbühel to Sylt.

Politicians; the best experts in the media industry; and scientists lauded the venture. Enthusiastic readers turned out to be collectors, hunting each newly published Trendguide.

But the vision is bigger: I want a network of independent publishers—worldwide.

Perhaps this book can light up a fire within your soul too!

Self-published writers' expectations surrounding the holidays are frequently unreasonable. They know that books sell during that time, so why shouldn't theirs? This encourages people to rush, scrimp on the cover, skip revisions, and send out manuscripts riddled with faults, only to be disappointed when their book is lost in the shuffle.

It's pointless to hurry toward disappointment. So, unless you're creating a children's book or a cookbook, the only two sorts of books that traditionally sell well during the holidays, it would be better to publish at a different time of year.

As a publisher, your job is to make sure that everything that happens throughout the publishing process goes smoothly. You usually hire a staff to work for you. You are the owner or CEO of your publishing company, and you're in charge of everything from choosing manuscripts to managing the money. As a publisher, you will need to be a great leader and project manager, have a good business sense, and know a lot about the literary and publishing worlds. As the head of the company, you may represent the company when the company is in the news or at other events in the business. This book talks about what it takes to be a publisher and a person who people trust. It is meant to be educational, providing the steps you need to take, spelling out how much money you can make, and what the future looks like for this job.

As a publisher, you set rules, approve projects, monitor spending, assign job titles, and decide how the company runs. You also have to make sure that all of the departments in your company work together well. This includes the editorial and production departments.

In the twenty-first century, publishing is a very fast-moving business, but this book has been designed in such a way that makes it easy to read despite its wide-ranging content: editorial acquisition and processes, the importance of influencers, operation procedures, financial benchmarks and methods, and personnel management—as well as product development, sales, and marketing. This book was written for people who are already working in the field and want to learn new things and people who want to learn more about the publishing industry. It includes up-to-date strategies for making money, especially through influencer marketing and other online marketing and sales methods, as well as new information about how to use financial information tools to help you grow.

What You Will Learn from This Book

Publishers are responsible for ensuring that their work is respected, protected, and safeguarded. Additionally, through publishers, an author's work can travel the world via distribution, translation, dramatization, and abridgment. And it's the publisher's job to ensure that all rights are protected throughout this trip.

Academics have acknowledged the benefits of publishing for ages. Indeed, tenure was frequently contingent upon publishing a book or series of other publishing paths. Thus, the phrase “publish or perish” became a popular subject that emphasized

the importance of continuous publication to progress one's academic career.

Getting published is critical for business for other reasons as well. As such, the importance of this book is manifold:

1. It establishes you as an industry authority or leader. The more you publish, the more credibility you gain. Others will regard you as a knowledgeable resource capable of addressing industry concerns, resolving issues, and providing market insights. Indeed, publication in a reputable media outlet is widely regarded as an endorsement or seal of approval.
2. It establishes a competitive edge. The more frequently you are published in magazines, journals, newspapers, and other forms of media, the less likely it is that you will share that space with others. Thus, increasing the frequency with which you publish can be a critical organizational strategy and a means of differentiating yourself from competitors.
3. It fosters corporate interest and provides a foundation for continued education. When you share your published articles internally, it instills pride in others that they are a part of a reputable and well-known firm. Additionally, sharing published articles with staff enables them to better understand market obstacles and opportunities. They can then serve as ambassadors for your organization, sharing your ideas and thought leadership with other stakeholders.
4. It bolsters marketing efforts. Today's marketing does not occur in a straight line or a vacuum. Instead, marketing

strategies must be integrated and implemented consistently.
For instance:

- When executives publish articles, how are they used?
- Are they available on the business's website?
- Are they dispersed throughout the business?
- Are they distributed to prospects and customers by the sales team?
- Is content reused in blogs, white papers, case studies, and email campaigns?
- Do they participate in trade shows or other corporate events?

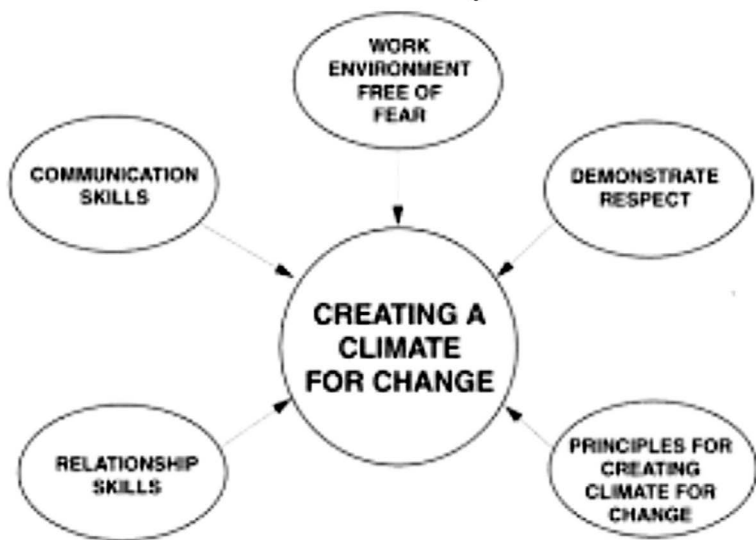
These are just a few of the possibilities to profit from publication.

5. It creates leads and simplifies the task of the salesperson. Individuals avoid doing business with unknown and untrustworthy entities. The more frequently your name appears in print or online, the greater your visibility, credibility, and name recognition. This means that the more frequently salespeople contact prospective clients, the more likely others will be to recognize your company's name and be receptive to the sales call.

To boost your credibility and visibility in your business, establish yourself as an acknowledged authority. One of the best ways to do this is to become a regular contributor to the media. Blogs have leveled the playing field, allowing almost any businessperson to publish. However, it is critical to be published in outlets where your peers, clients, and prospects seek expert advice and practical answers to significantly impact your business and career.

If you're ready to learn the different path of publishing from someone who's spent over forty years in publishing, currently has more than a dozen books on various bestsellers lists, is on his way to making a full-time living from publishing, and has launched over 25 bestselling books, then click keep on reading, and let's get started with *your* secret sauce!

Publishing





WHAT IS PUBLISHING?

Publishing is the process of distributing information, literature, music, software, and other forms of content to the general public for a fee or for free. Historically, the phrase referred to the process of creating and disseminating printed products such as books, newspapers, and magazines. However, with the introduction of digital information systems, the scope of electronic publishing has extended to include eBooks, academic journals, micro-publishing, websites, blogs, and video game publishing.

Publishing may result in private, club, commons, or public products and may be conducted commercially, publicly, socially, or communally. The commercial publishing sector comprises thousands of independent publishers ranging in size from boutique operations to multinational conglomerates. It is divided into several sections, including fiction and nonfiction trade/retail publishing, educational publishing (K–12), and academic and scientific publishing. Governments, civil society organizations, and commercial enterprises also publish to meet administrative or compliance obligations and business, research, advocacy, and public interest objectives. Annual reports, research studies, market research, policy briefings, and technical reports are examples of this. In addition, self-publishing has grown in popularity.

The term *publisher* can apply to a publishing company or organization, as well as to an individual who is the head of a publishing company, imprint, magazine, or newspaper.

History

With the invention of writing, publishing became conceivable and, in turn, more practical with the advent of printing. *Before* the invention of printing, dispersed works were manually copied by scribes. Due to the invention of printing, publishing advanced in lockstep with the creation of books.

Around 1045, the Chinese inventor Bi Sheng invented a moveable type of earthenware; however, there are no documented specimens of his work. During the Goryeo Dynasty, Choe Yun-ui, a Korean civil official, invented the first metal moveable type between 1234 and 1250 AD.

Around 1450, Johannes Gutenberg invented movable type in Europe, coupled with advancements in typesetting based on a matrix and hand mold. As a result of this innovation, books have become more affordable and widely available.

The earliest printed books, single sheets, and images published in Europe before 1501 are referred to as *incunables* or *incunabula*.

Nearly eight million books were printed in a single lifetime for a person born in 1453, the year of Constantinople's demise. That's more than all of Europe's scribes combined had produced since Constantine built his city in 330 AD.

Eventually, printing facilitated the creation of additional forms of publishing in addition to books. The history of contemporary newspaper publishing began in 1609 in Germany, followed by magazines in 1663.

In the mid-eighteenth century, missionaries introduced printing presses to Sub-Saharan Africa.

Traditionally, publishers handled publishing, though some authors are self-published. However, the World Wide Web's inception in 1989 quickly elevated the website to a dominating publishing medium. wikis and blogs came shortly after that, as did online books, newspapers, and magazines.

The World Wide Web has facilitated the technological convergence of commercial and self-published content and the convergence of publishing and production into online production via multimedia content development since its inception.

The publishing industry is largely controlled by straight, able-bodied, white women, according to a 2016 study conducted in the United States. *Salon* described the incident as a “lack of diversity in the book world’s backstage.” According to a 2020 poll conducted by the same organization, there has been no statistically significant change in the lack of diversity in the four years following the 2016 survey. For years, the American publishing sector has struggled with a lack of diversity. Editorial jobs at the highest levels exhibited the least diversity within the industry.

Types of Publishers

In the book publishing industry, there are four distinct categories of publishers:

- Commercial publishers are more stringent and pickier in their selection of titles. If their work is accepted, authors aren't charged for publication in exchange for selling the

rights to their work. Instead, they receive editorial, design, printing, marketing, and distribution services in-house and are compensated through royalties on sales.

- Self-publishers: Authors use self-publishing houses to self-publish their books and keep complete control over their creations. Self-publishing houses are more receptive to new and experienced authors than traditional publishing houses, allowing both to publish their work. Numerous modern or self-publishing businesses offer additional services (e.g., editing, design), and authors can select one. Authors pay for pre-publication fees in exchange for retaining all rights to their works, maintaining complete control, and receiving royalties on sales.
- Vanity presses pose as traditional publishers but are self-publishing companies. In contrast to real self-publishing services, the author is frequently obligated to utilize some or all of the press's supplementary services, and the press frequently acquires rights to the work as part of their contract.
- Hybrid publishers operate on a different income model than traditional publishers but maintain the same publishing practices. Attempts have been made to overcome this divide through hybrid models. However, at the moment, no model has been completely validated.

Derided in the 1911 edition of *Encyclopaedia Britannica* as a “purely commercial enterprise” more concerned with profit than literary merit, publishing is similar to any business in that expenses must not exceed income. Nevertheless, publishing

has developed into a multibillion-dollar sector, with the two main companies, Reed Elsevier and Pearson PLC, operating on a global scale.

Vertical integration is a strategy used by some firms to increase profit margins; book publishing is not one of them. For example, while newspaper and magazine publishers frequently own printing presses and binderies, book publishers rarely do. Similarly, the trade typically sells finished products via a distributor who stores and distributes the publisher's wares in exchange for a percentage fee or on a sale or return basis.

With the introduction of the Internet, an electronic method of book distribution became possible, eliminating the need for physical printing, delivery, and storage of books. As a result, this raises an intriguing problem for publishers, distributors, and retailers. The inquiry is about the publishing houses' function and importance in the overall publication process. It is customary for the author, the original creator of the work, to sign a contract guaranteeing him or her just about 10 percent of the book's revenues. This contract distributes 90 percent of the book's earnings to publishers, distributors, marketers, and retailers. The following is an example (rearranged) of the distribution of revenues from the sale of a book:

- 45 percent to the retailer
- 10 percent to the wholesaler
- 10.5 percent to the publisher for printing (this is usually subcontracted out)
- 7.15 percent for marketing purposes to the publisher
- 12.7 percent to the publisher for pre-production costs
- 15 percent to the author (royalties)

The publishing house's position is nearly comparable in the electronic book world. However, a book's preparation for electronic release differs from its preparation for print publication in a few minor ways. While some costs are reduced, such as the discount granted to retailers (typically about 45 percent), extra costs associated with eBooks apply (particularly during the conversion process), bringing the manufacturing costs to a comparable level.

Print-on-demand publishing is fast-establishing itself as a viable alternative to traditional publishing.

Due to the small size of book clubs and niche publishers' output compared to the major booksellers', any revenue that is lost doesn't affect the traditional symbiotic relationships between the four activities of printing, publishing, distribution, and retail.

Industry Sub-Divisions:

Newspaper Publishing

Newspapers are periodic publications presenting current events, often on a low-cost paper called newsprint. Most newspapers are sold largely to subscribers, at retail newsstands, or as free newspapers funded by advertising. In the United States, approximately one-third of publishers are newspaper publishers.

Periodical Publishing

Periodical publishing is a general term that refers to publications released in fresh editions regularly. While both newspapers and magazines are considered periodicals, within the industry,

periodical publishing is generally regarded as a distinct division that encompasses magazines and even academic journals but not newspapers. In the United States, approximately one-third of publishers publish magazines (not including newspapers). In addition, periodicals are sometimes referred to as serials in the library and information science communities.

Book Publishing

The global book publishing sector generates more than \$100 billion, or around 15 percent of the total media industry.

Trade publishers are frequently referred to as for-profit publishers of publications aimed at the general market. In the United States, book publishers account for fewer than a sixth of all publishers. Although a few extremely large book publishers publish most books, thousands of smaller publishers exist. In addition, numerous independent and small- and medium-sized book publishers specialize in a certain field. Furthermore, many authors have established publishing businesses and self-published their books. In the book publishing industry, the publisher of record is the entity whose name appears on the book's ISBN. The actual publisher may or may not be the publisher of the record.

In 2013, Penguin (owned by Pearson) and Random House (owned by Bertelsmann) amalgamated, concentrating the industry's adaptation to digital media into a handful of large publishers. The combination formed the world's largest consumer book publisher, with more than a 25 percent global market share. The "Big Five" publishing giants, Penguin Random House, Hachette, HarperCollins, Simon & Schuster, and Macmillan, account for almost 60 percent of all English

language books published. ViacomCBS decided to sell Simon & Schuster, the third-largest book publisher in the United States, to Penguin Random House in November 2020, establishing the world's first mega-publisher.

In India, significant publishers include Leadstart, Shristi Publishers, Rupa Publications, and Jaico Publishing House.

Directory Publishing

Directory publishing is a sub-genre of publishing. These companies publish mailing lists, telephone directories, and a variety of other forms of directories. Because of the Internet's introduction, many of these directories are now available online.

Tie-In Publishing

Radio, television, movies, VCDs and DVDs, music systems, gaming, computer hardware, and mobile telephony all communicate information to their consumers on a technical level. Indeed, a major film's marketing strategy frequently involves a novelization, a graphic novel or comic book adaptation, a soundtrack record, a game, a model, and infinite promotional publications.

Ballantine Del Rey Lucasbooks, for example, owns the exclusive rights to Star Wars in the United States. In contrast, Random House UK (Bertelsmann)/Century LucasBooks, in the United Kingdom, has the same rights to the Star Wars franchise. The video game industry self-publishes through BL Publishing/Black Library (Warhammer), and Wizards of the Coast (Dragonlance, Forgotten Realms, etc.). The BBC has a publishing arm that excels for long-running shows like *Doctor*

Who. These multimedia works are extensively cross-marketed, and their sales regularly beat the ordinary standalone published work, attracting corporate attention.

Recent Developments

Accessible publishing utilizes the digitization of books to mark them up in XML and then sells them in numerous formats to customers, frequently individuals who have difficulty reading. Larger font sizes, specialist print formats for dyslexia, eye tracking issues, and macular degeneration, as well as Braille, DAISY, audiobooks, and eBooks are all available.

Green publishing entails modifying the publication process to have the least environmental impact possible. One such concept is on-demand printing, which utilizes digital or print-on-demand technology. This eliminates the need for books to be shipped, as they are manufactured near the customer on a just-in-time basis.

A further trend has corresponded with the advent of online publishing, which doesn't involve the production of physical books. Instead, the author creates and uploads the eBook to a website from which it may be downloaded and read by anybody.

A rising number of authors are utilizing niche marketing online to increase book sales through online engagement with their readers.

Privishing

Privishing (not to be confused with self-publishing) is a modern phrase for publishing a book in such little quantities or with insufficient marketing, advertising, or sales support

that the book effectively never reaches the public. While the book is nominally published, it is nearly impossible to purchase through standard means such as bookstores, is frequently unavailable for special order, and receives little support from its publisher, including a reluctance to reissue the title. A book that has been removed from circulation may be referred to as “killed.” According to the motivations, privilege might be a breach of contract or censorship, or improper commercial behavior (e.g., not printing more books than the publisher believes will sell in a reasonable length of time).

Publishing

