

publishing portfolio

Making Money out of Publishing

Does everyone in your company understand what makes you successful? This course aims to equip publishing professionals in all functional areas with a set of tools and methodologies to improve the performance of the company.

Dealing both with the creation of profitable publishing programmes and the development of effective channels to market, **Making Money out of Publishing** aims to develop a broader view of the business model and a common language for use by every functional area.

Making Money out of Publishing enables the learner to:

- Contribute more effectively and appropriately to decisions about what should be published
- See the strategic picture beyond the level of the individual publishing project
- Use tools such as SWOT analysis and portfolio theory to analyse a list as a whole
- Build more profitable relationships with customers by understanding the dynamics of the sales channels
- Understand the mechanics of the business model and identify opportunities for improvement
- Identify opportunities for new publishing projects and assess and categorise the risks associated with them



Learning outcomes

Making publishing decisions

- What is a publishing decision?
- Who is involved in a publishing decision?
- How do we set the price?
- What pricing strategy theory is there?
- How should we forecast sales?
- How do we decide how many we print?
- What are good financial decisions?
- What risks are there?

Building a list

- What is a list and why do we have them?
- How does a list develop a personality?
- How do we measure the success of a list?
- How do we compare a list to a competitor's?
- How do we maximise profitability?
- What should we not do?

Managing the channels

- What are sales channels?
- Which markets should we focus on?
- What constitutes a deal?
- What is the purpose of intermediaries?
- What is the cost of infrastructure?
- What information do we need?

Building the business

- How do we focus?
- What is the business we are building?

- What is our story?
- How could we build a better machine?
- How can we drive growth?
- How do we predict the future?
- How do we monitor our progress?

Researching and developing new projects

- Why do we need to research markets?
- How do we network?
- How do we identify opportunities?
- Who are the competition?
- How do we pay authors?
- What shape should a proposal take?
- How do we work with third parties?

Target audience

This course is designed to appeal to experienced publishing professionals in all functions.

Additional services

Blended learning: ½ day workshops available.

Tailoring: include your examples and issues.

See also: *Understanding Accounts, Overcoming the Fear of Finance, Introduction to Publishing, Managing the Numbers, Developing Authors.*