

Publishers + Writers San Diego

*Key success factors for writers
today and into the future*

Steve Wilson of  **FastPencil**

October 29, 2016



Agenda

- Introduction and Brief Company Overview
- Market Assessment/What's happening in the space?
 - Data reveals clear growth and change
 - Technology will trigger industry giants
 - New opportunities for Authors
- Predictions for the Future of the Publishing Industry
- Questions

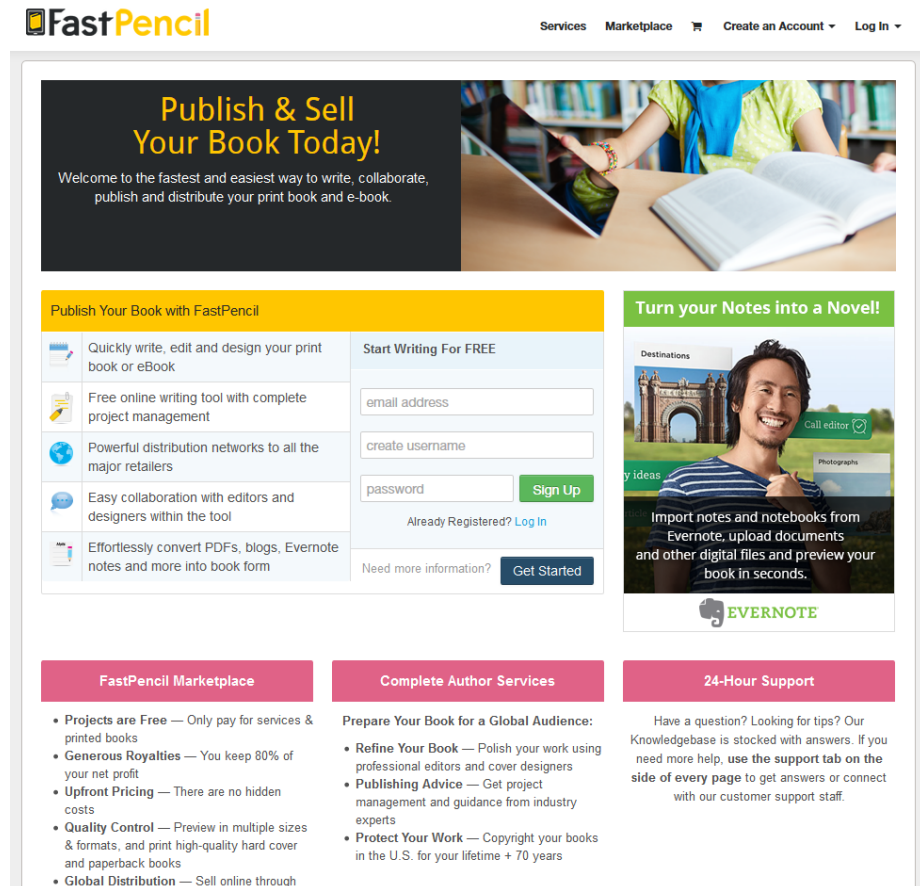


FastPencil Overview

What is FastPencil?

The leading and only SaaS self publishing and services platform

- The technology leader and only True SaaS Self Publishing Platform available for enterprise licensing and white-label in the market
- Complete, end-to-end writing, collaboration, formatting to eBook and print, distribution, sales and administrative tools
- Leading industry references with a deep pipeline leading to growth opportunities with existing and future enterprise partners
- SaaS Plus recurring revenue, social organic growth, and a SaaS enabling platform driving efficiencies and cost reductions for content management and the publishing process
- Scalable and global-ready technology platform, integrated with Print on Demand, distribution and Inbound marketing platform and CRM



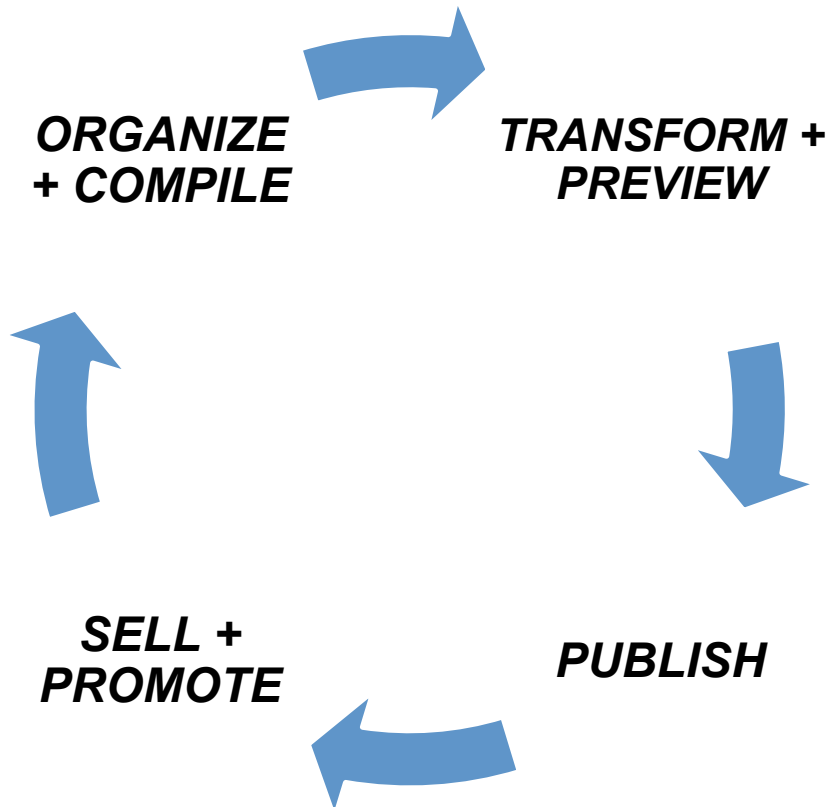
The screenshot shows the FastPencil website interface. At the top, the FastPencil logo is on the left, and navigation links for 'Services', 'Marketplace', 'Create an Account', and 'Log In' are on the right. The main banner features the text 'Publish & Sell Your Book Today!' and a welcome message. Below this, there are two main sections: 'Publish Your Book with FastPencil' and 'Turn your Notes into a Novel!'. The 'Publish Your Book' section lists benefits like quick writing, online tools, distribution networks, collaboration, and PDF conversion, alongside a sign-up form with fields for email, username, and password. The 'Turn your Notes into a Novel!' section promotes importing notes from Evernote. At the bottom, three pink boxes highlight 'FastPencil Marketplace' (with details on free projects, royalties, pricing, quality control, and global distribution), 'Complete Author Services' (including refining, publishing advice, and protection), and '24-Hour Support'.

- Proprietary, cloud-based SaaS software, white-labeled for enterprise clients
- Ability to host multiple imprints, small publisher accounts and create an immediate self-publishing business from one end-to-end platform
- Integrates custom author services packages, controls, automated royalties, full distribution and admin reporting.
- Full commerce engine that can settle in multiple currencies and push to desired bank accounts.
- Content management platform availing task scheduler, file repository and more.



Create, Publish, Distribute & Print books and e-Books.

Guided publishing – based on the life cycle of a book – maximizes Author control over content, timelines and publications from one, unified platform.



FastPencilServices Marketplace Create an Account Log In

Publish & Sell Your Book Today!

Welcome to the fastest and easiest way to write, collaborate, publish and distribute your print book and e-book.

Publish Your Book with FastPencil

Quickly write, edit and design your print book or eBook	Start Writing For FREE <input type="text" value="email address"/> <input type="text" value="create username"/> <input type="password" value="password"/> Sign Up <small>Already Registered? Log In</small> Get Started
Free online writing tool with complete project management	
Powerful distribution networks to all the major retailers	
Easy collaboration with editors and designers within the tool	
Effortlessly convert PDFs, blogs, Evernote notes and more into book form	

Turn your Notes into a Novel!

Import notes and notebooks from Evernote, upload documents and other digital files and preview your book in seconds.

FastPencil Marketplace

- **Projects are Free** — Only pay for services & printed books
- **Generous Royalties** — You keep 80% of your net profit
- **Upfront Pricing** — There are no hidden costs
- **Quality Control** — Preview in multiple sizes & formats, and print high-quality hard cover and paperback books
- **Global Distribution** — Sell online through

Complete Author Services

Prepare Your Book for a Global Audience:

- **Refine Your Book** — Polish your work using professional editors and cover designers
- **Publishing Advice** — Get project management and guidance from industry experts
- **Protect Your Work** — Copyright your books in the U.S. for your lifetime + 70 years

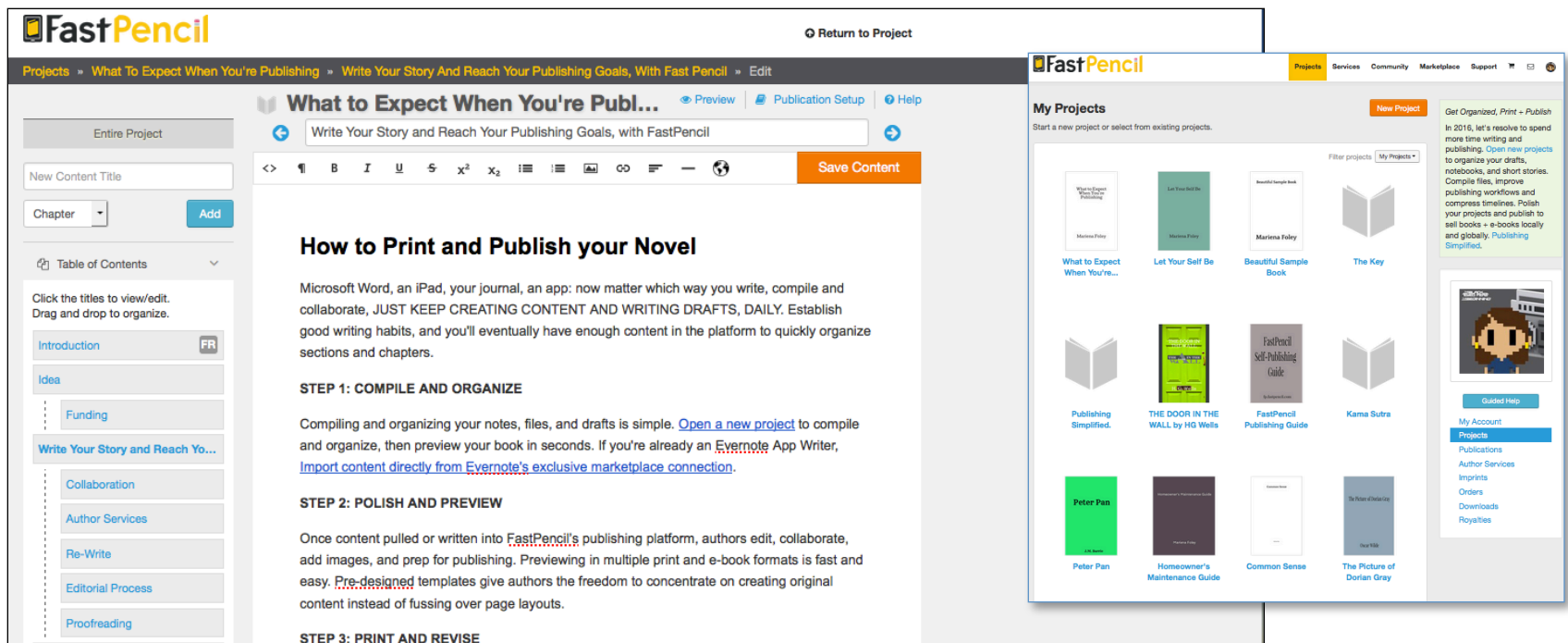
24-Hour Support

Have a question? Looking for tips? Our Knowledgebase is stocked with answers. If you need more help, **use the support tab on the side of every page** to get answers or connect with our customer support staff.

Manage your book project & publications from one dashboard.

Writing and publishing platform allows Authors to:

- Manage projects compiled from various sources and preview in seconds.
- Complete the entire process by DIY or by requesting help or additional services such as editing or cover design
- Print privately or Distribute to multiple sales channels – track sales directly from your dashboard.
- Work “in the cloud” when and where desired – write and collaborate from any computer.
- Have an unlimited income opportunity – Royalties paid directly to Author.



FastPencil provides direct access to Author Support with a simple scheduling tool to insure you get what you need.

The screenshot shows the FastPencil web interface. The top navigation bar includes 'Projects', 'Services', 'Community', 'Marketplace', and 'Support'. The main heading is 'What to Expect When You're Publishing (First Edition)'. On the left is a sidebar with a list of sections: 'Titles and Descriptions', 'Additional Information', 'Contributors', 'Categorization', 'Legal Details', 'Formats and Distribution', 'Theme', 'Publication Settings', 'Pricing and Copies', 'Covers', and 'Review'. The 'Titles and Descriptions' section is active, showing a form with the following fields: '* TITLE' (filled with 'What to Expect When You're Pub'), 'SUBTITLE' (Optional), 'SERIES TITLE' (Optional), and '* EDITION' (filled with 'First Edition'). A note below the edition field states: 'This can be used to differentiate multiple publications made from the same project.' Below these is the '* SHORT DESCRIPTION' field, which is empty, with a character count of '350 characters maximum (350 remaining)'. A note below this field states: '100 WORDS MINIMUM. Describe this book and its author. If you do not have a long description, this information will appear on the back cover of your book if you activate the BACK COVER TEXT checkbox, and may be used by publishers and distributors when marketing your book.' At the bottom is the 'LONG DESCRIPTION' field, also empty, with a character count of '2000 characters maximum (2000 remaining)'. A note below this field states: 'A longer, more detailed description of your book and its contents. This information will appear on the back cover of your book if you activate the BACK COVER TEXT checkbox, and may be used by publishers and distributors when marketing your book.' At the bottom right of the form is an orange button labeled 'Continue to Additional Information'. A blue 'Support' button is visible on the right side of the form.

By partnering with a leading services providers in other areas of the publishing lifecycle, the FastPencil platform offers professional services, like:

- Author Advocate Support
- Hard Cover + e-Book + Audio Formats
- Global Print on Demand
- Global Distribution (private option available)
- [Cover Design + Editorial Services](#)
- [Copyright Protection](#)
- Marketing Announcements and more

With FastPencil, Authors write or upload & organize content, and preview books in seconds.

Begin by organizing a first draft:

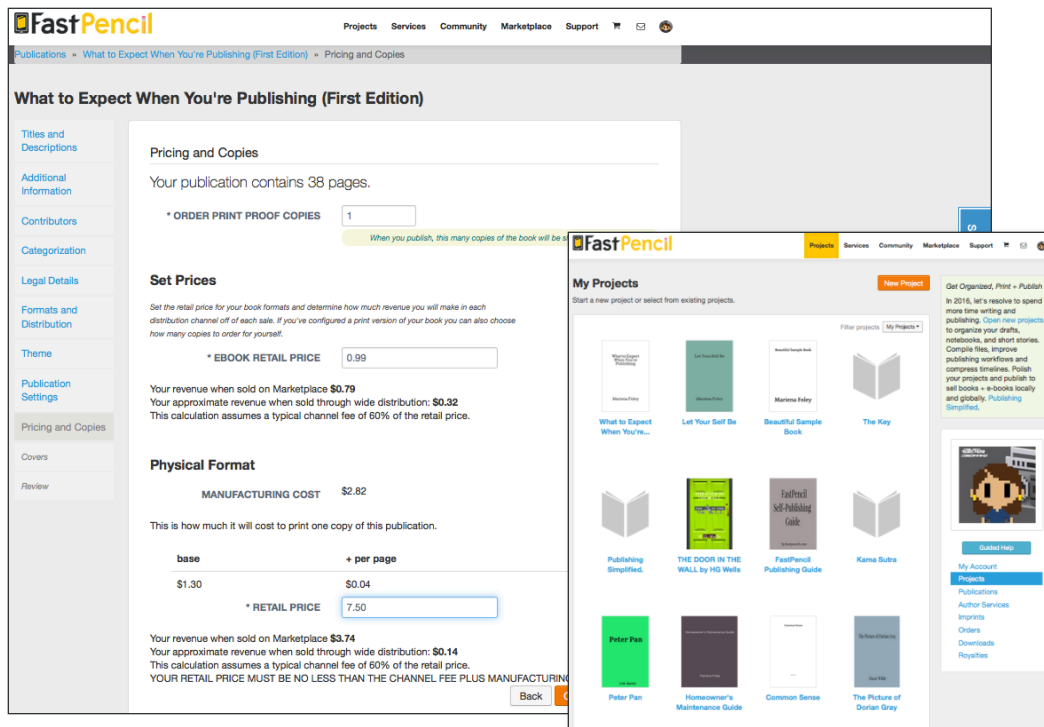
- Upload text and Word documents
- Drop-in digital files and images
- Create and Write within our proprietary editor
- Organize and preview your book in seconds.

Authors can Write, Collaborate and Prepare for Publishing, while enjoying:

- Royalty transparency and real-time reporting
- Excellent publication quality
- Easily-accessible marketing resources, and
- Access to a knowledgeable team ready to answer questions



FastPencil transforms content into physical & digital books in a few clicks (no matter the device).



FastPencil is the difference between a **true publishing platform** and the many "distribution utility" services available.

Print, PDF and e-book bundles are rendered and can be previewed instantly.

Authors monetize content and focus on writing – plus drafts, managing project team, tasks, files and publications – from one easy to use platform.

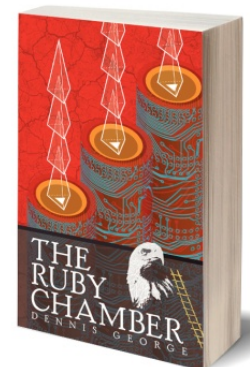
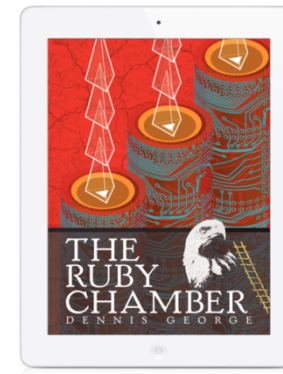
This industry-changing technology platform speeds up publishing timeframes, like digital proof reviews, and enables budget-conscious decisions, like retail pricing guides.

*FastPencil publishes & prints books and e-books,
and distributes globally.*

The screenshot shows the FastPencil web interface for publishing a book. The main heading is "What to Expect When You're Publishing (First Edition)". On the left is a sidebar with navigation links: Titles and Descriptions, Additional Information, Contributors, Categorization, Legal Details, Formats and Distribution, Theme, Publication Settings, Pricing and Copies, Covers, and Review. The "Titles and Descriptions" section is active. It contains fields for: * TITLE (filled with "What to Expect When You're Pub"), SUBTITLE (Optional), SERIES TITLE (Optional), * EDITION (filled with "First Edition"), * SHORT DESCRIPTION (350 characters maximum, 350 remaining), and LONG DESCRIPTION (2000 characters maximum, 2000 remaining). A "Continue to Additional Information" button is at the bottom right. A "Support" link is on the right side of the form.

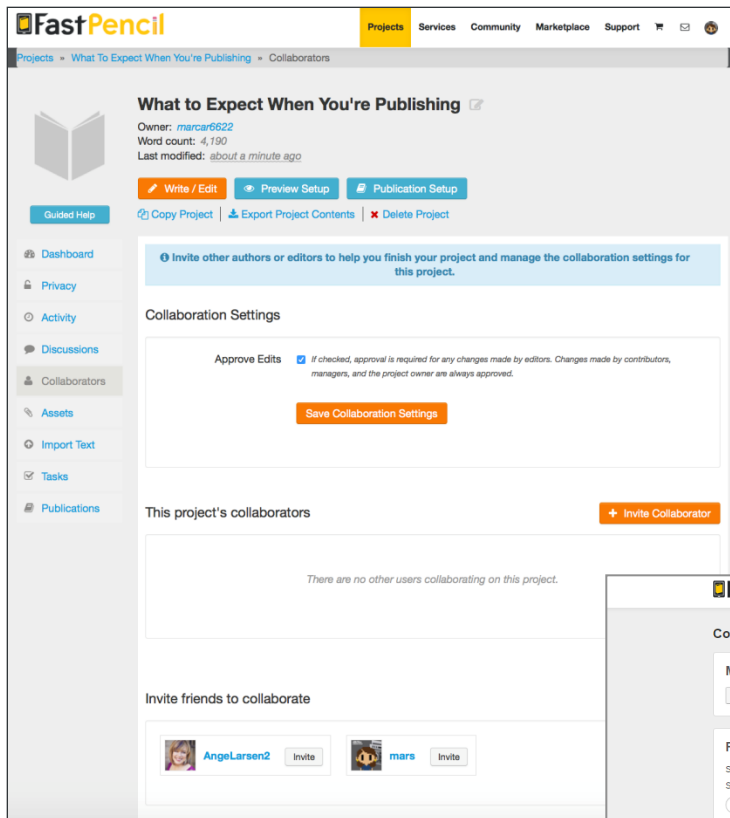
To publish, Authors follow the guided book setup process to combine covers with "metadata" – or marketing information – need for sales and distribution channels.

During this stage, books are ordered and published, and global distribution is queued. Sales data per format – from multiple channels – is reported to the Author's dashboard for transparency and reporting.

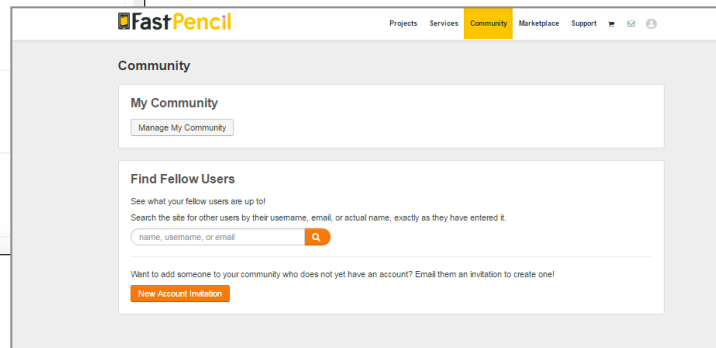


FastPencil connects seamlessly to a global distribution network for Print on Demand including listing/selling through popular eBook and print distribution channels such as Amazon, Kindle, Apple, Barnes & Noble, Kobo, Ingram and in store networks through Read on Time.

The FastPencil publishing platform fosters networking & sales.



FastPencil 's built in collaboration features encourage Authors to engage fans and find new readers. Colleagues, friends, and family can be invited to share ideas, write notes and purchase books.



The screenshot displays the Amazon Kindle Store interface. At the top, there's a navigation bar with the Amazon logo and search bar. Below it, a grid of books is shown, each with a cover image, title, author, and price. The books include 'Pride and Prejudice', 'Dracula', 'Family Magic', 'Nonsense from the Bible', 'Photo Adventures in Cuba', 'Professor Warrington in Search', 'Embracing the Wild in Your Dog', 'To Whom It May Concern', 'From the Dog's Mouth, Barks', 'Enchant Hunt', 'Life in a Nutshell', 'The Partisan Divide', 'And Then They Played: Moments in American History', and 'Soy Brillante'. Below the grid, a detailed view of the book '13.1: Runner's Challenge: A (Duplicatable) Health and Wellness Journey for You and Your Friends (First Edition)' by Mariana Foley is shown. The book page includes a shareable link, royalties information, and a site widget for embedding on other websites.

With FastPencil, a Marketing Toolkit is automatically generated so every publication receives:

- **An Author Page.** It lists his/her bio and other books that have been published with FastPencil.
- **A BookBuy Page.** It lists the Book, Metadata, and a Preview of the Book.
- **A [BookBuy Widget](#).** This is an HTML Coded Web Advertisement meant to drive traffic back to the BookBuy Page.

nookpress

ProjectsSupportNews

Hello, Grant

Before you can publish this Project, you must create a [Vendor Account](#).

< Back

A Tale of Woe and Toe

Publish

☒ Manuscript

☐ Cover Image

☐ NOOK Book Details

☐ Title & Description


☐ Categories

☐ Rights & Pricing

☒ Other Information

Editorial Reviews

Collaborators



Grant (That's you!)

Role: Owner

Pending Invitations

These invitations are awaiting a response.

There are no pending invitations.

Invite a New Collaborator

Publishing doesn't need to be a solitary endeavor! Invite other people to read and comment on this project using the form below.

Name

Email

Message to Invitee (this message is optional):

Collaborators have the following permissions:


☒ They will have read-only access to only this project

☒ They can read and comment on the Manuscript, but not edit it

☒ They can preview the NOOK Book



☒ They can view all comments, by you and other collaborators


Send Invitation



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Explore our award winning tablets & readers





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COVER	PROJECT NAME	MANUSCRIPT	NOOK BOOK DETAILS	LIST PRICE	PUBLISH ACTIONS
	Sherlock and the Pickled Pillow Case	Update Manuscript	Set Details	—	Publish 
	A Tale of Woe and Toe	Update Manuscript	Set Details	—	Publish 

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FastPencil

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START NOW!

Distribution Partners



Projects Are Free – Pay Only for Optional Services and Printing



Workspace – Write, edit and design your book in your own private workspace



Distribution – Distribute to major print and eBook retailers worldwide and earn hefty royalties



Collaboration – Collaborate with editors and designers online, on demand



Publishers – Access new markets and manage authors on your own white label imprint

"Whether you're an independent author or publisher,
FastPencil is a game changer"

Bruce Butterfield
Former President, Prentice Hall Regents

A Collaboration by:

INFINITY
PUBLISHING

FastPencil

 **EVERNOTE** App Center

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via Fastpencil.com

Screenshots



Platforms

Web Apps

Share



Overview

Import your Evernote notes and create a book or manuscript instantly. With a few clicks you can format to an ebook or professional print book, publish, and send to thousands of print or ebook distribution channels.

FEATURE HIGHLIGHTS

- * Easily import Evernote notes and turn them into your book
- * Quickly format to ebook or professional print book
- * Effortlessly publish your work
- * Send your finished project to thousands of print or ebook distribution channels

Return to Project

[Projects](#) » [The Last Word](#) » [One](#) » [Edit](#)

Entire Project

Chapter ▼

Add

Table of Contents ▼

This Writing Block

Chapter
 To convert a chapter into a section block, open the Table of Contents, click the block and drag to the right.
Change block type

Chapter ▼

☒ Include in published table of contents

Discuss This Block 0 ▼

My Notes ▼

Block Revision History ▼

The Last Word

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Save Content

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Sed dui erat, pulvinar quis pulvinar eget, elementum id risus. Quisque at erat venenatis, blandit massa viverra, dapibus lorem. Proin nec magna blandit, porttitor velit a, luctus felis. Integer vitae mi sem. Donec sed varius arcu. Etiam tortor est, mattis eu lectus a, consectetur ornare leo. Nullam eget nibh libero. Fusce rutrum ipsum vel magna dictum tristique. Mauris id vulputate diam. Donec interdum nisi id tortor vulputate, vitae tempus velit imperdiet. Quisque non purus blandit, ultricies lectus vitae, adipiscing nisi. Curabitur tincidunt vitae nulla in viverra. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

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Independent Publishing


Create beautiful books quickly and easily with our custom software and Espresso Book Machines.

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 Create


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Support



Market Assessment

The **SELF-PUBLISHING** or **INDY PUBLISHING** sector is growing quickly.

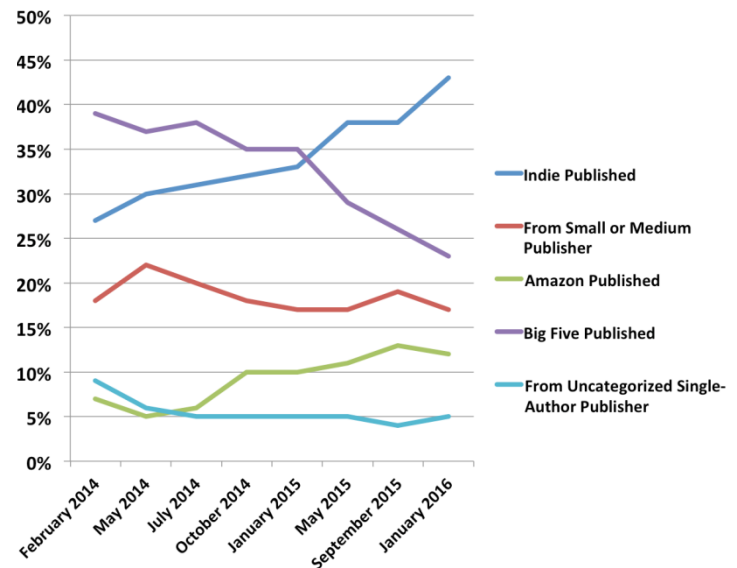
BEA data showed:

- Growth from a 2% overall revenue share in 2013 to **12% share in 2015**.
- International markets are behind, and perhaps the greatest opportunity for Self-Publishing Software.
- Three leading trends of Self-Publishing, POD and digital books continue to emerge in US and abroad and industry disrupters.
- Over 80% of individuals polled at BEA said they would like to write a book but, less than 10% of those who start, actually finish. A technology driven platform provides those desiring to write a book, the capacity to publish.

"The fact that the digital side of the business has leveled off has worked to our advantage. It's resulted in a far healthier independent bookstore market today than we have had in a long time."

~ **Oren Teicher**, chief executive of the American Booksellers Association

Market Share of Ebook Unit Sales by Publisher Type
23 month trend : February 2014 - January 2016



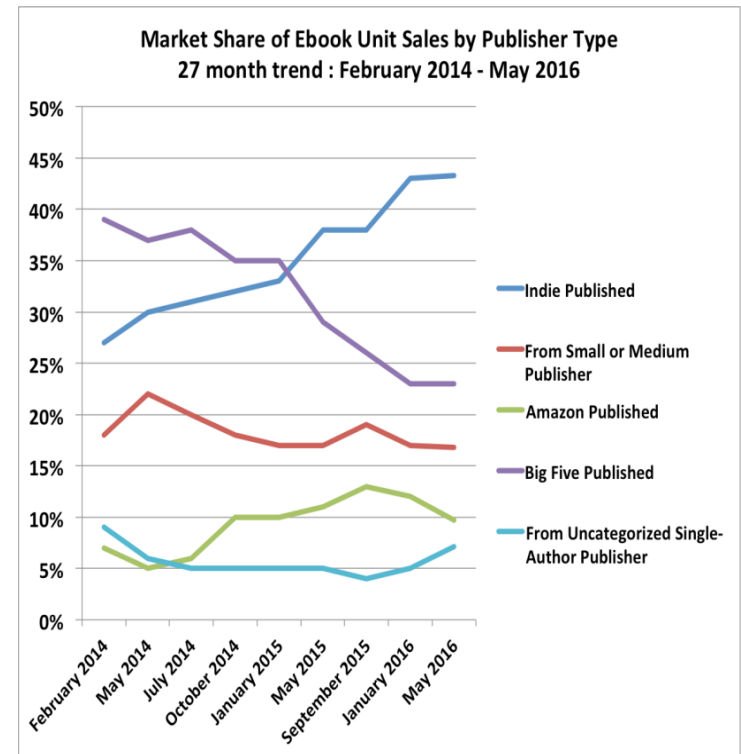
*Source: *Publisher's Weekly*, Sept 2014.

Self-Publishing Market

Fastest Growing Market and Ready for Technology

- **Self-publishing is the fastest growing market in the publishing industry - *the Next Amazon Market is for Authors***

- Self published market 12% or \$10B growing to 35% of Publishing industry by 2020
- Non-traditionally-published books make up to nearly 50% of all Kindle eBooks in the US, and 30% of all consumer dollars spent on those eBooks
- Traditionally published authors (King, Clancy, etc.) now going direct to followers
- Author services/technology/content marketing needs accelerating
- Traditional publishers seeking credible solutions to enter fastest growing market as average traditionally Published author sells < 1,000 books



Source: Author Earnings May 2016 Report

Author Decisions

How do I save cost without compromising quality, and maximize the sale of my book?

- There are many sites now to create, curate, generate all file formats and get everything done in the production process in the most economical, professional way?
 - Many companies for creation and structuring today, only a few that have end-to-end options
 - Author Services versus Technology solutions
- What are the Pros and Cons of Traditional Publishing?
- How can I publish and get my book in retail/brick and mortar stores?
- What options are there to market my book outside the US?
- What are the key factors for successful authors today?

Industry Predictions

Once and industry bad word, Self-Publishing and Technology will drive great change

- **Self Publishing Continues to Grow and Scales Internationally.** As the U.S. continues to be fertile ground for more Self-Pub growth, the emerging market in Europe, Asia and other countries/continents will see the largest growth over next five years.

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- **Technology will change the industry.** To be competitive, standardization will become the norm for large publishers with more tools for the writer including writing and collaboration platforms, formatting, file generation and distribution. Author worries only about writing.

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- **Power of Change.** Most large publishers who shunned Self-Publishing in the past, will have an imprint for almost every key genre. Book stores will turn into author stores. Venues and technology in libraries, educational content, and small presses will change.



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- **Marketing is King.** Differentiating your content through firms and technology will drive industry growth. Those authors, even big names, that do the best job at social and next-gen marketing will lead the space in sales. Areas like crowd funding and new innovative ways to raise funds and sell books will capture more writers and readers.

Questions?



Questions?

Contact Information

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swilson@fastpencil.com

www.fastpencil.com