

ASB Publishing, LLC

An Indie Publisher

Business Plan

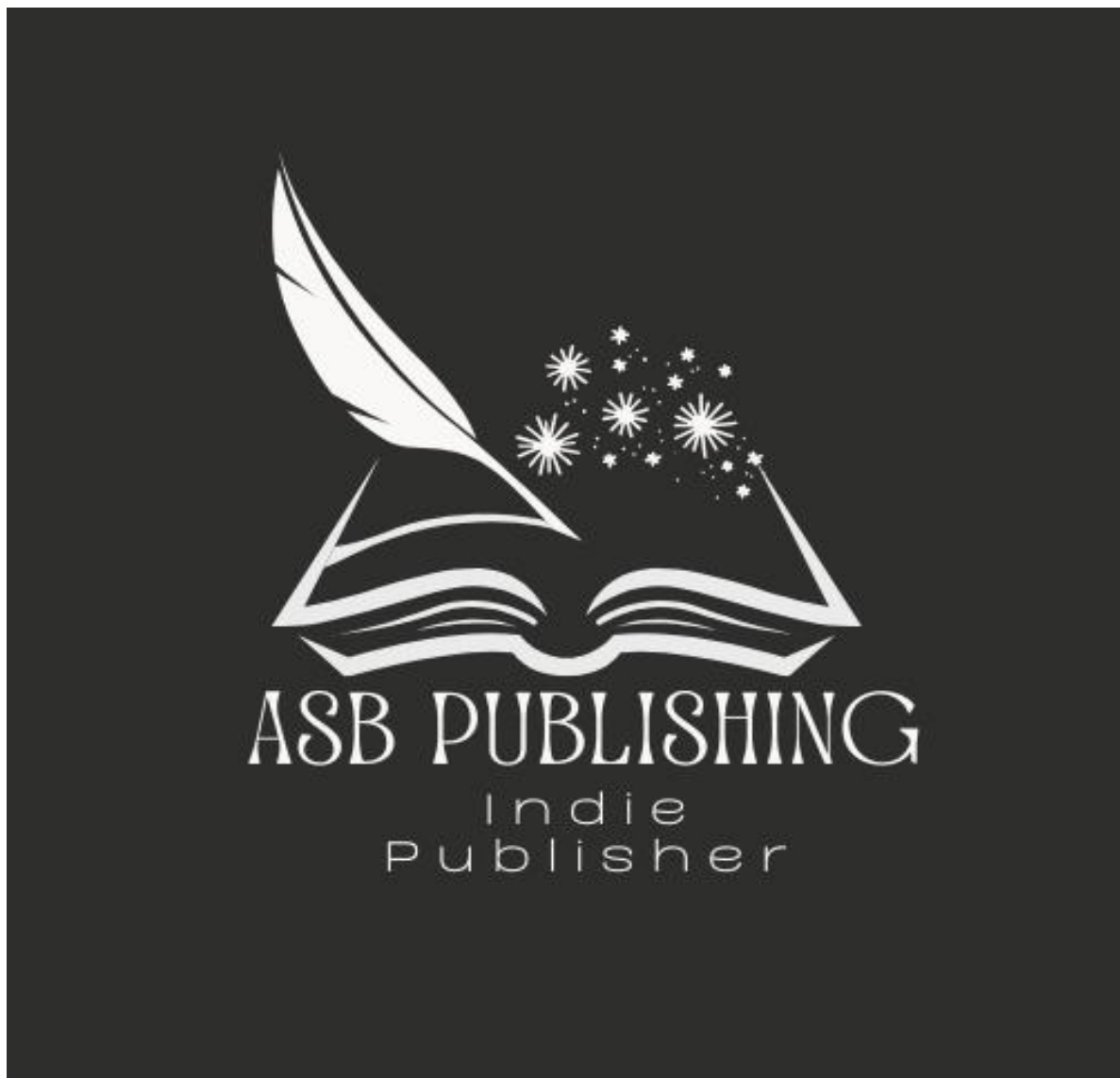




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INTRODUCTION

Welcome to ASB Publishing, LLC. We want to welcome you to our company. This is a different type of publishing company, and we want to work for you, the indie author and service providers. As an independent publisher, we want to publish, market, and bring to life those stories that indie authors want to get out to the world. We work with independent authors and service providers in an industry that seems to forget that indie authors are just as great as traditionally published authors.

Thank you for your consideration in working with our company and we look forward to working with you.

1. EXECUTIVE SUMMARY

ASB Publishing, LLC is a limited liability company based in Oklahoma. Our main goal is to serve the independent author community. Indie authors are vast and have such great vision they are overlooked by so many because they don't have a voice. ASB wants to be that voice. We want to promote indie authors and the service providers that service their book needs.

ASB wants to provide a stress-free atmosphere for Indie authors. No job is fully stress free, but we want to help reduce a great stress from the indie community and solve a big issue that is seen there, marketing.

ASB wants to market your books, online and in bookstores. We want to make sure you are seen and heard in a positive way. Social media is only one avenue that we want to reach. We want to see your books in the bookstores across the country. Marketing books to the right readers is one of the major components of selling books, finding your audience. ASB will strive to find your audience.

ASB Publishing is owned and operated by Shelley Nicholson, Allison Booher, and Allen Bias. Shelley is an indie author that has self-published over 20 books and edited over 100 books in the past five years. She has worked with some of the leading indie authors, service providers, and publishers. Allison is also an indie author with great resources, a leading edge in the industry, and a heart for the indie community. Allen is marketing minded and is so wonderful at distribution. He will be in charge of distribution and helping in the marketing department of ASB.

ASB Publishing, LLC looks forward to working with all authors and book related services.

Shelley Nicholson

Allison Booher

Allen Bias

2. COMPANY OVERVIEW

We stand with indie authors and those that provide services to indie authors. As a publisher for Independent authors, we want to provide the best quality of book on the market. Our team will work with you to make sure that your cover is perfect, the editing is complete to perfection, and the distribution is flawless. Marketing is the most difficult in the indie world of publishing and this is where we come in to get your book out there, in the hands of the readers. We will publish paperbacks wide. If you choose to use Kindle Unlimited, you may publish it through KDP. If you want to go wide with both paperbacks and eBooks, we will do both. We choose not to use KU for various reasons.

Mission statement: Founded in 2024, ASB Publishing is so much more than an indie publishing house. Not only do we publish indie authors, but we help them with finding the best service providers that fit their needs through meaningful transparency, and a well-thought-out design. We're on a mission to get the world reading, one indie author book at a time.

- **Company history:** Our director has been an indie author for over five years. She has self-published over 20 books. As an independent author, we see how hard it is to get your books noticed. This company was started to help and aid those indie authors that struggle with marketing and getting their books seen by the masses.
- **Markets and services:** The target market for indie authors is readers. We want to promote and cultivate a meaningful relationship between our authors and service providers. We will match service providers with authors in order to best serve everyone. Marketing services will be provided to all indie authors as well as service providers that serve our authors.
- **Operational structure:** We want to bring on the very best service providers for our indie authors. This will include editors, cover designers, proofreaders, personal assistants, and marketing experts to aid the author in all aspects of the writing journey.

3. BUSINESS DESCRIPTION

- **Opportunity:** Authors have a lot to worry about once they have finished writing their book. How do I get my book marketed so that it's seen? Marketing is one of the hardest things for an indie author and we are here to provide that help. We will market your book worldwide. We will provide services to those authors that have trouble finding the necessary services they need to get their book to the published stage.
- **Key participants:** We will partner with service providers to aid in the development of each book that is published. Editors, cover designers, personal assistants, and more will be added as we need them to help and support the author on their journey through publishing their book.
- **Pricing:** Authors will be published and marketed through the ASB website as well as all social media platforms. To publish a paperback, authors will pay the publisher the cost of printing. The publisher will print the book and market it on the website and social media platforms. For every paperback sold, the publisher will pay the author the profit after printing costs and a 35% publishing cost for paperback and 25% for eBooks. **Example:** If a paperback sells for \$16, print costs are \$7, publishing costs are 35% of \$9 ($\$16 - \$7 = \9), $9 \times .65 = \$5.85$ giving the author \$5.85 per paperback. If an eBook sells for \$5, publishing costs are 25% of \$5, the author receives \$3.75 per eBook.
- **Service Providers:** Editor's, cover designers, proofreaders, personal assistants, and anyone who serves an author can be on our website. I will direct authors to their services and find the right fit. We are not responsible for paying for these services at this time. Our goal is to get to this point in the future. The faster we grow the faster we can start paying our service providers as well as our authors. ASB will match services with authors. We want editors that like dark romance to be able to edit dark romance authors. This is just an example. After our first year, we will revisit this and hopefully be able to pay those service providers for their services instead of the author.
- **Responsibilities:** ASB will be responsible for uploading manuscripts and covers to be published at least three weeks prior to the release of the book. Authors are responsible for editing, proofreading, cover designs, and personal assistants at this time. After one year, we will revisit this and see if we can start paying those service providers. ASB will market all services and authors on their website, social media, and print media when appropriate.

4. MARKET ANALYSIS

- **Industry type:** Marketing is one of the biggest drawbacks of publishing. Indie authors do not have the resources or time to market their products successfully. Large publishers have large budgets to market, indie authors do not. Making sure that the indie author has the right amount of marketing will sell their books. Marketing takes time, money, and takes away from the craft of writing. Marketing should not be a reason authors don't publish.
- **Competition:** All publishers have competition. There are so many small publishers out there and you need one that will work with your needs. We are a different type of publisher. We want to work with those in the market that have had to bear all the expense and time publishing and promoting their own book. We want the largest amount of the profit to go to the author, not the publisher or service provider. We will publish paperbacks wide, meaning they will be published through Barnes & Nobel, Kobo, Apple, etc., wherever books are sold. If you choose to use Kindle Unlimited, you may publish it through KDP. If you want to go wide with both paperbacks and eBooks, we will do both. We choose not to use KU for various reasons.

5. OPERATING PLAN

The operating plan for our business will look different than any other plan you have seen in the publishing business. We want to make sure our authors are taken care of. We want as much of the profit from their books to go to them. Authors write because they have a passion for the written word.

- **Order fulfillment:** Service providers, editors, graphic designers, cover designers, PAs, etc., will be available through our online tool. Service providers will pay a small fee to be on our website in order for the authors to find them. Authors will be paid a profit from their books. ASB will buy a certain number of copies of paperbacks for delivery to customers that buy online. We will ship those out at no expense to the author. We will not make any returns on paperbacks or eBooks. Once a book is sold and shipped, it will not be returned for a refund.
- **Payment:** Authors will receive 65% of all books sales for paperback and 75% for eBook. Paperback sales will be as such: sell online and ship to customers no shipping fee to author. The author will receive 65% of paperback profit after printing costs are deducted. The author will receive 75% of all eBooks sold online. i.e. If a paperback sells for \$16, print costs are \$7, publishing costs are 35% of \$9 (\$16-\$7=\$9), $9 \times .65 = \$5.85$ giving the author \$5.85 per paperback. If an eBook sells for \$5, publishing costs are 25% of \$5, the author receives \$3.75 per eBook.

- All money received on behalf of the author through the website or in person sales, will be paid out monthly to the author's choice of payment center, via PayPal, CashApp, direct deposit, or Venmo. These are the only forms of payment centers we will use.
- **Facilities:** This is a home-based business. Printing will be through a reputable printing company in the United States. Publishing will be through the publisher's website.

6. MARKETING AND SALES PLAN

- **Key messages:** We will be marketing on all social media. Print media can be distributed to bookstores and other book retailers as the publisher deems necessary.
- **Marketing activities:** We will promote mostly online but want to get your books in stores as fast as possible. We will work with bookstores across the US to get those books into stores as fast as possible.
 - Digital marketing
 - Social media, Facebook, TikTok, Instagram, and other media
 - No refunds on eBooks or paperbacks after sale is final and shipped