

EXECUTIVE SUMMARY FOR

THE GAY PUBLISHING COMPANY

TEMPORARILY DBA
THE FREELANCE EDITOR,
FREELANCE LIBRARY SERVICES

Stephen Evans, Editor/Publisher/Founder
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EXECUTIVE SUMMARY

THE GAY PUBLISHING COMPANY will be an English-language publishing company that aims to satisfy the needs of two audiences. First of all, we will be a publishing outlet for authors from all around the globe who have written gay-themed leisure-intended literary writings they wish to share. Second, we will be a publishing house that solicits, promotes, and distributes reading material for folks who enjoy reading about gay life in the world.

Gay writers have struggled to get published more than the average writer for many years. Initially, the struggle was based in concerns for profit that caused mainstream publishers to reject gay submissions outright or to demand major rewrites—to remove “the gayness.” More recently, as mainstream publishers started recognizing the gay market (and trying to recapture some of it from smaller, “braver” publishers), financial turmoil hit the publishing industry as a whole. Before long, the only way any undiscovered author could get published was to pay their costs up front and either self-publish or buy into a vanity- or subsidy-press program.

THE GAY PUBLISHING COMPANY will work *with* gay writers to publish their materials, but not as a subsidy- or vanity-type press. Instead, we will combine

- the best of the traditional publishing model and
- the best of the newer, more flexible, and more adaptable independent press model with
- current online capabilities

to enable gay writers to be published, without oppression or manipulation, at no expense to them, providing entertainment to gay readers and enlightening more of the general population with top-notch and respectable literary gay-themed literature.

please continue reading on the next page . . .

So, how does THE GAY PUBLISHING COMPANY define “gay” . . .

When we say *gay*, we are using the word’s older generic form of inclusion, to mean gay, lesbian, bisexual, and transgender (GLBT/LGBT) persons, as well as intersex and transitional individuals.

. . . and “leisure-intended” . . .

By *leisure-intended* writings, we mean writings that are intended to provide leisurely entertainment. Readers of materials published by THE GAY PUBLISHING COMPANY can rest assured that no materials will be published if their intent is to express prejudicial opinion, controversial ideology, or adversarial comment by either side of any current debate.

. . . and “literary” . . .

In general, *literary* works are well-written stories with solid plots, well-defined settings, and fully developed, engaging characters. THE GAY PUBLISHING COMPANY wishes to publish materials that are not blatantly “XXX,” or adult-oriented, or overly graphic in the depiction of sexual acts. In the same vein, excessive or “unnecessary” amounts or levels of profanity will only be allowed if the language is judged to be a key ingredient to the characters, the plot, or some other element of the manuscript. Exceptions in relation to content will be made if such descriptions and language can be justified as necessary to the literary work.

All decisions relating to intent and content will be made by THEGAYEDITOR and the advisory board of THE GAY PUBLISHING COMPANY. Decisions may be appealed in an orderly fashion.

To that end, THE GAY PUBLISHING COMPANY has already collected (without a significant advertising effort) fifty-two submissions—full-size novels (including two agented manuscripts), short stories, scripts and screenplays, memoirs, and a cookbook series; we've also accumulated (again, without advertising to a great degree) dozens of subscribers/readers. Potential authors and subscribers continue to contact us almost daily. To serve our two audiences, THE GAY PUBLISHING COMPANY will grow and transition, over the course of roughly eighteen months to two years, from an online serialized e-newsletter to a virtual and then print magazine to e-books/audiobooks and print paperbacks.

- Phase I: Our free e-newsletter will contain
 - updates on company growth and information,
 - news about the world of gay publishing and other information for our writers and readers, and
 - teasers that will draw readers to our Web site, where they will be able to view recently completed submissions.
- Phase II: Our virtual magazine will contain
 - complete submissions of flash fiction and short stories,
 - serialized installments of longer submissions—scenes from scripts and screenplays, for example, chapters from novels, and sections of memoirs,
 - hand-drawn or computer-generated illustrations*
- Phase III: Our print version of the virtual magazine
- Phase IV: Virtual e-book editions of completed serializations
- Phase V: Paperback versions of the more popular e-books.

* to be introduced and discussed elsewhere in this document.

Industry-wide, more than one hundred gay books (primarily novels and anthologies) are scheduled for publication in the first half of 2009, a signal that the market for gay fiction is showing signs of solid growth. Further evidence of growth is the fact that roughly two dozen independent presses (excluding private presses) now publish gay books (again, primarily novels and anthologies), along with new and established imprints and subsidiaries of larger entities, parts of gay media corporations as well as mainstream publishers.

In dedicating our resources and focusing our energies on gay writers and readers, THE GAY PUBLISHING COMPANY also plans to help the gay community in relevant ways. As examples, two nonprofit outreach programs will be initiated as funding allows: our author scholarship fund and our “Teaching Acceptance” program—both key components in our total mission. We also plan to incorporate internships in editorial services, publishing, marketing, and online services as soon as possible. And, we will support enlightenment efforts of the gay community in the realms of writing, reading, and publishing.

please continue reading on the next page . . .

Okay, in a nutshell, what is the niche? How is THE GAY PUBLISHING COMPANY different?

THE GAY PUBLISHING COMPANY will serve a niche of early-stage writers who need editorial assistance to get their materials published. It will also serve a niche of readers who enjoy gay-themed publications of all lengths, treatments, and genres. We are primarily different because no other gay publisher uses the traditional publishing model to nurture writers to maturity. In addition, no other gay publishers provide a constant stream of gay-themed leisure-intended literary fiction and memoir for reading via a subscription service.

Revenues will be earned through a variety of income streams:

<u>Revenue Stream</u>	<u>M1</u>	<u>M2</u>	<u>M3</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>Y2</u>	<u>Y3</u>	<u>Y4</u>
“bookstore” ¹	\$--	\$20	\$20	\$90	\$120	\$150	\$1200	\$1200	\$1200
product sales ²	\$--	\$20	\$20	\$80	\$120	\$140	\$1200	\$1200	\$1200
Web site ads	\$--	\$10	\$10	\$60	\$80	\$80	\$5000	\$10000	\$12000
ad spreads ³	\$--	\$--	\$--	\$3000	\$4500	\$4500	\$18000	\$18000	\$18000
subscriptions ⁵	\$--	\$--	\$498	\$2494	\$3494	\$6740 ⁶	\$43286	\$67936 ⁷	\$139320 ⁷
book sales ⁸	\$--	\$--	\$--	\$--	\$--	\$--	\$1200	\$1500	\$2000
writing retreat	\$--	\$--	\$300	\$1200	\$1200	\$1200	\$4800	\$4800	\$4800
other salary ⁴	\$2000	\$2000	\$2000	\$6000	\$6000	\$6000	\$24000	\$15600	\$9600

notes are located on the next page . . .

Leading the management team is Stephen Evans—editor, publisher, and founder of THE GAY PUBLISHING COMPANY. Also known as THE-FREELANCE-EDITOR and THEGAYEDITOR, Evans has served as an editor or director of publications at organizations in Ohio and for the state of North Carolina. He has most recently assisted writers with editorial services and publishing advice on a full-time freelance basis. Working with Evans is an advisory team of volunteer associates: a published and an aspiring author, an Internet/IT technical assistant, an accountant/bookkeeper, an Intellectual Property lawyer, and four outside members of the local business community (we are currently missing a publishing industry professional, a marketing professional, and a nonprofit sector advisor). Paid contract staff will be brought onboard as soon as necessary and feasible.

To accomplish our goals, begin serving our audiences, and lay the groundwork for our other efforts, THE GAY PUBLISHING COMPANY is seeking minimal funding of \$50,000 to begin operations as outlined throughout this business plan. We anticipate that THE GAY PUBLISHING COMPANY will begin supporting itself within four months and be turning a comfortable profit (which will apply to our nonprofit efforts and our print book publishing efforts) during our second year (based on conservative estimates).

	<u>M1</u>	<u>M2</u>	<u>M3</u>	<u>Q2</u>	<u>Q3</u>	<u>Q4</u>	<u>Y2</u>	<u>Y3</u>	<u>Y4</u>
Revenues	\$2000	\$2050	\$2878	\$12774	\$15400	\$19058	\$105486	\$126336	\$193320
Expenses	\$4926	\$5876	\$5476	\$12228	\$11178	\$11178	\$51268	\$52468	\$53068
Net Profit	-2926	-3826	-2599	\$-546	\$4222	\$7880	\$54218	\$73868	\$140252

For additional information, to view the entire business plan, or to contact Stephen Evans, THEGAYEDITOR:

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Notes for “Revenue Stream” table on previous page

- ¹ through affiliate links with a gay bookstore and a national bookseller; includes DVDs, CDs, *and* books—gay and mainstream
- ² T-shirts and other pullover clothing with logos, as well as mugs, blank books, bookends, and other products
- ³ ad space is available in both the virtual edition of the magazine and the print version
- ⁴ salary from THE-FREELANCE-EDITOR will drop off as THEGAYEDITOR becomes more involved with the publishing company
- ⁵ assumes 50 virtual subscriptions/mo, 25 print subscriptions/mo and only 70% renewal rate (the industry average) after Y1
- ⁶ includes two months of print sales through subscription and two months of sales through brick-and-mortar bookstores
- ⁷ estimates are calculated by multiplying 70% of previous year (as renewals, per industry avg) and adding new subscriptions at the same 50/25 rate estimate as used elsewhere
- ⁸ includes e-books and paperbacks; since timing and quantities cannot be determined at this point, these estimates are total guesses, used simply to reflect our efforts!