



What are we learning through the launch of the Opus X series?



OBJECTIVE:

- ✓ Figure out how to launch a new series with wide distribution, startup speed and budget while appearing as big or bigger than traditional publishers.
- ✓ Develop a white paper to share lessons learned in developing strategy and implementation of a wide launch.
- ✓ Share knowledge during 20Booksto50k®.



This white paper has been produced as an information sharing exercise based on knowledge gained when transitioning from exclusivity to wide. Provided an evaluation and analysis of all relevant marketing and business considerations associated with implementing the suggested recommendations when going wide.

CHALLENGE: Launch wide without prior experience or know how!

OVERARCHING GOALS:

- ➔ WIDE launch of a tent-pole series to be timed for release of all formats at the end of day. First book, *Obsidian Detective* launched on Friday, November 1, 2019.
- ➔ WORKING with exclusive launch partners.
- ➔ Deliver a BEST IN CLASS launch tailored to meet each of launch partner's requirements and be able to share that knowledge with the indie community.
- ➔ Develop a white paper to share LESSONS LEARNED during 20Booksto50K® Vegas 2019, 2020 and 2021.
- ➔ OPPORTUNITY for launch partners to discuss their role and output during the meeting and beyond.



METHODOLOGY:

➔ Branding Overview



Series title:

- **OPUS:** Intended to convey a culmination to date of a major, unique work by an indie author (Michael Anderle) and a hybrid indie publisher (LMBPN®).
- **X:** intended to convey a set of variables in a new universe.
- **Fonts:** Logo developed and proprietary for LMBPN for the use in Opus X.

➔ Color Scheme

Dark to medium colors in the first 8 books to convey going from uncertainty and lack of trust to development of friendship in more hospitable environment.



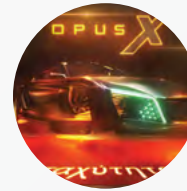
Light colors towards the end of the series but situations are still perilous.

➔ Character Development

Erik - Strong male does not try to overpower, allows personal nature to support partner.



Jia - A diverse female lead, flawed in her nature but open to learning.



Taxúntnta - A non organic character conveys a unique, otherworldly entity.

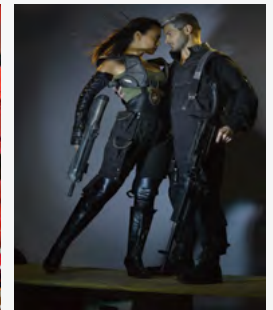
➔ Hired experienced graphics studio to guide process and develop state of the art covers and marketing collaterals.



Artwork for Series

GM
GENE MOLLIKA STUDIO

Professional talent and professional/movie costumes.



➔ Resulting in.... 1ST 6 BOOK COVERS



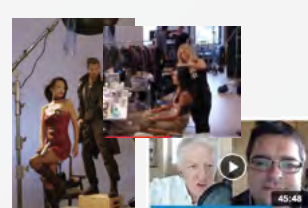
Posters / Banners
Print and digital



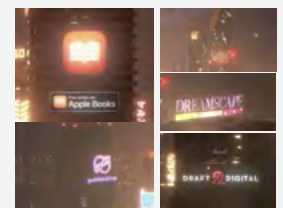
Marketing Collaterals -
Brochures



Behind the scenes videos
and short films



All partners featured in
short films



AND

SERIES DETAILS

12 TITLES OVERALL



e-book



audio



physical



Approximately 120K words each
Publishing new titles every six weeks

| RELEASE DATE 2019 | TITLE |
|-------------------|--------------------------------|
| August 1 | Pre-release Obsidian Detective |
| November 1 | Obsidian Detective |
| December 13 | Shattered Truth |
| RELEASE DATE 2020 | TITLE |
| January 24 | Investigating Deceit |
| March 6 | Enlightened Ignorance |
| April 17 | Cabal of Lies |
| May 29 | Maelstrom of Treason |
| July 10 | TBD |
| August 21 | TBD |
| October 2 | TBD |
| November 13 | TBD |
| December 25 | TBD |
| RELEASE DATE 2021 | TITLE |
| February 5 | Crucible of Truth |

MARKETING:



PROMOTE ON ALL PARTNER SITES

All brands property of their respective owners.

WHAT WE HAVE LEARNED SO FAR:



PLAN EARLY!

- It took over one year from creative agency engagement to delivery of first 6 covers.
- Six months prior to launch to engage launch partners.



PRE-ORDERS CAN BE DONE UP TO 12 MONTHS IN ADVANCE

Your release schedule will determine how many titles can be up at one time. For us, it was pre-determined at 6 because that was all of the covers we had ready.



PRICING WILL BE HIGHER THAN USUAL KU LAUNCH PRICING

- For Apple – First book free-in-series is still considered one of the best ways to crack the market on their platform. Plan on implementing this strategy once you have multiple books in the series available.
- If you are primarily a KU publishing company, consider that you need to have a solution for your Kindle Unlimited readers who WILL be put out by your non-exclusive strategy. Have a way to provide fan pricing.
- When you implement a pricing strategy on other retailers, remember that Amazon is going to price match. When we implemented a special on Kobo, it took us by surprise that Amazon matched it (and matched it quickly!)
- When coming off a sale, engage with Amazon to let them know so it will go BACK to the higher price more quickly.
- When you have a sale, you need to change the prices on all stores for the sales period.



EACH PARTNER SITE DIFFERS WHEN UPLOADING BOOKS

Apple:

- New account setup process with Apple takes several days, so that's something that should be done well in advance of publication.
- Benefits for pre-orders well into the future including access to up to 250 digital promotional and no manuscript is required.
- Being new, we were unable to find a meaningful batch of iBooks readers for review copies of book one for promotional codes use.

Kobo:

- Existing Kobo account made straight-forward set-up creation & account management.
- Kobo allows pre-orders well into the future and manuscript for each book required.
- Uploaded book one as the manuscript for each book but we disabled preview because it displayed book 1 manuscript on all.

Draft2Digital:

- Existing Draft2Digital account in place making for straight-forward account setup.
- Barnes & Noble, Scribd, Tolino, 24symbols, Biblioteca, and Baker & Taylor and once available Hoopla were chosen distributors.
- Pre-orders up to one year in advance no manuscript required.
- Some outlets will immediately post the pre-order books, while others require a final manuscript before publishing.
- For Hoopla, pre-order had to wait for book one manuscript and approval process can take some time. The same may be true for Scribd, 24symbols, and Biblioteca.

PublishDrive:

- Account in place already, and setup for that account was straight-forward.
- Google Play, and various other international distribution channels including those in China were chosen.
- Pre-orders well into the future with no manuscript required.
- Entry into the Chinese market planned for promotion in December.

Amazon:

- Amazon recently added support for pre-orders up to twelve months in advance.
- Ingram Spark used for the print version we needed to contact Amazon directly to connect the print book to the ebook, digital audiobook, and CD audiobook pages. That process took about 24 hours after we contacted them via email.
- It's important to note that Ingram Spark allows pre-orders for print books, where KDP print does not.

Dreamscape Media:

- All aspects of audio production handled by expert team including narrator suggestion and all post production.
- Marketing and distribution are capabexpensive and they can reach and deliver physical media and audion files to physical book stores, digital book stores, libraries and streaming services.



AUDIO DEVELOPMENT AND PRE-ORDERS MAY BE DONE AT THE SAME TIME (helping sell audio.)

- If you are working with an audio partner, you must take into account their production time in your schedule. We have had to finish books earlier to meet Dreamscape's timing for audio production.
- Give yourself time to assess audio talent (either for yourself, or with your audio partner).
- Consider your budget if you are going to do the audio yourself. Often, audio will not pay back until six to eighteen months after investment.
- Some audio companies will request exclusive audio-only release and require you to withhold the ebook / paperback release. Make sure this works with your release strategy.



REMEMBER BOOKBUB FAVORS WIDE RELEASES!