

THE WRITER'S EDGE

READER PREVIEW



UNLOCKING THE BUSINESS OF WRITING

BOOK 7

The Writer's Edge - 2027 Expanded Edition

Build the Platform. Understand the Money.

Create a Sustainable Author Career.



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A selected preview from the complete book.

What This Book Will Do for You



Unlocking the Business of Writing is built for authors who want a long-term career without allowing the business side of publishing to become a mystery. It treats the author career as a connected system of intellectual property, production, audience, sales, cash flow, operations, rights, partnerships, and planning.

The book helps you understand where money actually comes from and where it goes, what rights you control or license, how different sales channels serve different purposes, which reader relationships you truly own, and how to judge whether marketing, inventory, contractors, and backlist activity are creating value rather than merely creating work.

The practical result is a more deliberate author business: one that can measure costs, protect assets, reduce dependence on a single platform, build reserves, manage rights, and make decisions based on evidence instead of hope or habit.

**UNDERSTANDING THE BUSINESS IS ONE OF THE
WAYS YOU PROTECT THE ART.**

Selected From the Book



Know Your Numbers Before You Set Your Price

Price is not a branding decoration. It is part of the economic model of the book.

A book that sells for twenty dollars does not necessarily put twenty dollars into the author's business. Printing, retailer discounts, distributor fees, platform commissions, payment processing, shipping, returns, advertising, taxes, event costs, and production expenses can all reduce the amount that remains.

Calculate Contribution, Not Just Revenue

For each sales channel, estimate the money received from one sale after direct costs. That amount is the contribution available to cover the rest of the business. Direct sales may produce more contribution per unit but require inventory, fulfillment, customer service, taxes, and shipping work. Retail distribution may produce less per unit but reach readers the author could not serve directly.

Do not compare channels using list price alone.

Separate Fixed and Variable Costs

Editing, cover design, formatting, ISBN purchases, website development, and some advertising may be fixed or semi-fixed costs. Printing, packaging, shipping, transaction fees, and retailer discounts tend to vary with each sale. Knowing the difference helps you estimate break-even.

Selected From the Book



Build More Than One Sales Channel

A healthy author business should understand the difference between reach and dependence.

Large retailers can provide enormous reach. Direct sales can provide higher margins and reader relationships. Bookstores, libraries, schools, events, subscription services, wholesalers, specialty shops, and institutional buyers can each serve different purposes.

Create a Channel Map

List every place a reader can buy or access your work. Mark who controls the customer relationship, who sets the final selling conditions, how you are paid, how often you are paid, whether returns are possible, and how much data you receive.

A channel is valuable for more than revenue. Some create discovery. Some create credibility. Some create repeat customers. Some primarily create volume.

Reduce Single-Platform Risk

No author controls a retailer's algorithm, advertising rules, search visibility, account policies, or business priorities. A platform can be useful without becoming the entire business.

Build assets you control: your domain, mailing list, direct customer records where legally collected, files, contracts, catalog metadata, and reader relationships.

Try It Now



Author Business Model - One-Page Worksheet

Primary audience:

Primary business engine:

Books / products / services:

Main sales channels:

Reader relationship channels:

Primary revenue streams:

Major fixed costs:

Major variable costs:

Key intellectual-property assets:

Primary risks:

What success looks like in 12 months:

THIS IS ONLY THE BEGINNING. BUILD THE BUSINESS THAT CAN SUPPORT THE WRITING



The complete Unlocking the Business of Writing takes you through the full author-business system: defining the business model, treating writing as intellectual property, understanding pricing and contribution, diversifying sales channels, building reader assets, planning marketing, managing cash flow, controlling inventory and fulfillment, hiring professionals, licensing rights, strengthening the backlist, and conducting an annual business review.

It also includes practical tools such as the Author Business Model worksheet, Book Profitability Worksheet, and Annual Author Business Audit so you can turn business concepts into decisions based on your own catalog, costs, channels, rights, and goals.

The purpose of business knowledge is freedom: the ability to protect your work, invest where it matters, refuse what does not serve you, and continue writing long enough for a career to exist.

UNLOCKING THE BUSINESS OF WRITING

BOOK 7 OF THE WRITER'S EDGE

Practical Guides for Serious Writers

GET THE COMPLETE BOOK