

December 2, 2015

Dear SBA InnovateHER Business Challenge Team:

The LTSC CDC API Small Business Program (API SBP) WBC is pleased to nominate **Ms. Karen Yin**, Owner of **Quiet Press**, as a semi-finalist for the InnovateHER Business Challenge.

Quiet Press is a small publisher located in Altadena, CA with a critically acclaimed website [AP vs. Chicago](#), which compares Associated Press style and Chicago style. Karen leveraged the website's 25,000+ visitors per month with the creation of [Conscious Style Guide](#), which debuted in March 2015. [Conscious Style Guide](#) is a free online resource for writers/editors, students and educators who want to talk and write about people with **compassionate, empowering and inclusive language**.

Awareness of conscious language is the first step, and evidence suggests that the disadvantages women face due to sexist language, intentional or not, can be mitigated when people are simply made aware of the harmful influence of gender-exclusive language. Mothers are not the only parents, straight men are not the only car enthusiasts, able-bodied people are not the only athletes. By disrupting harmful expectations with conscious language, we open minds and create new possibilities for women, people of color, and other marginalized communities – and uplift the dominant culture in the process.

Quiet Press is the solution – women helping women, allowing women to create a strong foundation to American families across the nation as mothers, sisters, wives, and working professionals.

Quiet Press Contact Information:

Business Name: Quiet Press

Business Owner: Karen Yin

Address: 951 Alta Pine Drive, Altadena, CA 91001

Phone Number: 626.532.7329

Email: listen@thequietones.com

Host Organization:

Name: LTSC CDC Asian Pacific Islander Small Business Program WBC

Address: 231 E. 3rd Street, G-106, Los Angeles, CA 90013

Phone: 213.473.1605

Email: smallbiz@apisbp.org

Sincerely,

Ron Fong
API SBP Director

Colleen Seto
Program Manager

Administered by
Little Tokyo Service Center CDC
231 E. Third Street
Los Angeles, CA 90013
Phone: 213.473.1605
Fax: 213.473.1601

A Collaborative of
Chinatown Service Center
Koreatown Youth & Community Center
Little Tokyo Service Center CDC
Search to Involve Pilipino Americans
Thai Community Development Center

Small Business Administration Innovate HER: 2016 Innovating for Women Business Challenge's Statement of Support

Executive Summary

After a careful review and selection process, the LTSC CDC Asian Pacific Islander Small Business Program WBC (“API SBP”) has selected Quiet Press as our final nominee to advance to the next round for the SBA InnovateHer competition scheduled in Washington D.C.

Quiet Press is a small publisher in Altadena, California. It was founded in September 2013 by Karen Yin, an independent writer and editor. An editorial business that grew into a social enterprise, Quiet Press has three divisions: (1) editorial services, (2) the AP vs. Chicago blog, and (3) Conscious Style Guide, its main focus.

Editorial services: Karen was the final eye on movie campaigns for Disney, Fox, Universal, Warner Bros., and DreamWorks for seventeen of her twenty-three years in the editing profession and now serves clients in education, publishing, and marketing. Her extensive knowledge includes publishing, editing, writing, design, project management, web development, and marketing – the skills required for driving a successful small press. Her motto is “I catch what other editors miss.”

AP vs. Chicago: A respected voice in the global online editing community on issues of language style, Karen has gained a devoted following through her critically acclaimed blog, AP vs. Chicago at apvschicago.com, which compares Associated Press style and Chicago style with wit and humor. It was launched in February 2011 and has upwards of 25,000 unique visitors per month. In April 2012, it was lauded by the prestigious Copyediting.com as being “better than my sticky notes.”

Conscious Style Guide: This year, Karen leveraged AP vs. Chicago’s audience and traffic to create Quiet Press’s newest venture and top priority, Conscious Style Guide. This free online resource, found at consciousstyleguide.com, provides language alternatives for writers, editors, students, and educators who want to treat people mindfully.

Conscious language is defined on the website as “kind language + compassionate language + mindful language + empowering language + respectful language + inclusive language.” The topics on Conscious Style Guide include ability and disability, age, appearance, ethnicity and nationality, gender and sexuality, health, and othering. In one place, you can access style guides for covering marginalized communities plus links to key articles debating usage.

Conscious Style Guide debuted in March 2015 by sponsoring American Copy Editors Society’s Getting It Right conference. It has continued to support the editing and writing community by sponsoring Editors’ Association of Canada’s Editing Goes Global and Northwest Independent Editors Guild’s Beyond the Red Pencil: Editing in the 21st Century.

The response has been tremendous. Conscious Style Guide has been featured in Copyediting and Tracking Changes and promoted in dozens of articles. It has been adopted as an official reference by corporations such as MailChimp and 18F, a government agency. Conscious Style Guide’s monthly email newsletter, which rounds up news in the world of conscious language, has a 60% average open rate (the average open rate is about 20%). At the end of the first year, Copyediting asked to become its first corporate sponsor.

Why the winner of the local competition best satisfied the competition's criteria?

Quiet Press stood out to the API SBP panel because it exceeded the challenge's criteria: 1) create product/service with measurable impacts on the lives of women and families (30%); 2) commercialization (40%); and 3) need in the market place (30%).

A report released in November 2015 by the Global Media Monitoring Project (GMMP) after 20 years of research into the news media of 114 countries paints a gloomy picture – women make up only 24 percent of the persons heard, read about or seen in newspaper, television and radio news – exactly the same level found in the 2010 report. Quiet Press embraces a multidimensional component that will provide content-driven platforms for women and families, and in turn, will increase the exposure of women in the media. The key-commercialization element in this business plan is the marketing strategy – Karen's collective social media network is modest but powerful. She is able to count among her followers nearly all the celebrities of the online editing world, and they extend her reach whenever they reshare or post about Conscious Style Guide or AP vs. Chicago. Conscious Style Guide fills a gap on the Internet and in the market. Interest in conscious language is at an all-time high, and social movements championing the abolition/adoption of specific terminology are finding an enduring audience online. Increasing numbers of educational institutions across the nation have enacted inclusive-language policies and campaigns, including Princeton University.

How does the winner demonstrate the greatest potential for success?

Ms. Yin has an outstanding network in the publishing industry that continues to grow. Her work has been published and recognized internationally. Her expertise in the publishing industry also enables her to navigate the intricacies that are so often disparaging for writers.

According to a September 2015 Forbes' article titled, "It's Time To Rethink How We Create And Publish Books: Reedsy Founder Explains How," Reedsy's co-founder Emmanuel Nataf said, "self-publishing is all the rage now and part of the reason for that is because books are now consumed *digitally* almost as much as they are in print. Forbes recently revealed that nearly 20% of all books sold in the U.S. are Kindle titles. Thirty percent of books sold in the U.S. are ebooks with Amazon controlling 65% of the market and Apple and Barnes & Noble accounting for most of the rest."

Because language shapes the way we think, choosing conscious language impacts the laws, morals, and attitudes which guide society. When we use exclusive language, we place limits on people and we narrow our audience. The negative effect of sexist language has been documented in a number of studies and academic research papers; it lowers women's self-image, their perception of their own potential and competence, and their attitudes about careers and gender roles.

Awareness is the first step, and evidence suggests that the disadvantages women face due to sexist language, intentional or not, can be mitigated when people are simply made aware of the harmful influence of gender-exclusive language. Mothers are not the only parents, straight men are not the only car enthusiasts, able-bodied people are not the only athletes. By disrupting harmful expectations with conscious language, we open minds and create new possibilities for women, people of color, and other marginalized communities – and uplift the dominant culture in the process.

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www.apisbp.org

Asian Pacific Islander
SMALL BUSINESS PROGRAM

2016 InnovateHER Business Challenge

Quiet Pres
Karen Yin
Founder & Owner

Nominated & Submitted By:

LTSC Community Development Corporation
Asian Pacific Islander Small Business Program WBC
231 E. Third St., Los Angeles, CA 90013
213.473.1605

Administered by
Little Tokyo Service Center CDC
231 E. Third Street
Los Angeles, CA 90013
Phone: 213.473.1605
Fax: 213.473.3031

A Collaborative of
Chinatown Service Center
Koreatown Youth & Community Center
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Search to Involve Pilipino Americans
Thai Community Development Center



QUIET PRESS

BUSINESS PLAN

December 2015

Contact:

Karen Yin
Pasadena, California
listen@thequietones.com
626-532-7329

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1.0 Executive Summary

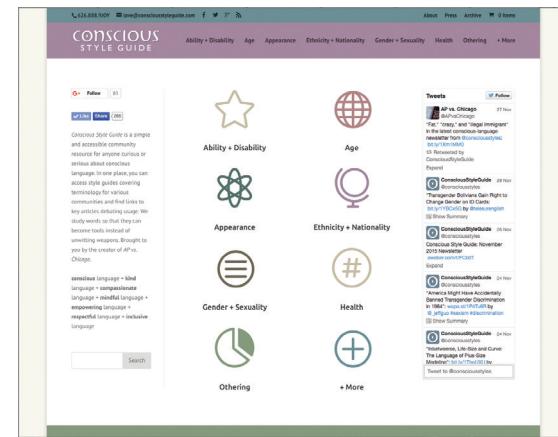
Quiet Press is a small publisher in Altadena, California. It was founded in September 2013 by Karen Yin, an independent writer and editor. An editorial business that grew into a social enterprise, Quiet Press has three divisions: (1) editorial services, (2) the *AP vs. Chicago* blog, and (3) *Conscious Style Guide*, its main focus.

Editorial services: Karen was the final eye on movie campaigns for Disney, Fox, Universal, Warner Bros., and DreamWorks for seventeen of her twenty-three years in the editing profession and now serves clients in education, publishing, and marketing. Her extensive knowledge includes publishing, editing, writing, design, project management, web development, and marketing—the skills required for driving a successful small press. Her motto is “I catch what other editors miss.”

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AP vs. Chicago home page



Conscious Style Guide home page

Conscious Style Guide: This year, Karen leveraged *AP vs. Chicago*'s audience and traffic to create Quiet Press's newest venture and top priority, *Conscious Style Guide*. This free online resource, found at consciousstyleguide.com, provides language alternatives for writers, editors, students, and educators who want to treat people mindfully.

Conscious language is defined on the website as “kind language + compassionate language + mindful language + empowering language + respectful language + inclusive language.” The topics on *Conscious Style Guide* include ability and disability, age, appearance, ethnicity and nationality, gender and sexuality, health, and othering. In one place, you can access style guides for covering marginalized communities plus links to key articles debating usage.

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Red Pencil: Editing in the 21st Century.

The response has been tremendous. *Conscious Style Guide* has been featured in *Copyediting and Tracking Changes* and promoted in dozens of articles. It has been adopted as an official reference by corporations such as MailChimp and 18F, a government agency. *Conscious Style Guide*'s monthly email newsletter, which rounds up news in the world of conscious language, has a 60% average open rate (the average open rate is about 20%). At the end of the first year, *Copyediting* asked to become its first corporate sponsor.

Conscious Style Guide fills a gap on the Internet and in the market. Interest in conscious language is at an all-time high, and social movements championing the abolition/adoption of specific terminology are finding an enduring audience online. Increasing numbers of educational institutions across the nation have enacted inclusive-language policies and campaigns, including Princeton University.

Because language shapes the way we think, choosing conscious language impacts the laws, morals, and attitudes which guide society. When we use exclusive language, we place limits on people and we narrow our audience. For example, the negative effect of sexist language has been documented in a number of studies and academic research papers. In addition to priming people to treat women differently, it lowers women's self-image, their perception of their own potential and competence, and their attitudes about careers and gender roles.

Awareness is the first step, and evidence suggests that the disadvantages women face due to sexist language, intentional or not, can be mitigated when people are simply made aware of the harmful influence of gender-exclusive language. Mothers are not the only parents, straight men are not the only car enthusiasts, able-bodied people are not the only athletes. By disrupting harmful expectations with conscious language, we open minds and create new possibilities for women, people of color, and other marginalized communities—and uplift the dominant culture in the process.

Conscious Style Guide has the backing of an advisory council comprised of a diverse group of community leaders:

- Alice Y. Hom, PhD, director of the Queer Justice Fund at Asian Americans/Pacific Islanders in Philanthropy (AAPIP) with decades of experience in organizing and community-building on the intersections of race, gender, and sexuality.
- Terry Wolverton, editor of fourteen compilation literary works, including *Circa 2000: Lesbian Fiction at the Millennium*, a Lambda Book Award finalist.
- Rick Kenney, PhD, professor and chair of communications at Augusta University who has authored dozens of papers on inclusivity, ethics, terminology, and the media.
- Ingin Kim, co-owner of Ninety Plus, an internationally renowned producer of specialty coffee with a mission to promote sustainable practices and preserve wildlife on its estates.

1.1 Objectives

1.1.1 Short-Term Objectives

Interviews: In December 2015, *Conscious Style Guide* will launch the "Conscious Language at Work" Q&A series, which explores the impact of speaking and writing with care. Types of conscious language used at

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work include writing, copyediting, teaching, plain language, customer service, negotiation, human resources, client relations, counseling, parenting, and mindful communication. Each Q&A will be published on consciousstyleguide.com and, eventually, as a fully designed PDF booklet for use in outreach and awareness.

Featured in the first round of interviews are Sarah Vitorino, PhD, motivational speaker and training coordinator at the Los Angeles LGBT Center; Mia Scanlon, a social worker who works with terminally ill children and their families; and Ashley Bischoff, a coder and editor who helps companies improve website accessibility for the disabled community.

Style guide: By January 2016, *Conscious Style Guide* will publish its proprietary style guide on consciousstyleguide.com and promote it through several channels, including on apvschicago.com. This style guide will cover recommendations on neutral and accurate terminology for talking about various groups, such as women and men, older people, people of color, disabled people, people with a physical or mental illness, and LGBTQQA (lesbian, gay, bisexual, transgender, queer, asexual) people.

Branding: By March 2016, *AP vs. Chicago* will have a new website, a new logo, and an online store. A new logo will strengthen branding and allow for the production of branded merchandise. Conversion of the site from Blogger to WordPress means upgrading to a responsive web design and a content management system with built-in web-accessibility features. The online store will feature a line of T-shirts with humorous sayings.

Books: By November 2016, the e-book and print-book versions of *Conscious Style Guide* are scheduled to debut in time for the holiday season. In addition to being sold on Quiet Press websites, they will be available through multiple distribution channels, such as Amazon and Lulu.

1.1.2 Long-Term Objectives

By 2017, Quiet Press will acquire enough capital to allow it to:

- Double the amount of original articles on conscious language
- Add a searchable database for terminology
- Provide an online forum for language discussion
- Create services which specifically serve the English as a Second Language (ESL) community

In 2018, Quiet Press will seek B Corporation status if it is appropriate and beneficial to the company and its mission.

By 2019, Quiet Press will be able to decrease editing services and devote more time to speaking and teaching engagements at conferences, corporations, and academic institutions.

1.2 Mission Statement

At Quiet Press, our mission is to promote curiosity, connectedness, and conversation.

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1.3 Keys to Success

Several things make Quiet Press different from other socially minded publishers: (1) Quiet Press believes in championing marginalized voices and opposing viewpoints, (2) Quiet Press believes in eco-friendly resources, such as digital and print-on-demand publishing, to reduce waste, (3) Quiet Press believes in the importance of design and functionality to attract and retain its customer segments, and (4) Quiet Press is the only one of its kind providing a one-stop resource for conscious language.

By spending the time and energy to develop a business model for publishing in this fast-ramping digital age, Quiet Press believes in rooting itself in a strong, future-proof infrastructure first for scalability and growth.

1.4 Capital Requirement

The capital required for Quiet Press to expand and sustain its services is \$100,000.

2.0 Description of Business

2.1 Products and Services

Conscious Style Guide: Quiet Press's *Conscious Style Guide* is for anyone "curious or serious about conscious language."

- **Resources:** *Conscious Style Guide* offers a unique service not available elsewhere: in one place, you can access style guides covering terminology for various communities and find links to key articles debating usage. These style guides were developed by the communities which they cover—such as American Association of People with Disabilities, Asian American Journalists Association, Gay & Lesbian Alliance Against Defamation, and National Center on Disability and Journalism—and are presented on *Conscious Style Guide*'s website in a well-organized and comprehensive manner. By honoring the terminology preferred by each community, *Conscious Style Guide* is also spotlighting the people and organizations behind these projects and the work they have done to advance the conversation.
- **Style guide:** Quiet Press will publish *Conscious Style Guide*'s proprietary guide online, eventually making it available in book form for purchase. Examples of terminology include *older people* instead of *elderly*, *chair* instead of *chairman*, *firefighter* instead of *fireman*, *same-sex marriage* instead of *gay marriage*, *crash* instead of *accident*, *sex worker* instead of *prostitute*, and the singular *they* instead of *he or she* or the false generic *he*.
- **Articles:** In addition to curating the best online articles on conscious language for each of the categories (e.g., age, gender and sexuality, ethnicity and nationality), *Conscious Style Guide* will begin soliciting and paying for original writing for its site by April 2016 from respected authors such as Sarah Grey, an authority on inclusive language; Steve Kleinedler, a lexicographer and executive editor at Houghton Mifflin Harcourt; and Iva Cheung, an editorial consultant on plain language. Also, Karen Yin has obtained reprint rights for her *Copyediting* columns and will publish on this website the ones that are topically appropriate, such as "Trans Terminology 201."

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- **Newsletter:** Every month, *Conscious Style Guide* publishes a digital newsletter which rounds up the best news and writing on conscious language—i.e., compassionate, empowering, and inclusive language. In it, Karen writes a short column discussing current events and shares other content of interest to her audience, such as a source for free stock photos of women of color in tech. From the first newsletter to the latest (March through November 2015), 42.1% of the content was specific to women, relationships, parenting, children, and families, with an emphasis on inclusiveness, respect, and empowerment.
- **Store:** In December 2015, *Conscious Style Guide*'s online store with branded apparel will be launched. These bamboo and organic T-shirts are screen-printed by hand by Uni-T, a small woman- and minority-owned company in the Boston area. It is Quiet Press's priority to vet all vendors for sustainability and diversity and to support small businesses.



AP vs. Chicago: Quiet Press's humorous *AP vs. Chicago* blog explores the differences between Associated Press style and Chicago style for anybody who gives a “dollar sign, ampersand, exclamation point, and pound sign about style.”

- **Articles:** Ten more posts are scheduled for publication in 2016. Because Karen has obtained reprint rights for her *Copyediting* columns, the ones that are topically appropriate for this site, such as “Nine Obscure (but Useful) Recommendations from *The Chicago Manual of Style*,” will be published.
- **Store:** *AP vs. Chicago*'s redesigned website with the new online store will be launched in time for the American Copy Editors Society's conference in March 2016, which *Conscious Style Guide* is sponsoring and where Karen will be speaking on how to edit sexist language. These T-shirts will feature the off-beat humor for which she is known on *AP vs. Chicago*, and they will be handprinted by Uni-T as well.

Editorial services: As part of its publishing services, Quiet Press offers writing, developmental editing, copyediting, proofreading, fact-checking, blogging, graphic design, book design, website design, e-book conversion, marketing, and more. As a consultant, Karen has been invited to speak on language at various events and has been booked for a paid teaching engagement in May 2016.

2.2 Ownership

Quiet Press is 100% owned by its founder, Karen Yin, a veteran editor, writer, reporter, and storyteller with over two decades of experience across multiple industries.

2.3 Business Entity

Quiet Press will be initially structured as a sole proprietorship with the goal of pursuing B Corporation status after two years of operation.

2.4 Types of Business

Quiet Press is a minority- and woman-owned home business.

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2.5 Types of Licenses

In Altadena, an unincorporated area of Los Angeles County, no business licenses or permits are required for publishers, editors, writers, or designers. Quiet Press has obtained a seller's permit in preparation for opening its online store.

2.6 Location, Facility, and Equipment

Quiet Press has located its headquarters in Karen's home office in Altadena, California, to avoid incurring rent-related expenses during the startup phase.

This location is half an hour's drive from Los Angeles, making it convenient to be in touch with and be a part of the rich and diverse communities which shape Southern California culture.

The equipment required to run a small press and publish a website is minimal, such as a computer and software.

Minimal inventory will be stored on site, because the business model prioritizes drop shipments and off-site fulfillment.

2.7 Types of Insurance

"Media perils" liability insurance for publishers will be considered before book publication to ensure active protection against claims of defamation, invasion of privacy, copyright infringement, and more, though many publishers forego this optional insurance.

2.8 Collateral

Digital publishing, on-demand printing, and drop shipments avoid the incredible cost and waste associated with traditional publishing and production, such as printing, shipping, storage, and destruction of unsold or unwanted stock. Due to these inexpensive methods, Quiet Press can sustain itself without putting up collateral for a business loan.

3.0 Management

Karen Yin is the sole proprietor and has no employees. She plans on hiring an intern mid-2016 to handle research and social-media marketing.

As a book editor, Karen edited *Customer Moat: Unveiling the Secrets of Business Strategy*, to be published in December 2015. In 2014, she edited a book for Disney Editions, titled *Before Ever After*. She has also edited books for Alyson Publications and EarthLink Network.

As a book designer and production artist, Karen designed and formatted the e-book *Making Word 2010 Work for You* for the Editorial Freelancers Association, published in February 2014. A month prior, another book which Karen formatted, *Bailey's Beads* by Terry Wolverton, was released as a softcover.

As a nonfiction writer, Karen is working on a special seven-month-long project for ArtCenter College of Design and has been a columnist for *Copyediting* newsletter since the August/September 2014 issue. She

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also writes articles, promotional copy, and web content for magazines, corporations, and small businesses.

As a fiction writer, Karen was awarded a Lambda Literary Foundation fellowship in February 2015 and will be returning as a fellow in 2016. In March 2014, Karen was awarded Table 4 Writers Foundation's writing grant. Prior to that, she won second place out of seven hundred writers in NYC Midnight's 2013 Flash Fiction Challenge.

As a managing editor, Karen has led several editorial departments. As a freelancer, she ran three top-selling health and lifestyle magazines—*Origin, Mantra Yoga + Health, Thrive*—as the executive editor.

As a speaker and educator, Karen was invited to speak at the 2015 American Copy Editors Society conference on “Language of the LGBT Community” and will be speaking at the 2016 conference on “Sexist Creeps: How to Catch and Fix Sexist Language.” In May 2016, she will be teaching a master class on conscious language on Copyediting.com.

4.0 Market Definition

4.1 Target Market and Customers

The primary demographic is writers and editors who strive for accurate and fair coverage.

The secondary demographic is students and educators who want to stay ahead of the curve when it comes to people terminology.

The target customer is a progressive White copy editor who wants to serve her clients and their audiences, which have a high percentage of women, racial minorities, and intersectional communities who seek unbiased representation in the media. She finds *AP vs. Chicago* when she googles “title capitalization” at work and clicks on the *Conscious Style Guide* leaderboard ad because she wants to see what the free newsletter is about. The thoughtfully designed and organized website appeals to her love of simplicity and efficiency. She realizes that this reference site provides a shortcut to neutral terminology, which would help her impress her clients. With her disposable middle-class income, she can comfortably purchase a hard copy of *Conscious Style Guide* and looks forward to being the first to get the updated edition every year. Because she is invested in treating all people with respect—even open to questioning her core beliefs—she rallies behind *Conscious Style Guide*’s philosophy about mindfulness and inclusiveness and becomes a brand evangelist.

4.2 Market Needs, Growth, and Trends

Trend toward self-publishing: According to Author Earnings’ series of groundbreaking reports in February 2014, “even stellar manuscripts are better off self-published,” driving home the point that traditional publishing by way of literary agent and publishing house fail to yield the percentages that self-published manuscripts are racking up. The trend toward self-publishing and e-books will support Quiet Press’s plan to operate as efficiently, eco-consciously, and with as little overhead as possible.

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Trend toward good: Earlier this year, the University of Michigan was trending in the news because it spent \$16,000 on an inclusive-language campaign. It was to be one of many universities and colleges to officially try on—or outright adopt—language that was gender-neutral and inclusive of alternate gender identities and expressions. Though the desire to use language consciously is booming, terminology is hotly debated and inconsistent across the web. *Conscious Style Guide* brings all these issues together in one spot; in essence, it monitors language for you.

Trend toward good design: The eternal trend toward user-friendliness includes having an appealing design and smooth functionality, which remove blocks to customer conversion. In an industry where website design is often a parenthetical thought, building a website on the ideal platform will be as important as quality content. *Conscious Style Guide* was built on the Divi 2.5 WordPress theme by Elegant Themes, which touts superior flexibility and constant improvements to its look and functionality.

4.3 Distribution Channels

Press: Promotion through online articles has drawn many visitors to *Conscious Style Guide*, and actively pursuing opportunities to write guest posts will increase visibility with different niches of readers.

Community organizations: Especially in *Conscious Style Guide*'s formative stages, community organizations will act as a major channel for awareness as well as distribution, helping to thrust *Conscious Style Guide* into the spotlight, visible to the communities it serves.

Copyediting.com: Quiet Press's target audience overlaps with Copyediting.com's, and details for trading ads and mutual promotion are being discussed.

5.0 Competition

5.1 Information of Competitors List

Conscious Style Guide: There are no direct competitors to the *Conscious Style Guide* website, but books which focus on people terminology include these titles: *The Power of Talk*, *How to Say It*, *Unspinning the Spin*, and *Writing the Other*.

AP vs. Chicago: There are no direct competitors to the *AP vs. Chicago* website. Though editors constantly compare AP style and Chicago style, this blog claimed the niche. The occasional article comparing the two styles has limited scope and depth and cannot compete at the same level.

Editorial services: The competition for editorial jobs has been intense since the economic downturn in the late aughts, exacerbated by potential clients outsourcing work to the cheapest labor found on the Internet. As an authority at the top of her field, however, Karen has been fortunate to land clients who found her through *AP vs. Chicago*, professional networks, editing associations, and word of mouth. Because she is able to distinguish herself from her competition, she does not consider other editors to be a threat.

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6.0 Strategies and SWOT Analysis

6.1 Business Strategy

Awareness: In addition to linking to *Conscious Style Guide* from *AP vs. Chicago* to share the high traffic, Karen has been harnessing the power of social media and public relations (e.g., interviews) to promote *Conscious Style Guide* and attract more followers.

Networking: Karen has been actively cultivating her professional networks to optimize relationships and reach wider circles, including speaking on panels and writing the style column for *Copyediting* newsletter.

Funding: By building strategic alliances with leaders and key members of the communities which her business serves and targets, she can then propose sponsorships as a mutually beneficial endeavor.

Smart publishing: Thanks to online book distributors and sellers such as Amazon, CreateSpace, and Lulu, it is possible to run a press with minimal resources and expenses. The sustainability of a digital-publishing venture now depends more on human rather than physical resources.

Alliances: By upholding interpersonal connections as a way to partner with key community leaders and organizations, Quiet Press plans to forge relationships with people at the center of social and cultural networks. These are the communities for which Quiet Press exists and intends to serve through dissemination of information about the power of words.

Organizational leaders in Karen's circle include the following:

- Jennifer Pizer, Esq., law and policy project director for Lambda Legal, the nation's oldest and largest legal organization working on behalf of LGBT communities.
- Doreena Wong, Esq., founder of several Asian American rights groups, including API Equality-LA.
- Mia Mingus, a Korean American community educator working for disability justice who was honored by the White House as a Champion of Change.
- Tony Valenzuela, executive director of Lambda Literary Foundation.

6.2 Growth Strategy

Market penetration: Quiet Press will drive part of its growth by selling books and merchandise.

For *Conscious Style Guide*, (1) the book versions will contain extra content, which will make them attractive for purchase without diluting the content on the website, (2) the e-book and print book will be sold separately and upsold as a bundle, and (3) T-shirts with beautifully designed text (e.g., with messages about language, unity, or love) will be sold alongside shirts bearing the logo.

For *AP vs. Chicago*, a series of T-shirts with humorous writing will be available in the online store.

Market development: To tap into additional market segments, bulk discounts of *Conscious Style Guide* (e-book and print versions) will target writers associations, educational institutions, corporations, and study groups. Thought-provoking questions for group critique will be available for download.

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Alternative channels: Development of a *Conscious Style Guide* smartphone app will penetrate the mobile market and connect with a younger crowd as well as those who depend on their phones for information.

Product development: Because juggling multiple word options can be confusing, a common request from people who are not native speakers of American English is, “Just tell me what word to use.” So, similar to how bilingual dictionaries make a great effort to simplify entries for non-native speakers, *Conscious Style Guide* will offer a simplified guide for international audiences.

6.3 Marketing Strategy

Media: Website traffic, e-mail signups, and social-media follows for *Conscious Style Guide* and *AP vs. Chicago* get a boost after an interview with Karen Yin is published, so an ongoing part of the marketing strategy is to pursue more media engagement and collaboration. To expand Quiet Press’s reach beyond the editing community, Karen will curate, create, and submit content for publications geared toward writers, students, and educators as well as those interested in personal development and interpersonal communication, such as the mindfulness and conscious-living communities. In this early stage, projects which don’t pay will be considered if the level and type of exposure is ideal.

Advertising and sponsorships: With infinite opportunities for advertising, only the most effective channels will be considered in order to artfully build presence without depleting the budget. Print and web advertising are only done in concert with other types of promotion (e.g., social-media marketing) for momentum and impact. Sponsoring conferences as a means to build a following and make connections is most effective when Karen is also an attendee or, for optimal visibility, a presenter.

Social-media marketing: Karen’s collective social-media network is modest but powerful. She is able to count among her followers nearly all the celebrities of the online editing world, and they extend her reach whenever they reshare or post about *Conscious Style Guide* or *AP vs. Chicago*. As part of their contract, the advisory council for *Conscious Style Guide* help with networking and spreading the word, both online and off. Also, Karen, *Conscious Style Guide*, and *AP vs. Chicago* take turns posting and sharing one another’s content to cover more market segments and time zones.

Borrowing interviewee networks: Interviewees for the “Conscious Language at Work” Q&A series will be encouraged to promote their interviews to their family, friends, colleagues, and larger social and social-media networks. To simplify this process, Quiet Press will provide JPGs and PDFs of their Q&A—fully designed magazine-style, with *Conscious Style Guide*’s credit and source on every page—for convenient sharing on social media and websites.

Eco-positive platforms: One advantage that Quiet Press has with publishing is its use of print-on-demand services and other digital platforms to reduce environmental waste. Every print edition will be made to order, and promoting the green business model will attract the growing niche that cares.

Recognition of excellence: As a publisher of content about marginalized communities, Quiet Press will seek industry recognition in such arenas as the Lambda Literary Awards and “best of” lists, which tend to be highly distributed and publicized.

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6.4 Financing Strategy

Sponsors: In early 2016, Karen will begin meeting with potential sponsors who are interested in positively impacting community and giving to a for-profit social enterprise. This list includes writing and editing organizations, media groups, corporations, and educational institutions.

Events: Quiet Press will throw fundraising events for *Conscious Style Guide* which complement the mindfulness theme, such as outdoor yoga.

Financial assistance: As a minority- and woman-owned business, Quiet Press will seek grants, loans, and other funding from organizations which offer aid to entrepreneurs.

6.5 Pricing Strategy

E-books: With Amazon's Kindle Direct Publishing platform, e-books must be priced between \$2.99 and \$9.99 in the United States for the author to receive the maximum royalty deal, 70%. Therefore, assuming that each *Conscious Style Guide* will be approximately 30,000 words, a price of \$4.99 will keep each issue attractive to the target customer and earn \$3.49 per e-book.

Print books: On Amazon's CreateSpace, a 6x9 softcover book with 100 pages and a list price of \$6.99 will earn about \$2.04 per book. For a beautifully designed niche product, the affordable price creates a receptive market among the target audience.

T-shirts: The shirts will have a \$29 price tag, which is the price which the T-shirt printer says the market can bear. If Quiet Press orders a shipment for its own inventory, the wholesale cost is \$14.50 per shirt, a profit of \$14.50. It will probably be more feasible to order shirts at the drop-shipment price, bypassing the need for on-site storage, which is \$21.75 each shirt, a profit of \$7.25. (The S&H cost will be passed on to the consumer.)

6.6 SWOT Analysis

Strengths:

- Karen's extensive skill set allows Quiet Press to sustain itself with minimal expense.
- *AP vs. Chicago* has 25,000 unique visitors per month, high name recognition among editors, and a reputation for being funny and smart.
- The market is ripe for a website and style guide exploring conscious language, and the *Conscious Style Guide* website is positioned to dominate the field.

Weaknesses:

- *Conscious Style Guide* does not have the market penetration of *The Associated Press Stylebook* and will need to test and/or prepare the market for the idea of annual editions.
- Until income from sponsors, speaking, and sales outweighs income from editing and writing, it will be challenging for Karen to shift more time and energy toward growing the other divisions.
- Though a bilingual style guide will aid consultation and comprehension, translating conscious language for international users is potentially fraught with cultural and political issues.

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Opportunities:

- Many universities and corporations need a solid resource for inclusive language, and *Conscious Style Guide* can be poised to serve that need.
- Several levels of Inclusive Language Consultant certification can be offered via online seminars to editors, teachers, administrators—anybody who wants to offer an inclusive-language editorial service or develop their skills and sensitivity for the workplace.
- When Quiet Press acquires more capital, it can hire independent contractors to cover lower-level tasks to allow Karen to devote her expertise to more important things.

Threats:

- Anything on the Internet can be stolen, so there is always the chance that *Conscious Style Guide* will be reproduced illegally and Quiet Press won't have control over its iterations.
- Regarding converting *AP vs. Chicago* into a book: Because Associated Press style belongs to The Associated Press and Chicago style belongs to The University of Chicago, it's unclear whether there are copyright issues with reproducing the website content in book form.

7.0 Financial Information

7.1 Analysis of Costs and Pricing

Quiet Press was structured so that many company roles will be undertaken by Karen Yin at the start of operations. These services include writing, acquisition, editing, proofreading, marketing, web development, web design, book design, and T-shirt design.

Description	Resource	Cost		Notes
Domain and hosting	GoDaddy and EyePop Studio	\$110.00	each per year	
Legal contracts	Joseph Park, Esq.	\$500.00	per year	
ISBNs	Bowker	\$295.00	10 ISBNs	One ISBN required for each format (e.g., hardcover, softcover, EPUB, MOBI, PDF).
Publishing—e-book	Kindle Direct Publishing (Amazon)	\$1.50	each	Based on royalty of \$3.49 (70%) on \$4.99 list price.
Publishing—print-on-demand	CreateSpace (Amazon)	\$4.95	each	Based on royalty of \$2.04 on \$6.99 list price (for 6x9 100-pg. softcover).
Apparel	Uni-T	\$14.50	each	Wholesale, not including S&H; \$100 min.
Apparel	Uni-T	\$21.75	each	Drop shipment, not including S&H; no min.

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7.2 Analysis of Cash Flow

Forecast for 2016 (based on 2015):

Cash coming in:

Editing and writing services	\$30,000
Sponsors	\$10,000
Speaking engagements	\$3,000
Blog monetization (<i>AP vs. Chicago</i>)	\$500
Book sales	\$500
T-shirt sales	\$580
Total	\$44,580

Cash going out:

Utilities	\$850
Salary	\$30,000
Freelance writers (2 articles/mo.)	\$2,400
Travel and accommodations	\$3,100
Conferences	\$800
Sponsorships	\$700
Legal	\$500
ISBNs	\$295
Intern (social media)	\$500
Websites	\$330
Reference materials	\$250
E-mail campaigns	\$230
Office supplies	\$150
Advertising	\$130
Total	\$40,235
2016 Net	\$4,345

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The bulk of start-up expenses, such as trademark and FBN fees, have already been paid. Other operating expenses are kept low and sustainable; for example, in lieu of renting an office, Karen runs Quiet Press from her home office.

Projections:

With a 50% increase for editorial and writing services, sponsorships, and two (2) additional speaking engagements along with a 50% increase in book and T-shirt sales, the following will be the net total for year with each additional year yielding an increase of 25%. (Please note that Karen's salary will grow \$10,000 each year and the other items will remain constant.)

2017: \$16,515

2018: \$20,645

8.0 Company Future Outlook

Revenue and expenses: By 2018, Quiet Press will have enough funding from sponsors and advertising to facilitate updates to its style guide.

Employees: Two part-time editors will handle the bulk of the editing services under Karen's supervision.

Themed anthologies: The editors will also read submissions for Quiet Press's quarterly anthologies. The goal is to acquire and publish true stories (in the form of essays, creative non-fiction, poetry, lyrics, interviews, humor, translations, commentary, photography, and art) which instigate loud conversations about identity, self-expression, and finding exhilaration and comedy in our differences.

Branding and competition: Because competitors often lack the finances and staff to continually improve their platform for promotion and sales, Karen's experience with website programming, coding, and design will keep *Conscious Style Guide*'s website and public face fresh and up to date.

Fans and community: The forum co-created by *Conscious Style Guide* and the mainstream and fringe communities it serves will be sustained through a constant exchange of energy and communication between Quiet Press and its fans.

With Quiet Press stable, sustainable, and scalable, Karen will be able to focus on teaching, writing, research, and doing more social good.

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9.0 Appendix

9.1 C.V.

Karen Yin

951 Alta Pine Drive, Altadena, California 91001 | karenyin@gmail.com | 626-532-7329

Interviews

- 2015 “Questions for a Writer and Editor: Karen Yin,” *Copyediting* (September),
<http://www.copyediting.com/questions-writer-and-editor-karen-yin>
- 2015 “Conscious Style Guide Highlights Inclusive Language,” *Copyediting* (March),
<http://www.copyediting.com/conscious-style-guide-highlights-inclusive-language/>
- 2015 “Creating a ‘Conscious Style Guide,’” American Copy Editors Society’s *Tracking Changes* (spring),
<http://consciousstyleguide.com/wp-content/uploads/2015/07/Conscious-Style-Guide-ACES-newsletter.jpg>
- 2013 “Writing Insights from Karen Yin of AP vs. Chicago,” Gigaverse (December),
<http://gigaverse.com/guides/karen-yin/>
- 2012 “AP vs. Chicago: Better than My Sticky Notes,” *Copyediting* (April),
<http://www.copyediting.com/ap-vs-chicago-better-my-sticky-notes/>

Speaking Experience

- 2016 Instructor, “Conscious Language,” *Copyediting.com* Master Class (coming)
- 2016 Speaker, “Sexist Creeps: How to Catch and Fix Sexist Language” panel, American Copy Editors Society’s conference, Portland, Oregon (coming)
- 2015 Speaker, Pasadena Pride Center and Los Angeles Bi Task Force’s “Bisexuality: Myths and Facts” panel, Pasadena, California
- 2015 Speaker, “The Language of the LGBT Community” panel, American Copy Editors Society’s “Getting It Right” conference, Pittsburgh, Pennsylvania
- 2014 Speaker, NLGJA-LA’s “Bisexuality in the Media” panel, University of Southern California’s One Archives, Los Angeles, California
- 1991 Presenter, “Androgyny as an Ideal” paper, Women’s Studies Roundtable Series, California State University, Fullerton
- 1991 Speaker, “Sexist Language in the Classroom” panel, Pacific Southwest Women’s Studies Association’s “Women’s Studies: Students and Teachers Learning Together” conference, University of California, Irvine

Publications (Nonfiction)

- 2015 “Nine Obscure (but Useful) Recommendations from *The Chicago Manual of Style*,” *Copyediting* (December/January)
- 2015 “Trans Terminology 201,” *Copyediting* (October/November)
- 2015 “Pruning Hedges: Editing for Confidence,” *Copyediting* (August/September)
- 2015 “*The New York Times* Style: Fine Distinctions beyond the Newsroom,” *Copyediting* (June/July)
- 2015 “What Needs to Change,” *Copyediting* (April/May)

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- 2015 "Health & Wellness Hollywood Style!," *Discover Hollywood* (spring)
- 2015 "Consistency vs. Flexibility," *Copyediting* (February/March)
- 2014 "When Bisexual People Marry," *Copyediting* (December/January)
- 2014 "Superheroes! Up Close and Phenomenal," *Discover Hollywood* (fall)
- 2014 "What's in a Logo?," *Copyediting* (October/November)
- 2014 "Lowercasing the First Word of a Sentence," *Copyediting* (August/September)
- 2014 "Minion Mania at Universal Studios Hollywood," *Discover Hollywood* (summer)
- 2014 "The TMZ Hollywood Tour: Maximum Entertainment," *Discover Hollywood* (spring)
- 2001 "Am I Beautiful Now?" essay (under pen name Jia Ling), *Anti-Asian Violence in North America: Asian American and Asian Canadian Reflections on Hate, Healing, and Resistance* anthology, edited by Patricia Wong Hall, AltaMira Press

Editorial Projects

- 2015 Developmental edit and copyedit, *Customer Moat: Unveiling the Secrets of Business Strategy* print book by Eddie Sung
- 2014 Formatting and design, *Making Word 2010 Work for You: An Editor's Intro to the Tool of the Trade* e-book by Hilary Powers for Editorial Freelancers Association
- 2014 Formatting, *Bailey's Beads* print book by Terry Wolverton
- 2013 Proofreading, *The Little McIntosh Soldiers* screenplay by Ganga Raju Gunnam
- 2010 Copyediting, *Organising Strategy* manual by Teresa Conrow for International Transport Workers' Federation
- 1998 Copyediting, *Getting the Most Out of the Internet: EarthLink Network New Users' Guide* manual, 3rd edition, by Sky Dayton for EarthLink Network
- 1996 Copyediting, *The Quarterback Went Deep* young-adult novel by R. J. Hamilton for Alyson Publications

Awards, Fellowships, and Grants

- 2015, 2016 Lambda Literary Foundation's Writers Retreat for Emerging LGBTQ Voices fellowship
- 2014 Table 4 Writers Foundation's \$2,500 writing grant for "Bound" (short story)
- 2014 NYC Midnight's Flash Fiction Challenge, second place for "The Last Item on Her List"

Readings

- 2015 Lambda Literary Reading Series at Antioch University, Culver City, California
- 2014 "Writers at Work: Unforgettable Characters" at second annual Lit Crawl L.A., North Hollywood, California
- 2014 "The Art of Prose" at Art Center College of Design, Pasadena, California

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Professional Experience

Writer and Editor, Independent

1995–present

- In 2015, founded *Conscious Style Guide* (consciousstyleguide.com), an online resource for kind, compassionate, and inclusive language, and the monthly e-newsletter.
- In 2013, wrote *Wait for It*, an Asian American rom-com, with award-winning director and writer Jesse Wine (*American Fish*).
- In 2011, created *AP vs. Chicago* (apvschicago.com), a humorous blog exploring the differences between Associated Press style and Chicago style for anybody who gives a “dollar sign, ampersand, exclamation point, and pound sign about style.”
- In 2009, wrote *Cut Meets Sew*, an animation script about misfits and compatibility.
- **Clients:** Advanced Knowledge, Alyson Publications, ArtCenter College of Design, Auto International Association, *Discover Hollywood* magazine, Disney Editions, EarthLink Network, Editorial Freelancers Association, Good Girl Dinette, International Transport Workers’ Federation, Lakeshore Learning Materials, Liu Feng Shui, Manifest Digital, McMurry/TMG, Ninety Plus, Origin Media (*Mantra Yoga + Health*, *Origin*, and *Thrive* magazines), Paramount Pictures, Performance Aftermarket Publications, Smith Design, Soundelux, Specialty Equipment Market Association, Terry Hines & Associates, Thaxton Press, *Yolk* magazine
- **Projects:** Blogs, websites, books (fiction and nonfiction), magazines, screenplays, creative writing, trade journals, academic articles, manuals, newsletters, press releases, advertisements, catalogs, brochures, games

Eclipse Advertising—Burbank, California

2011–2012 Executive Director of Editorial Services

2000–2011 Senior Editor/Writer

- **Clients:** Armored AutoGroup, Blizzard Entertainment, Buena Vista Home Entertainment, Capcom, Comedy Central, DreamWorks Animation, DreamWorks Pictures, Electronic Arts, Habbo, Harman, Homeboy Industries, Imagi Studios, Imax, Infiniti, LeapFrog, Lionsgate, LucasArts, Miramax Films, Neopets, Nickelodeon, Nissan, Paramount Pictures, The Picture People, Pixar Animation Studios, Roadhouse Attractions, Sega, Showtime Networks, Sony Online Entertainment, Sundance Channel Home Entertainment, THQ, Twentieth Century Fox, The Walt Disney Studios, Warner Bros. Pictures, Warner Home Video, Woodbury University, Yahoo!
- **Projects:** Websites, online ad campaigns, interactive games, mobile ads, theatrical posters, print campaigns, billboards, packaging for home entertainment and video games, pitches, proposals, presentations, award campaigns, press kits, bios

Terry Hines & Associates—Burbank, California

2000 Manager of Proofreading Department

1996–2000 Proofreader, Full-Time Freelance

- **Clients:** Castle Rock Entertainment, DreamWorks Animation, DreamWorks Pictures, Fine Line Features, New Line Cinema, Paramount Pictures, Sony Pictures Entertainment, Twentieth Century Fox, Universal Pictures, The Walt Disney Studios, Warner Bros. Pictures
- **Projects:** Theatrical posters, newspaper campaigns, magazine ads, billboards, packaging for home entertainment, trade brochures, invitations

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Specialty Equipment Market Association—Diamond Bar, California

1992–1995 General Editor/Writer and Communications Administrator

Education

- 2014 “Developmental Editing of Fiction” course, Editorial Freelancers Association
- 2014 “E-Editing I and II” course, Editorial Freelancers Association
- 2013 “Editors and E-Books” course, Editorial Freelancers Association
- 2013 “Beginning Writing for the One-Hour Spec Drama: Building the Story and the Outline” course, UCLA Extension
- 2011 “Novel Writing II: Writing a Novel the Professional Way” course, UCLA Extension
- 2002 “Quick-Start Career in Children’s Writing” course, UCLA Extension
- 1990–1992 Bachelor of Arts in philosophy, minor in psychology, California State University, Fullerton
- 1989–1990 Mt. San Antonio College, Walnut, California
- 1987–1989 The Johnston Center for Integrative Studies, University of Redlands, California

Skills and Qualifications

- Language* Writing, blogging, developmental editing, copyediting, proofreading, creating style guides, SEO copywriting
- Tools* *The Chicago Manual of Style*, *The Associated Press Stylebook*, *The New York Times Manual of Style and Usage*, *Garner’s Modern American Usage*, Microsoft Office, Adobe Creative Suite, Google family of products
- Computer + Net* WordPress, Blogger, Tumblr, Facebook, Twitter, Google Plus, PDF digital markup, XHTML, CSS, online research, fact-checking
- Art + Design* Graphic design, illustration, e-book conversion, book design, website design

Professional Affiliations

- 2015–present Member, Association of Writers & Writing Programs
- 2014–present Member, National Gay and Lesbian Journalists Association
- 2013–present Member, Writers at Work, Los Angeles, California
- 2012–present Member, Asian American Journalists Association
- 2011–present Member, Editorial Freelancers Association
- 2006–present Member, American Copy Editors Society

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