Unicorn Books – Monthly Update

Monthly updates in the company and industry

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Unicorn Books Quarterly Update

October – December 2016

# Summary

The last quarter of 2016 has been quite productive for Unicorn Books. We have had a stellar sales period over Christmas and have started to bring in new authors and titles for this coming year.

The restructure of the delivery branch which started in November has been completed with minimal disruption to services.

## Results

We have attended the Frankfurt Book Fair as usual in October.

Our target of 50% of all titles being available in e-book formats has now been met.

Three new authors have signed ongoing contracts. This brings our total number of authors to 34, with 25 contracted to produce a title this coming year.

38 new titles have been published on individual contracts with authors, an increase of 5 over the same period last year.

# https://upload.wikimedia.org/wikipedia/commons/thumb/3/38/Frankfurter_Buchmesse_2015_-_Halle_3.JPG/682px-Frankfurter_Buchmesse_2015_-_Halle_3.JPGFrankfurt Book Fair

As usual, we attended the Frankfurt Book Fair[[1]](#footnote-1) in October. Thanks to all staff who helped prepare our stand and presentation, particularly those that did not get to go and have a holiday!

Those that did get to go had a great time, and by now we’ve all seen the photos of all the fun they had away from the office. If not, you can always ask Jenny Emelia for them – she’ll be more than happy to show them off for you![[2]](#footnote-2)

Of course, it wasn’t all fun and games – there was some work in there as well. We’ve come away from the fair with reciprocal agreements with Rhinoceros Publishing in the UK and Narwhal Reading in Canada, which will be a big boost to our catalogue of titles.

# New authors

The new authors we are bringing in this year are:

Amanda Wellard – children’s and pre-teen

Mark Devoir – mysteries

Clancy Jacobs – paranormal crime

We wish these new authors all the best and look forward to their first publications with us soon!

# Delivery branch restructure

The delivery branch structure has been restructured to support and reflect the focus on the new web-based self-publishing portal which we want to release this year. As such, the E-Delivery section has been created with Jack Hopping being promoted to manager, and taking over responsibility for both the Web Development Team (now led by Veronica Reel) as well as our existing E-Book Production and Sales team (which remains under Sam Porter). The E-Book Production and Sales team will also take on responsibility for self-publishing titles as described later in our plans for this year.

# Plans for 2017

Our primary focus this year is to get the web-based self-publishing portal off the ground. This will allow easier submission of manuscripts and allow anyone to release an e-book, with those authors wanting physical book publishing and/or marketing to go through our regular processes.

Our plans as a company for this year are still being finalised, but at this stage the draft proposal consists of the following steps:

1. June - Deploy new portal
2. July - Release 5 headline titles on new portal (to be decided once new web portal date is known and publishing schedule is finalised)
3. August - Aggressively market new portal to general public using social media, print media, book dust covers
4. October - Move all existing print ordering and e-book redistribution systems to the new portal
5. November - Ensure existing retail customers receive assistance with new portal for ordering and are able to redistribute e-books as per existing licence agreements

If you have any comments or suggestions regarding the plans for this year, please let Sam Tattling know.

1. Frankfurter Duchesse website: http://www.book-fair.com/en/ [↑](#footnote-ref-1)
2. [↑](#footnote-ref-2)